



**COMMUNICATION
ECONOMICS
ORGANIZATION**
19-22 August 2021 - GEORGIA

2nd

PROCEEDINGS BOOK

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EDITORS

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International CEO

(Communication, Economics, Organization)

Social Sciences Congress

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2021 **International CEO (Communication, Economics and Organization) Social Sciences Congress** (CEO SSC 2021, **Georgia**) was held between 19-22 August 2021 hosted by Georgian National University, the largest university in Georgia. Several manuscripts from prestigious institutions could not be accepted due to the reviewing outcomes and our capacity constraints. **131 scientific papers prepared by 209 academicians from 119 institutions from 7 continents of the world were presented in a total of 22 sessions through 2 separate channels** at the Congress held online in the cooperation of Balıkesir University, International Vision University, Bolu Abant İzzet Baysal University, International Gorazde University, Nişantaşı University, Cyprus West University, Prizren University, CEO Tekmer, Dilkur Publishing, Insec, EUJMR and NCM Publishing and hosted by Georgian National University.

Presentations are in Turkish & English. **2021 International CEO Congress** takes place with the participation and contributions of **209 academics from 37 countries: Afghanistan, Albania, Argentina, Azerbaijan, Bosnia Herzegovina, Burkina Faso, Cameroon, Chile, China, Colombia, Egypt, France, Georgia, India, Indonesia, Iraq, Italy, Japan, Jordan, Kosovo, Lebanon, Morocco, N.Macedonia, New Zeland, Nigeria, Pakistan, Philippines, Romania, Saudi Arabia, South Africa, Sri Lanka, Thailand, Turkey, Turkish Republic of Northern Cyprus, Tunisia, United Kingdom, Uzbekistan.**

Special thanks goes to President of the Congress Prof.Dr. **Himmet Karadal**, Prof.Dr. **Mustafa Tümer**, Vice Rector of SEU Prof. Dr. **George Gvartadze**, Secretary General Of Gorazda University, Assoc. Dr. **Melvedin Jašarević**, Prof.Dr. **Mensur Nuredin**, Mayor of Aksaray Dr. **Evren Dinçer**, Deputy Minister of Afghanistan Assoc. Dr. **Abdul Tawab Balakarzai** and previous Minister of State **Faruk Celik**, who gave the opening speech at 2021 International CEO Congress. We would like to thank Assoc.Prof.Dr. **Mohammed Abubakar**, one of the congress coordinators, who is on the list of the most influential scientists in the world, and other coordinators Assoc.Prof.Dr. **Azer Dilanchiev, Kerim Karadal, İlhan Alyay, Murat Er.**

CEO Congress aims to provide a platform for discussing the issues, challenges, opportunities and findings of **Communication, Economics, Organization, Management and Social Science** research. The organizing committee with feedback from the division chairs and the members of the **scientific committee** foresaw an opportunity and research gap in the conference theme, that pitches for pressing issues in the business world. On the day of completion of this journey, we are delighted with a high level of satisfaction and aspiration. It is important to offer our sincere thanks and gratitude to a range of organizations and individuals, without whom this year's conference would not take place. This conference would have not materialized without the efforts of the contributing authors for sharing the fruit of their research and the reviewers for scrutinizing, despite their busy schedules. We also thank our members and colleagues who accepted the duty to participate in the Scientific Committee and for their valuable help in the screening, selecting, and recommending best contributions. You can see the appreciations on the following pages.

It is a great privilege for us to present the full texts of **CEO SSC 2021** to the authors and delegates of the conference. 7 of the presented papers were deemed worthy of the Best Paper Award. These best papers are noted on page sixteen of this e-book with ISBN:**978-605-06656-5-9**. The author(s) declared that their work has not been published elsewhere or submitted for publication. "Compliance with the ethical rules of the studies is the responsibility of the authors. Any responsibility arising from non-compliance with the ethical rules belongs to the author(s) "

Uluslararası CEO

(İletişim, Ekonomi, Organizasyon)

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Gürcistan'dan Gürcistan Ulusal Üniversitesi SEU ev sahipliğinde Balıkesir Üniversitesi, International Vision University, Bolu Abant İzzet Baysal Üniversitesi, International Gorazde University, Nişantaşı Üniversitesi, Cyprus West University, University of Prizren, CEO Tekmer, Dilkur Yayıncılık, Insec, EUJMR ve NCM Publishing işbirliği ile 19-22 Ağustos 2021 tarihlerinde gerçekleşmiştir.

Kongremizde, Afganistan, Arnavutluk, Arjantin, Azerbaycan, Bosna Hersek, Burkina Faso, Kamerun, Şili, Çin, Kolombiya, Mısır, Fransa, Gürcistan, Hindistan, Endonezya, Irak, İtalya, Japonya, Ürdün, Kosova, Lübnan, Fas, K.Makedonya, Yeni Zelanda, Nijerya, Pakistan, Filipinler, Romanya, Suudi Arabistan, Güney Afrika, Sri Lanka, Tayland, Türkiye, Kuzey Kıbrıs Türk Cumhuriyeti, Tunus, Birleşik Krallık, Özbekistan gibi 37 ülkeden olmak üzere dünyanın 7 kıtasından ve 119 kurum/üniversiteden 209 akademisyen tarafından hazırlanan 131 bildiriye yer verilmiştir. Kongremize 146 bildiri özeti gönderilmiş, bunlardan 134 adedi sözlü sunuma kabul edilmiş ancak 131 bildiri 2 ayrı kanaldan toplam 22 oturumda sunulmuştur. Sunumlar kayıt altına alınmıştır ve katılımcılara gönderilmiştir.

Kongrede sunulan ve gönderilen tam metin bildirimler, editör ve hakem değerlendirmesinden sonra 978-605-06656-5-9 ISBN'li bu e kitapta yayımlanmaktadır. Bu tam metin kitabında yayınlanan tam metinlerin yaklaşık %70'i Türkiye dışından katılan yazarların çalışmalarıdır.

Belirtilen tarihe kadar kongre sitesine yüklenen tam metin bildirimler ise, yazarın tercihine ek olarak editör ve hakemlerin değerlendirmelerine göre tam metin bildiri kitabında bildiri olarak, edit kitapta kitap bölümü olarak veya web sitesinde belirtilen dergilerde makale olarak yayımlanma fırsatına sahiptir.

İstiklal Marşı ile başlayan CEO kongre kapsamında 2 ayrı çalıştay düzenlendi. "Covid-19 Pandemisinin Yüksek Öğrenime Etkisi" çalıştayında dünyanın 12 farklı ülkesinden katılan akademisyenler pandemi sonrası yeni dünya düzeninde ortaya çıkmış yıkıcı zorluklarla başa çıkmak için fırsatlar ve tehditleri ele alarak yeni sürece dair stratejileri sundular. "Araştırma Yöntemleri" çalıştayında da Türkiye'nin bilimsel araştırma ve yöntemleri konusunda en yetkin akademisyenleri Prof.Dr. Şevki Özgener ve Prof.Dr. Remzi Altunışık katılımcılara bilgi aktarımı gerçekleştirerek katılımcıların sorularını cevaplandırdı.

Kongre koordinatörlerinden Doç.Dr.Mohammed Abubakar'a teşekkür eder, dünyanın en etkili bilim insanları listesinde yer almasından dolayı tebrik ederiz. Türkiye'den ve KKTC'den sosyal bilimler alanında listeye giren 7 bilim insanından biri olmuştur. Diğer koordinatörler Doç. Dr. Azer Dilanchiev, Kerim Karadal, İlhan Alyay, Murat Er'e teşekkür ederiz. Açılış konuşması gerçekleştiren CEO Kongre Başkanı Prof.Dr. Himmet Karadal, Prof.Dr. Mustafa TÜMER, SEU Rektör Yardımcısı Prof. Dr. George Gavgadze, Gorazda Üniversitesi Genel Sekreteri Doç. Dr. Melvedin Jašarević, Prof. Dr. Mensur Nuredin, Aksaray Belediye Başkanı Dr. Evren Dinçer, Afganistan Bakan Yardımcısı Yrd. Doç. Dr. Abdul Tawab Balakarzai ve önceki Devlet Bakanı Sn. Faruk Çelik Beylere teşekkür ederiz.

Sunulan bildirimlerden 7'si En İyi Bildiri ödülüne layık görüldü. Bu en iyi bildirimler, bu özet kitabın on altıncı sayfasında ayrıca belirtilmiştir. Yazar(lar) kongremize çalışmalarını göndermekle çalışmalarının başka bir yerde yayımlanmadığını veya yayımlanmak üzere göndermediğini bildirmişlerdir. "Çalışmaların etik kurallara uygunluğu" yazarların sorumluluğundadır. Etik kurallara uyulmamasından doğacak her türlü sorumluluk yazar(lar)a aittir "

A Special Thanks To...

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CONTENTS

	Page
Presentation	3
Sunuş	4
Thanks to	5
Institutions of the Authors	6
Advisory Board	9
Organising Committee	10
Congress Chairs	10
Scientific and Peer Review Committee	14
Congress Programme	1013

Name of Paper and Author(s)	Page
Financial Performance Analysis of PT AKR Corporindo TBK. Before and During Covid-19 Pandemic Dr. Wiwiek Mardawiyah DARYANTO, Annisa Fitri FEBRIANTI, Fauzan Adi LAKSONO	25
Fast Leader to Fast Changing Dian PRATAMA, Mr. Luigi Pio Leonardo CAVALIERE	39
The Colonial Exploitation of the River Valley Forests in North-Western Himalayas (1853-1900) PhD Research Scholar Souvik DASGUPTA	48
Homer as The Forerunner in Formulating The Tradition of Information Assoc. Prof. Dr. Ketevan NIZHARADZE	58
Measuring Financial Performance of PT Industri Jamu Dan Farmasi Sido Muncul, TBK During Covid-19 Crisis in Indonesia Dr. Wiwiek Mardawiyah DARYANTO, Erdhisa Tysani NURLIANA, Azka Rahadyan KURNIA	64
Cyberspace Violence, Digital Tools and Behaviour Change to Violence against Women in Nigeria Aimee Osamudiamen Chris	79
Custodial Violence and Its Impact on Kerala in 21 st Century LLM Scholar Sree Lekshmi B, Research Scholar Adv. Sony Raj S.S	87
Modern Yönetim Sisteminde Faizsiz Finansal Piyasaların Düzenlenmesi Sorunları Dr. Pərviz RÜSTƏMOV HACI OĞLU	92
Psychosocial Aspect of Feminist Criminologist Adelekun Isaac ABIODUN, Mr. Luigi Pio Leonardo CAVALIERE	100
Contemporary Affairs of Women in Rural Province, India Dr. Harry, Research Scholar Nelofar Ara	109
Impact of Labor Structure on the Effectiveness of Audit Activities Asst. Prof. Dr. Teimuraz PARTSKHALADZE	115
Value creation with collaborative consumption models: How do we assess value creation with collaborative consumption models? Dr. Imen BEN SLIMENE, Dr. Khalil AFEF, Mr. Luigi Pio Leonardo CAVALIERE	122

Covid-19 Pandemic Impact on World Economy Ms. Zunaira ZAHOOOR, Mr. Luigi Pio Leonardo Cavaliere	143
Assessment of Damages During Global Pandemic in UAE From The Legal Perspective Adelekun Isaac ABIODUN, Serhat ADEMOĞLU, Mr. Luigi Pio Leonardo CAVALIERE	152
Enerji Güvenliği Perspektifinden Azerbaycan'ın Enerji Stratejisi ve Bölgesel İşbirliğinin Önemi Assoc. Prof. Dr. Murteza HASANOĞLU	161
Communication and Utility of Scientific Knowledge in Social and Human Sciences Sergio QUIROGA	169
Some Important Aspects of Financial Stability in the Context of the Coronavirus Pandemic Assoc. Prof. Dr. Nino Samchkuashvili, Prof. Dr. Valeri Mosiashvili	179
Active-Reception Development Communication Model and the Public Enterprise Practices in Indonesia: Theoretical Reflections Eka Sri Dana Afriza	185
Poverty, Vulnerability and Violence in Context of Covid-19 in Cameroon Prof. Dr. TCHOUASSI Gérard, Dr. JIOKENG TCHOUGON Elie Fernand, Dr. KAMGA KAMGA Chryseine Chantale	195
Preference and Consumer Safety for Honey Consumption in Albania Dr. Eglantina PAZAJ	205
Economizing Function of Language in Communication Adnan Faihan MAHMOOD, Ahmed Subhi ABDULLAH	221
The Role of Conceptual Metonymy in Meaning Construction Heydar GULIYEV	235
Science, Media and Public Sergio QUIROGA	241
Some Prospects of Georgia's European Integration – is Economic and Political Transformation Enough for Joining European Union? Prof. Dr. Giorgi Kharshiladze	250
Covid19's Impact on Talent Management: New HR Challenge Assist.Prof. Teona Maisuradze	256
The Cittaslow Movement: A Critical Evaluation Through Iran and Turkey Phd. Can. Mortaza Chaychi SEMSARİ, Doç. Dr. Pelin Pınar GİRİTLİOĞLU	262
Societal Marketing and Corporate Reputation in the Banking Industry of Afghanistan Afganistan Bankacılık Sektöründe Toplumsal Pazarlama ve Kurumsal İtibar Dr. Hamayoun GHAFORZAY, Asst. Prof. Samiullah NAEEMI, Asst. Prof. Partamina WARDAK	289
The Impact of Cyberbullying on Human Dignity: What Is to be Done? Dr. Rey TY	298
Dimensions of International Labor Migration and Its Impact on Socio-Economic Development In India Dr. Suhail Ahmad BHAT, MS. Shambhavi Singh, Dr. Surendra MEHER	307
The Impact of Entrepreneurial Marketing on the Performance of Tunisian Exporting Companies PhD C. Ghada HAMROUNI, Assoc. Prof. Dr. Amina OMRANE	328

Comparative Analysis of Marx, Weber, and Pomeranz Views on the Historical Economic Potential of the West and the East Assoc. Prof. Dr. Tsitsino DZOTSENIDZE	346
Challenges in Detecting Money Diversion Within Cameroonian Organisations Dr. Denis Baudelaire YOTA KUETE	355
Corporate Social Responsibility Communication Policy in India and its Relations with the World Economy- An Analytical Study on CSR and Communication Policy Assoc. Prof. Dr. Anjani Kumar Srivastava	368
Women in the Informal Economy: Human Rights Protection and Impact of Covid-19 Crisis Ms. Priyashikha RAI, Mr. Luigi Pio Leonardo CAVALIERE	375
Impact of Institutional Quality on Economic Growth Ms. Noreen KAUSAR, Prof. Dr. Li SHUNANGJIE, Mr. Luigi Pio Leonardo CAVALIERE, Ms. Umme RUBAB	386
Techno-Entrepreneurial Intention Among the Business Management Students: Does Gender Matters? Dr. Sudin BAG, Dr. Soumya MUKHERJEE, Dr. Amina OMRANE	404
Energy Policy of Turkey and Its Contemporary Applications Assoc. Prof. Dr. Elnur Hasan MIKAIL, Asst. Prof. Dr. Hakan ÇORA	417
Vermicompost and Vermiwash as Organic Utility Products - A Case Study of Northern Part of West Bengal, India Asst. Prof. Dr. Analjyoti Basu, Dr. Prabir Kumar Panda	426
Does Employee Satisfaction Influences Turnover Intention? An Empirical Study with Mediating Role of Love of Money Dr. Sudin BAG, Mrs. Payel AICH	440
Estimation of Carbon Footprints, by Selecting Case Study of Urban and Peri Urban Areas of Faisalabad Ms. Noreen KAUSAR, Prof. Dr. Li SHUNANGJIE, Mr. Luigi Pio Leonardo CAVALIERE, Mr. Usman NAWAZ	454
The Role of Live Stock on Economic Growth of Afghanistan (2015-2019) Dr. M. Akbar FARHANG, Asst. Prof. Amir Hamza ASLAMI	479
East of Eurasia in 21st Century: Turkey's Policy Towards Azerbaijan Assoc. Prof. Dr. Elnur Hasan MIKAIL, Asst. Prof. Dr. Hakan ÇORA	496
Effects of COVID-19 Outbreak on Higher Education in Nigeria: Obstacles, Opportunities and Threats Aimee Osamudiamen Chris	505
Model for Improving Firm Digital Marketing Capabilities Based on Adoption Eco-System Readiness and Digital Transformation Dr. Cand. Agus Masrianto, Dr. Ir. Hartoyo, MSc, Prof. Dr. Ir. Aida Vitayala S Hubeis, MSc, Dr. Nur Hasanah, S.Kom, M.Eng	511
Effect of Interest Rate on Consumer Loans in Turkey Semavi KARAALI	529
Teaching Challenges and Opportunities in Higher Education In Lebanon During Covid-19 Prof. Dr. Zouhour El-ABIAD	540
Foreign Direct Investment on Economic Growth of G7 Countries During Covid-19 Asst. Prof. Hira Saeed, Ms. Rukhsana Bibi, Mr. Luigi Pio Leonardo Cavaliere	551

The Effects of COVID -19 Outbreak on Higher Education in Indonesia Dr. Ir. Amelia Naim Indrajaya, MBA	565
Effects of COVID-19 Outbreak on Higher Education in The Saudi Arabia: Obstacles, Opportunities and Threats Dr. Astha BHANOT	580
Effect of COVID19 Pandemic on Higher Education in New Zealand Prof. Dr. Siham EL-KAFAFI	586
Effects of COVID-19 Outbreak on Higher Education in Iran Hamid ALIBEIKI	593
Effects of COVID-19 Outbreak on Higher Education System in Sri Lanka Mr. Raveenthiran VIVEKANANTHARASA	600
Effects of Covid-19 Outbreak On Higher Education in Kosovo: Obstacles, Opportunities and Threats Asst. Prof. Dr. Luan VARDARI	608
Sosyal Muhasebe Kavramı: Muhasebe Mesleğine Yönelik Araştırma Assoc. Prof. Dr. Ayşe Nur BUYRUK AKBABA	614
Plansız Online Tüketici Satın Alma Davranışları Üzerine Bir Araştırma Zeynep KALKAN, Doç. Dr. Yunus Bahadır GÜLER	623
Ahlaki Kayıtsızlık, Kırık Camlar Teorisi ve Sanal Kaytarma İlişkisi Doç.Dr. Burcu ÜZÜM	648
Sağlık Sektöründe Kadın ve Erkek Hekimlerin Liderlik Yaklaşımları Üzerine Bir Araştırma: Diş Hekimliği Örneği Dr. Serdar ÇAKAN	656
Covid-19 Pandemi Sürecinde Bireylerin Medya Kullanımı: Karaman İli Örneği Assoc. Prof. Dr. Fadime DİLBER	674
Popüler Kültür Ve Popüler Kültürün Yaygınlaşmasında Kitle İletişim Araçlarının Rolü Assoc. Prof. Dr. Fadime DİLBER	690
Ahmedî Cân İsimli Eserde Geçen Bazı Birleşik Fiiller Üzerine Bir İnceleme Doç. Dr. Ali ÇİÇEK	699
Gender Stereotype in Emotional Expressions (Examination of Emotional Expressions on Social Networking Sites in Terms of Gender Stereotype) Arş. Gör. Neslihan ÖZMELEK TAŞ, Doç. Dr. Ayşen TEMEL EGİNLİ	707
Covid 19 Aşıları Enformasyonu ve İnternet Güvenilirliği Prof. Dr. Himmet HÜLÜR, Dr. Erhan HANCIĞAZ	723
Kültürel Diplomasi Örneği Olarak Türk Dizileri Dr. Erhan HANCIĞAZ, Prof. Dr. Himmet HÜLÜR	733
Turizmde Örgütsel Özdeşleşme Konulu Lisansüstü Tezlerin Bibliyometrik Analizi Dr. Öğr. Üyesi Güllü GENÇER, Doç. Dr. Arzu GÜRDOĞAN	740
Kamu Yönetiminde İnovasyon ve Türkiye Üzerine Bir Değerlendirme Dr. Öğr. Üyesi. Arzu YILDIRIM	750
Türkiye'de Sosyal Pazarlama Konulu Makalelerin Kategorik Değerlendirilmesi Doç. Dr. Meftune ÖZBAKIR UMUT, Yüksek Lisans Öğrencisi Kübra YILDIRIM	763

Covid-19 Koşullarında Durumsal Minnettarlığın Duygudurum ve Yaşama İlişkin Tutumlarla İlişkisi Res. Assist. Ahmet Demirdağ, Assoc. Prof. Dr. Derya Hasta, MA Student Elif Sümeyra Ulutaş	773
Türk-Amerikan İlişkileri: Brunson Olayı Öğretim Görevlisi Dr. Mehmet Nur ÇELİKASLAN	785
Firmaların Türev Araçları Kullanımı ve Covid19 İlişkisi Davranışsal Finans Bakış Açısı ile Haberleşme Sektörü Üzerine Bir İnceleme Dr. Öğretim Üyesi Çağrı HAMURCU	793
Alan Sensin Atan Sensin! Acaba İşten Çıkması Gereken Sen misin? İlaç Mümessilleri Üzerine Mikro Anlatılar Dr. Mehmet KAPLAN, Dr. Öğr. Üyesi Berna Turak KAPLAN, Prof. Dr. Adnan ÇELİK	799
Koronavirüs (COVID-19) Sürecinde Dijitalleşme ve Gerçek Zamanlı Pazarlama Uygulamaları PhD. C. Murat ER, Instructor Hülya ER, Prof. Dr. Remzi ALTUNIŞIK	806
Kamu - Özel Ortaklığı (PPP) İş Modelinin Yönetmel Sorunları: Türkiye'den Örnek Bir Vaka Mehmet Metehan ÇETİNTAŞ, Kerim KARADAL, İlhan ALYAY, Prof. Dr. Bilgin TAK MEYDAN	825
Determinations of Urban Migration: An Experimental Study of Urban Migration at Cumilla City in Bangladesh Assoc.Prof.Dr. Shapan Chandra Majumder , Postgraduate Research Student Md. Hasanur Rahman, Postgraduate Research Student Ebrahim Sarkar, Assoc.Prof.Dr. Azer Dilanchiev	834
Advantages and Failures of Albanian Small and Middle Businesses in the Difficult Situation of Covid-19, Comparative Analysis and the Imperative Need for Strategic Changes Dr. Tatjana ELEZI, Dr. Gerti DAJCI, Prof. Dr. Alba DUMI	847
Intention to use Virtual Reality (VR) Tourism: The Role of Digital Media Exposure (Evidence at Korean Media Viewers' Intention to use VR Tourism During the Covid-19 Pandemic in Jakarta) Inkwan Cho, Dr. Ir. Firdaus Basbeth, MM.	863
Temperament Types: Extraversion, Introversion and Interrelation between the Behavior Strategies in Conflicts in the Period of COVID Pandemics Asst. Prof. Dr. Ina SHANAVA, Asst. Prof. Dr. Sopio GUGUNAVA	881
Governance and Economic Growth, Empirical Verification in the Countries of the CEMAC Zone Erick TELIMSEIN	888
Dijitalleşme ve Covid-19 Pandemisinin Meslekler Üzerindeki Etkileri PhD. Can. Murat ER, Prof. Dr. Remzi ALTUNIŞIK	913
Sağlık Sektörü Çalışanları Ağızdan Ağıza Ne Söylüyor? Doç. Dr. Zeynep HATİPOĞLU, Doç. Dr. Gülbeniz AKDUMAN	930
Similarities in the Elements of Hajj (Mecca and Bukhara) Shavkat BOBOJONOV	940
Örgütsel İletişim ve Motivasyon İlişkisi: Kamu Kurum Örneği Prof. Dr. Muhsin HALİS, Master Student Hamdi ÖZTÜRK	945

Gösteri Toplumu Bağlamında Instagram Yoluyla Yeniden Üretilen Evlilik ve Nişan Ritüelleri Assoc. Prof. Dr. A. Banu Hülür, Cahit Kutay Aykan	954
COVID- 19 Salgını Döneminde Dijitalleşen Eğitim ve Greenscreen Örneği Assoc. Prof. Dr. A. Banu HÜLÜR, Remzi TUTKAL	962
Vergi İcra Hukuku Bağlamında İhtiyati Haciz Müessesesi: Danıştay Kararları Çerçevesinde Hüküm ve Sonuçları Dr. Öğr. Üyesi Mutlu YORULDU	969
The Impact of Branding on Marketing of Retail Banking and its Long-Term Effect On Customer Loyalty- A Case Study of BRAC Bank Dhaka, Bangladesh Dr. Md Ruhul Amin SARDAR HND, BA (HONS), MBA, DBA	979
Kadın Kooperatiflerinin Kadın Girişimciliği Bağlamında Değerlendirilmesi: Aksaray Örneği Prof. Dr. Himmet KARADAL, Asst.Prof.Dr. Hatice BAYSAL, Dr. Evren DİNÇER	988
Yerel Ölçekte İktisadi Kalkınma Bağlamında Şehir Markalaşması: Aksaray Örneği Prof. Dr. Himmet KARADAL, Assoc. Prof. Dr. İnci ERDOĞAN TARAKÇI, Asst. Prof. Dr. Yahya Can DURA, Dr. Evren DİNÇER	1003

Financial Performance Analysis of PT AKR Corporindo TBK. Before and During Covid-19 Pandemic

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ABSTRACT

COVID-19 has had a significant impact on PT AKR Corporindo Tbk. PT AKR Corporindo Tbk is a company engaged in distribution and fuel trading. The financial condition of PT AKR Corporindo Tbk was noted to have decreased when the large scale social restrictions were imposed by the government to prevent the transmission of COVID-19, so that limited human movement causes reduced fuel consumption. The research aims to analyze the impact of the COVID-19 pandemic on the financial condition of PT. AKR Corporindo Tbk in the period before and during the pandemic period to get a comparison of the company's financial performance. The research was conducted using quantitative methods, using ratio analysis with the approach of profitability, liquidity, activity and solvency which was then tested using the T test. The data analyzed in this study were obtained from the company's financial statements for the 2019 period (before COVID-19) and the 2020 period (during COVID-19) using data in the 1st quarter, 2nd quarter and 3rd quarter of each year. The results of the analysis in the study are expected to provide a comparison of the financial performance of PT AKR Corporindo Tbk on different conditions. The research is expected to provide results of the impact of the COVID-19 pandemic on the company's financial performance and can assist in providing suggestions for improving the company's financial performance in the future.

Keywords: Financial Performance, Profitability, Liquidity, Activity, Solvency, PT AKR Corporindo Tbk, Covid-19.

INTRODUCTION

Coronavirus disease 2019 (COVID-19) pandemic is an event that causes human health problems in the world, including in Indonesia. COVID-19 has been identified by WHO since December 31, 2019. COVID-19 began to be detected in Wuhan, China and then began to spread outside China, including Indonesia. Initially this virus was thought to have emerged from an animal market in the city of Wuhan, the virus was found in snakes and bats which were thought to have spread from animals to humans and then there was human-to-human transmission (Purwanto, et al., 2020). Then on March 11, 2020, the COVID-19 case was declared a pandemic. The first case of COVID-19 in Indonesia occurred on March 2, 2020, and in the following days there was an increase in cases (Kementerian Kesehatan RI, 2020)

Due to the rapid spread of COVID-19 cases, several regions in Indonesia have implemented social distancing and social restrictions, one of which is Jakarta, as the capital city of Indonesia. The Governor of Jakarta, Anies Baswedan implemented a social restriction policy to prevent the spread of COVID-19, a social restriction policy including restrictions on the movement of people between cities, work from home, and also school at home (Habir, 2020). Due to social restrictions and the spread of COVID-19 cases in Indonesia, many economic sectors have experienced a decline in sales. One of the sectors that has experienced the effects of the COVID-19 pandemic on decreasing sales is the oil and gas industry in Indonesia.

Large-scale social restriction policies have an impact on reducing fuel consumption. Secretary General of the Ministry of Energy and Mineral Resources (ESDM), Ego Syahril, said that the national fuel consumption had dropped compared to the previous year due to the social restriction policies implemented in various regions. As a national private company engaged in the sale of fuel in Indonesia, AKR Company is experiencing the impact of the COVID-19 pandemic. (Kompas.com, 2020)

The research aims to analyze the impact of the COVID-19 pandemic on the financial condition of AKR Company in the period before and during the pandemic period to get a comparison of the company's financial performance. The research was conducted using quantitative methods, using ratio analysis with the approach of profitability, liquidity, activity and solvency which was then tested using the T test.

LITERATURE REVIEW

Petroleum Industry and Distribution in Indonesia

Indonesia consists of many islands which means it's the biggest challenge for the distribution industry to distribute goods to the entire Indonesia. Logistic is a series of activities to move the product to the consumer. According to Chapman, et al., (2002), logistics has a complex role in managing the flow of goods, services and related information. The role of logistics expands not only to move products and materials but also to create competitive advantage by providing services which meet customer demand.

AKR Corporindo Company

AKR was established in Surabaya in 1977 under the name of PT. Aneka Kimia Raya which is basically engaged in the trading of basic chemicals. Along with the additional company's

business lines, the company changed the name to PT. AKR Corporindo Tbk. PT. AKR Corporindo Tbk is the leading logistics and supply chain company that is engaged in the trading and distribution of Petroleum and Basic Chemicals. AKR is the first national private company to commence distribution of non-subsidized fuels. AKR Company imports and supplies high speed diesel, fuel oil and industrial diesel oil to customers in the mining, power generation, plantation, commercial, industrial and also bunker industries. The company has been entrusted by the Downstream Oil and Gas Regulatory Agency (BPH Migas) to distribute subsidized petroleum to several regions in Indonesia. AKR has many collaborations with other companies, which makes the company has become one of the largest private distributors in logistics services and solution providers for the procurement of petroleum and basic chemicals in Indonesia. AKR strengthened its positioning as a petroleum distribution company by opening BP AKR gas station, also, they have 137 outlets SPKBN and SPBN that spread across various regions of Indonesia including 3T regions (PT. AKR Corporindo, 2021)

Financial Ratio Analysis

Ratio analysis is a kind of financial analysis of information on a company's financial statements. Financial ratio is a tool that serves companies and investors for the process of analyzing and comparing relationships between different pieces of financial information across the company's history (Rashid, 2018). According to Theogene, et al. 2017, this analysis is important among the stakeholders such as the management, owners, customers, suppliers, competitors to analyze their financial statement in order to evaluate and make judgments about the financial health of their companies. In general, the financial ratios that are used to analyze the financial performance are liquidity, profitability, solvency and activity (Agusta and Hati, 2018).

Liquidity Ratio

Liquidity ratios are primarily focused on the cash flows, it is an indicator to measure a company's ability to meet its short-term liabilities (Durrach, et al., 2016). According to Robinson, et al. (2015) liquidity management is achieved through the effective use of assets. This study uses current ratio and quick ratio as an indicator of liquidity of the company. According to the Wijaya and Ida (2020), the difference between current ratio and quick ratio is in the calculation in quick ratio, it's ignoring the inventory in the calculation.

Current Ratio represents the ratio of current assets to current liabilities and to measure the company's ability and short-term loans (Durah, et al., 2016). According to Irman, et al. (2020) the higher the current ratio, the lower the current assets used to pay off current debts and vice versa. The amount of total assets invested will affect the level of profit to be obtained.

$$\text{Current Ratio} = \frac{\text{current asset}}{\text{current liabilities}}$$

Quick Ratio is the tool to find out the firm's ability in short-term success paying in debt. According to Rashid (2018), provide the relationship between liquid assets and current liabilities.

$$\text{Quick Ratio} = \frac{\text{current asset} - \text{inventory}}{\text{current liabilities}}$$

Profitability

Profitability ratio consists of profit margin, Return on Investment (ROIC) and Return on Equity (ROE). Profitability ratio is the financial analysis to measure a company's ability to generate profits (Wijaya and Ida, 2020). According to the Dai (2016), profitability ratio provides the information of the company's ability to benefit by utilizing the resources available within the company. The ratio shows that the combination of the effects of liquidity, asset management and debt on operating results.

Return on Equity (ROE) represents a measure of a company's ability to obtain available for its shareholders (Utami, et al., 2019). According to Calamar (2016) the higher ROE in general means the better, it follows all other things being equal, the companies will produce more earnings and free cash flow that can be used to support a higher level of growth and keep the financial of the company strong and also provide cash return to shareholders.

$$ROE = \frac{\text{net income}}{\text{shareholder equity}} [x 100\%]$$

Return on Invested Capital (ROIC) is to measure the return earned on capital in an investment (Damodaran, 2017).

$$ROIC = \frac{\text{net income} + \text{interest} (1 - \text{tax rate})}{\text{longterm liabilities} + \text{shareholder equity}}$$

Profit Margin (PM) is used to measure the benefit by comparing the profit after interest and taxes compared with sales (Agusta and Hati, 2018). According to Mulyadi, et al (2020), this ratio can be obtained by dividing net income after tax by net sales. The greater value of this ratio, the greater the company's ability to cover expenses outside of operations and income tax and also shows the company's ability to earn a net profit at the same time.

$$\text{Profit Margin} = \frac{\text{net income}}{\text{net sales revenue}}$$

Solvency

According to Rahman (2017) solvency ratio refers to the company's ability to meet its obligation in the long term, that means the company's ability to pay its obligation in the long-term including interest and principal debt. This solvency ratio can be done by measuring the Debt-to-Equity Ratio (DER), total equity to total assets and liability to total assets. Debt to equity ratio (DER) is the ratio that represents the total debts attributed to shareholder's equity (net assets). Rising this ratio up to one refers to a weak financial solvency and loss of control by the company.

$$DER = \frac{\text{total liabilities}}{\text{shareholder equity}} [x 100\%]$$

Total equity to total assets ratio represents the own capital of the company and is used to fund all of the company's assets. The higher of its capital company's proportion it will be increasingly high also, so the higher the role of the owner in influencing the management of performance improvement (Prabowo et al., 2018).

$$\text{Total equity to total assets ratio} = \frac{\text{total equity}}{\text{total assets}}$$

According to Subacienne and Willis (2010) total liability to total assets ratio shows that the smaller the ratio value, the better valuation the company is likely to get and represent the percentage of the borrowed funds used to raise the company's assets.

$$\text{Total liability to total assets ratio} = \frac{\text{total liability}}{\text{total assets}}$$

Activity

Activity ratio used to show how resources have been used optimally by the company (Abbas, 2019). There are several ways to measure the activity ratio, this study used inventory turnover ratio and total asset turnover ratio.

According to Madhusudhana and Prahlada (200), inventory turnover is to measure the number of times a company sells its inventory during the year, it also measures management's ability to use resources effectively and efficiently. The higher turnover ratio value indicates how best the firm is operating economically selling products.

$$\text{Inventory Turnover} = \frac{\text{cost of sales}}{\text{inventory}}$$

Asset total turnover is a ratio that is used to measure how all assets owned by a company are operated in supporting company sales and has significant effect on profitability (Nurlaela et al, 2019). Total assets turnover ratio can explain how successful a company is in utilizing its assets to generate profit, if a company can make sales using assets at a minimum, it will result in a higher asset turnover ratio (Nasution, et al, 2018).

$$\text{Asset Total Turnover} = \frac{\text{sales revenue}}{\text{total assets}}$$

METHODOLOGY

Research Method

The method in this research uses a quantitative approach. Quantitative method focuses on computation and data processing. This study uses secondary data from the financial statements of AKR Company which are obtained from the website www.akr.co.id. To calculate the financial ratio analysis, this study uses AKR Company's financial statements in the 1st quarter, 2nd quarter, 3rd quarter of 2019 for before the occurrence of COVID-19 period and 1st quarter, 2nd quarter, 3rd quarter of 2020 for during COVID-19 period. Data from financial ratios were then analyzed using the comparative analysis method. Data were analyzed into two periods, before COVID-19 using data from the 1st quarter, 2nd quarter, and 3rd quarter of 2019 and during COVID-19 using data from the 1st quarter, 2nd quarter, 3rd quarter of 2020. This method is used to see significant differences in the financial ratio in this condition.

Research Model

This research model was adapted from research conducted by Daryanto & Meriana (2019). This model measures differences in financial performance in certain situations using parameters of liquidity, profitability, solvency, and activity ratio.

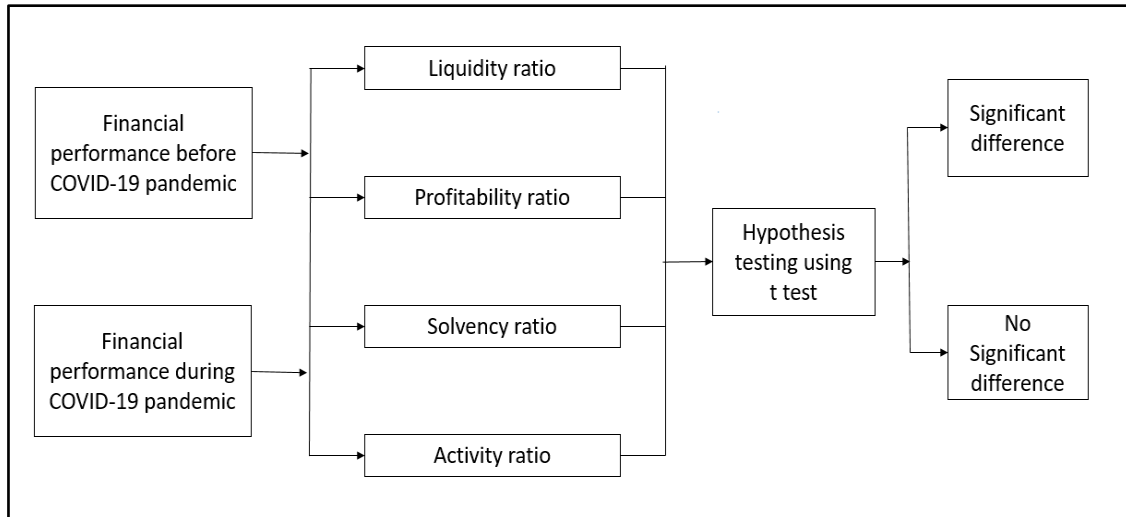


Figure 1. Research Model Analysis

Hypothesis

From the research model, the hypotheses to be developed in this study are as follows:

H1: There is a significant difference using quick ratio in financial performance between before and during the COVID-19 pandemic.

H2: There is a significant difference using current ratio in financial performance between before and during the COVID-19 pandemic.

H3: There is a significant difference using return on invested capital ratio in financial performance between before and during the COVID-19 pandemic.

H4: There is a significant difference using return on equity ratio in financial performance between before and during the COVID-19 pandemic.

H5: There is a significant difference using profit margin ratio in financial performance between before and during the COVID-19 pandemic.

H6: There is a significant difference using debt to equity ratio in financial performance between before and during the COVID-19 pandemic.

H7: There is a significant difference using total equity to total assets ratio in financial performance between before and during the COVID-19 pandemic.

H8: There is a significant difference using liability to total assets ratio in financial performance between before and during the COVID-19 pandemic.

H9: There is a significant difference using inventory turnover ratio in financial performance between before and during the COVID-19 pandemic.

H10: There is a significant difference using total assets turnover ratio in financial performance between before and during the COVID-19 pandemic.

RESULT AND DISCUSSION

Hypothesis Testing

Table 1. shows the results of the paired sample t-test of the company's financial ratio performances. The t-test uses the p-value results to prove the hypothesis. If the p-value score is <0.05 so the hypothesis would be accepted, otherwise if the p-value score is > 0.05 the hypothesis would be rejected (Sujarweni, 2015)

Table 1. Paired Sample T-test of Financial Ratio Analysis AKR Company

Variables	Periods				<i>p-value</i>	Decision
Liquidity ratio						
Quick Ratio	2019	Q1	Q2	Q3	0.265	H1 Rejected
		0.857	0.755	0.836		
	2020	Q1	Q2	Q3		
		0.873	0.843	0.870		
Current Ratio	2019	Q1	Q2	Q3	0.431	H2 Rejected
		1.452	1.367	1.454		
	2020	Q1	Q2	Q3		
		1.258	1.425	1.460		
Profitability ratio						
Return on Invested Capital	2019	Q1	Q2	Q3	0.249	H3 Rejected
		0.016	0.030	0.041		
	2020	Q1	Q2	Q3		
		0.018	0.035	0.052		
Return on Equity	2019	Q1	Q2	Q3	0.179	H4 Rejected
		0.019	0.036	0.053		
	2020	Q1	Q2	Q3		
		0.023	0.044	0.066		
Profit Margin	2019	Q1	Q2	Q3	0.002	H5 Accepted
		0.033	0.032	0.031		
	2020	Q1	Q2	Q3		

		0.048	0.047	0.045		
Solvency ratio						
Debt to Equity Ratio	2019	Q1	Q2	Q3	0.132	H6 Rejected
		86.077	92.745	95.683		
	2020	Q1	Q2	Q3		
		108.435	81.274	78.098		
Total Equity to Total Assets Ratio	2019	Q1	Q2	Q3	0.133	H7 Rejected
		0.537	0.519	0.511		
	2020	Q1	Q2	Q3		
		0.480	0.552	0.561		
Liability to Total Assets Ratio	2019	Q1	Q2	Q3	0.009	H8 Accepted
		0.463	0.481	0.489		
	2020	Q1	Q2	Q3		
		0.520	0.448	0.439		
Activity Ratio						
Inventory Turnover	2019	Q1	Q2	Q3	0.017	H9 Accepted
		1.141	2.030	3.289		
	2020	Q1	Q2	Q3		
		1.791	2.771	3.992		
Total Assets Turnover	2019	Q1	Q2	Q3	0.985	H10 Rejected
		0.266	0.510	0.783		
	2020	Q1	Q2	Q3		
		0.294	0.539	0.755		

The result of the t-test in Table 1 shows that only three financial ratios that have a p-value < 0.05. The hypothesis has been proven, it means that there are only three financial ratios that have a significant difference in the company's financial performance between before COVID-19 and during COVID-19 pandemic. Therefore, the three of hypotheses are accepted, including profit margin, liability to total assets ratio, and inventory turnover ratio. The significant difference among these conditions is that AKR company still can survive in this abnormal condition, even though they can use their assets efficiently and effectively to generate

their profit also to pay them obligation, so the business of AKR Company still running especially ini fuel logistic. However, the slightly indifferent significance with other ratios still prove the positive move between these conditions which is that the value is still increasing, although the value of profit margin in quartal two and quartal three in a pandemic situation is slightly decreasing.

Liquidity Ratio Analysis

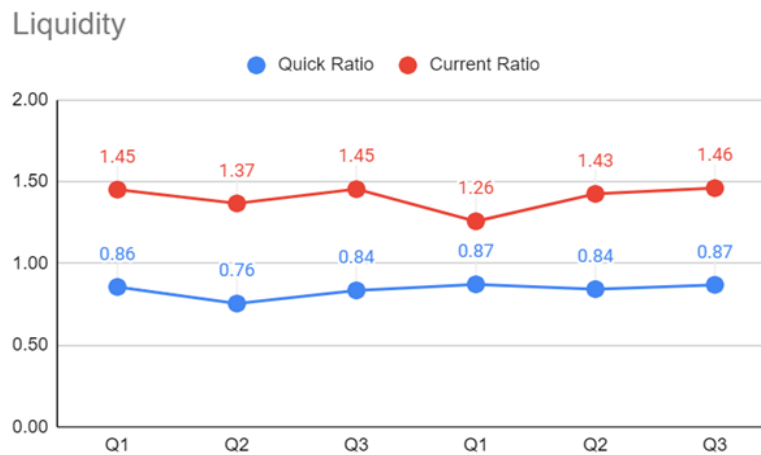


Figure 2. Liquidity Ratio Chart

Liquidity ratio represents the company's ability to meet its short-term liabilities (Durrak et al., 2016). Figure 2 shows that the liquidity ratio from two ratio calculation has a fluctuates value before and during the pandemic period, it means that the company affected the pandemic condition to pay their obligation. However, all of the calculations show the fluctuate value, the hypothesis testing proves that both quick ratio and current ratio didn't have significant difference conditions before and during the pandemic.

Quick ratio has a hypothesis value for >0.05 ($0.265 < 0.05$) it means that there is no significant difference between before and during the pandemic and the hypothesis has been proven. The value of quick ratio has decreased during the pandemic, it means when the quick ratio decreases AKR Company will face obstacles in fulfilling their obligations (Kasmir, 2014). Current ratio has hypothesis testing value for >0.05 ($0.431 > 0.05$) it means that there is no significant difference situation before and during the pandemic. The value of current ratio has increased during the pandemic, it means the higher the current ratio, the lower the current assets used to pay off current debts (Irman et al., 2020). So, AKR Company can pay off the current debt with current assets.

Profitability Ratio Analysis

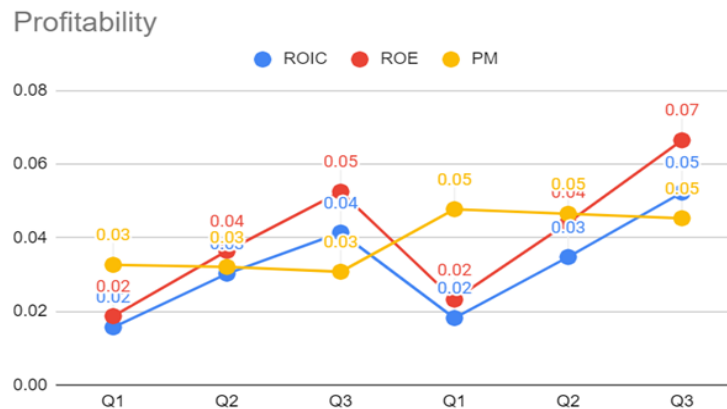


Figure 3. Profitability Ratio Chart

Profitability ratio represents the company's ability to generate benefit or profit by utilizing the resources available within the company (Dai, 2016). Figure 3 shows that the profitability ratio from three ratio calculation has a fluctuates value before and during the pandemic period, it means that the AKR Company efficiently uses their resources to generate their profit before and during this pandemic COVID-19. However, all of the calculations show the fluctuate value, the hypothesis testing proves that both return on invested capital and return on equity didn't have significant difference conditions before and during the pandemic. But, the profit margin ratio has significant difference conditions before and during a pandemic.

ROIC has a hypothesis value for >0.05 ($0.249 < 0.05$) it means that there is no significant difference between before and during the pandemic and the hypothesis has been proven. The value of ROIC ratio has increased during the pandemic, it means company management does a better job of running the company and investing money from shareholders and bondholders. ROE has hypothesis testing values for >0.05 ($0.179 > 0.05$) it means that there is no significant difference situation before and during the pandemic. The value of ROE ratio has increased during the pandemic, it means the higher ROE of AKR Company, the company will produce more earnings and free cash flow that can be used to support a higher level of growth (Calamar, 2016). Profit margin has hypothesis testing value for <0.05 ($0.002 < 0.05$) it means that there is significant difference between before and during the pandemic. The value profit margin ratio has decreased smoothly during the pandemic, it means that the smaller the profit margin ratio makes the lower company's ability to cover expenses outside of operations and taxes. In this case, AKR Company has decreased in obtaining net profit during the pandemic (Mulyadi et al., 2020)

Solvency Ratio Analysis

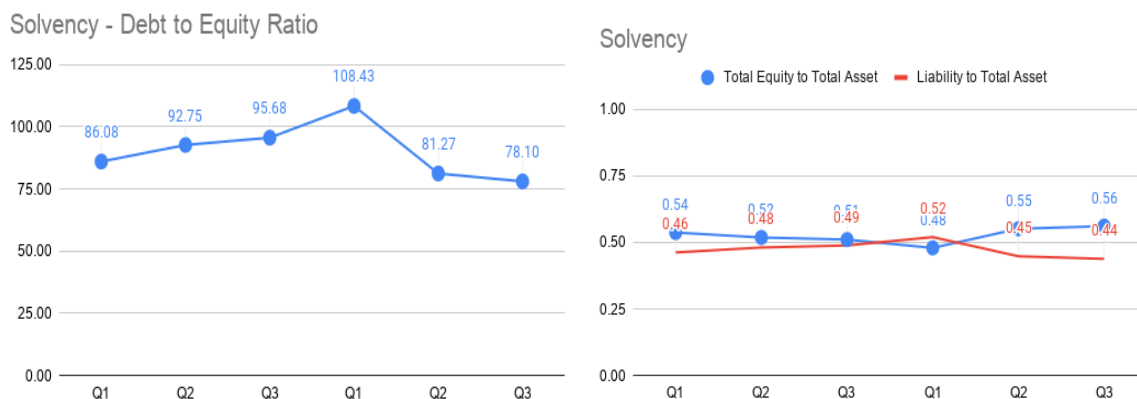


Figure 4. Solvency Ratio Chart

Solvency ratio represents the company's ability to pay their obligation both in long and short term. Figure 4 shows that the solvency ratio from three ratio calculation has a fluctuates value before and during the pandemic period, it means that the company affected the pandemic condition to pay their obligation. However, all of the calculations show the fluctuate value, the hypothesis testing proves that only liability to total asset ratio has significant difference conditions before and during the pandemic.

Liability to total asset ratio has hypothesis value for <0.05 ($0.009 < 0.05$) it means that there is significant difference between before and during the pandemic and the hypothesis has been proven. The value of liability to total assets ratio has decreased during the pandemic, it means that the AKR company has less percentage of borrowed funds that used to increase the company's assets. Liability to total assets value in line with the total asset turnover ratio which is increased. Total equity to total asset ratio value hypothesis has >0.05 ($0.133 > 0.05$) and had decreased before the pandemic and in quartal one in pandemic situations, then increased in quartal two and three during the pandemic. The value of total equity to total assets means that the amount of company's capital is to fund the company's assets, during the pandemic the amount of company's capital has average above the condition before the pandemic. Debt to Equity ratio value hypothesis has >0.05 ($0.132 > 0.05$) and has increased before the pandemic situation and in quartal one in pandemic situations then significantly decreased while the pandemic situation in quartal two and three. The value of DER ratio shows the ability of the company to fulfil their obligation, the higher of this ratio means that the ability of the company to pay the interest is better. AKR company has experienced a downward state while the pandemic situation, it means that the ability of AKR company to fulfil their obligation became worse.

Both total Equity to Total Assets ratio and debt to equity ratio has hypothesis values for >0.05 (0.133 for total equity to total asset and 0.132 for DER) it means that there is no significant difference situation between before and during pandemic, however the results of each quartal shows that there is difference.

Activity Ratio Analysis

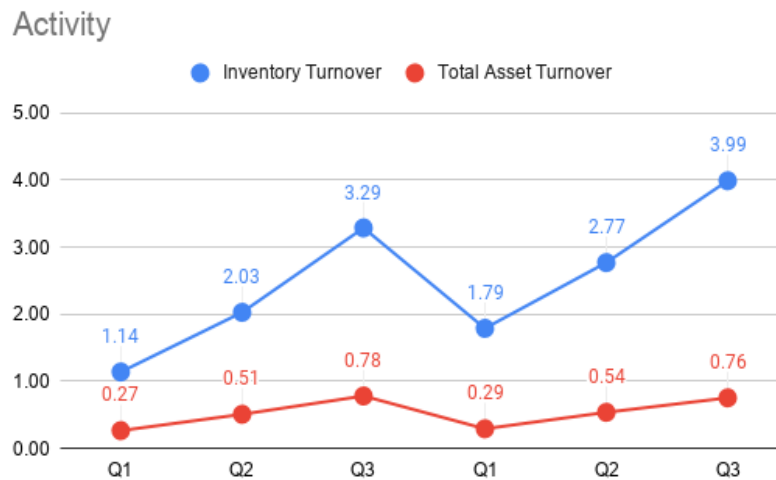


Figure 5. Activity Ratio Chart

Activity ratio is the ratio that shows how efficient the company used their resources or assets to generate their profit. Figure 5 shows the activity ratio from inventory turnover side and total assets turnover side, both of the ratio has increased from quartal one to quartal three in each year, it means that the AKR Company efficiently uses their assets to generate their profit before and during this pandemic COVID-19. However both of the activity ratio shows the increase of their value, the hypothesis testing only shows the inventory turnover ratio has significant effect before and during pandemic, while the total asset turnover ratio does not show the significant effect.

Inventory turnover ratio has hypothesis testing value for <0.05 ($0.017 < 0.05$) it means the hypothesis has been proven that there is a significant difference situation before and during the pandemic COVID-19. The inventory turnover calculation shows that the value of inventory turnover during the pandemic is above the condition before the pandemic, it means that the industry of AKR company is still running although the condition is un-normal and the company has effectively used their resources to gain profit. Total Assets turnover has hypothesis testing value for >0.05 ($0.985 > 0.05$) it means that there is no significant difference situation before and during the pandemic. The company is able to manage their assets to support the operation and AKR company's total assets still gain their income and profit. The value of both ratios during the pandemic is higher than before the pandemic proves that the company uses their assets effectively and efficiently, they can survive during the abnormal condition and still gain the profit.

LIMITATION

This study uses PT AKR Corporindo Tbk as the object of the study. This study only focuses on the financial performance analysis of AKR company before and during COVID-19 pandemic situation. Considering the data during a pandemic period is just available in three

quarters while analysing the data. The data that used in this analysis are three quarterly periods both in before and during the pandemic which are 1st quarter, 2nd quarter, and 3rd quarter of 2019 compared to three quarterly periods of AKR financial statements during COVID-19 which are 1st quarter, 2nd quarter, and 3rd quarter of 2020.

CONCLUSION

The pandemic COVID-19 condition gives the significant difference for AKR Company in some aspects of financial ratio, such profit margin, liabilities to total asset ratio and inventory turnover that is done by financial ratio analysis and paired with t-test. However, other ratios didn't give the significant difference before and during the COVID-19 the company still can run their business and gain the profit and use their assets more efficiently and effectively during the pandemic. The study is to determine whether there is any significant condition or not between before and during the pandemic Covid-19 to AKR Company. The study has been done by calculating the financial ratio which consists of four functional ratios that are profitability, solvency, liquidity and activity ratio. Seen from the comparison data before and during the pandemic condition, the company still runs their business and uses their assets effectively and efficiently, so they still generate profit although in abnormal condition and in the other words the financial performance of AKR Company as well as in normal condition.

RECOMMENDATION

The company should have to focus on the sector that give more profit by produce more and give more services. Make more planning to focus achieve the profitability and maintain its strategic. As seen on the analysis the company could survive from the abnormal conditions, however mostly in the first year of the pandemic, the graph is decreased but on the next quarter the company could move increased the numbers.

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Fast Leader to Fast Changing

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ABSTRACT

Leaders during the COVID-19 pandemic face severe challenges to maintain the sustainability of the organization they lead through various means. Innovation, idea creation, and restructuring of the organization are some of the steps taken by leaders. Facing a pandemic crisis, leaders are required to have the right character. FAST Leader is a concept that is expected to help leaders to continue to maintain the organization they lead.

Keywords: Leader, COVID-19, Fast, Pandemic

INTRODUCTION

In March 2020, the World Health Organization declared the COVID-19 outbreak a global pandemic. The COVID-19 outbreak even continues to this day. The acceleration of its spread makes people feel scared, panicked, worried, and anxious. Not only does it affect human psychology, the ongoing COVID-19 pandemic also affects almost all sectors of life.

Efforts to prevent the COVID-19 virus have been carried out massively such as social distancing, Work From Home (WFH), Large-Scale Social Restrictions (PSBB), PPKM Mikro, to the ban on homecoming during Eid. Not only Indonesia, even almost all countries apply the same policy in the face of this pandemic.

Sudden changes in people's behavior result in changes in people's behavior. Sell-buy transactions that take place face-to-face, begin to switch to online buy-sell transactions. Education is also experiencing the same thing, face-to-face learning is converted into distance education or using e-learning (Samarena, 2020). Communication and meetings that initially had to be done somewhere now switch to the use of digital meeting platforms such as zoom, zoho meeting, microsoft teams, google meet, and so on.

The implementation of restrictions on community activities is too long, getting a response from the community to start loosening restrictions on such activities. The easing of PSBB led to the emergence of a new life order scheme called New Normal. In the new normal era, health protocols become the main thing in organizing daily life and activities.

In addition to the implementation of health protocols to reduce the number of spread of COVID-19, in the new normal, people are now faced with conditions where they must be willing and forced to be able to make peace with technology. In contrast to the previous issue of the industrial revolution 4.0, where people can prepare in a gradual way, now people are required to follow the fast changing rhythm and rhythm of the revolution, because there is no other option in the condition of pandemic transmission prevention, other than the use of technology massively in all aspects of life, to limit activities that result in crowds.

The phenomenon of digital disruption and the ongoing pandemic are new challenges that must still be faced. The government is asking people to coexist with COVID-19. Breakthroughs – breakthroughs have been made to be able to return to normal life with new normal terms. It can not be done carelessly, but requires careful consideration and readiness.

Similarly, the concept of new normal that wants to be made as efficient and effective as possible by all sectors. The leaders of organizations, both formal, informal, social, and business organizations become the new expectations of their employees or members of the organization in the implementation of the new normal. Leaders are the ones who feel the most impact of the new normal, those who are used to coordinating face-to-face with colleagues, business channels and employees, then suddenly they have to get used to zoom applications, Zoho Meeting, Google Meet, Skype to Microsoft Teams for online meetings (Khotimah, Supriyati, & Supena, 2020).

In response to the implementation of the new normal, leaders become their own expectations in terms of development and normalization of life. Buheji (2020) stated that to rekindle the hope of the role of the leader in the new normal era, a new concept is needed, a strong courage in facing the severe challenges of the Covid-19 pandemic.

DISCUSSION

The COVID-19 pandemic has had an impact on all sectors of human life, one of which is influencing the behavior of leaders. The spread of the COVID-19 pandemic requires leaders to prepare themselves for new challenges and a new future that puts more emphasis on the use of technology in all aspects of life. Leaders are expected to be able to adapt to the transformation of technological developments that are rapidly changing.

After knowing how COVID-19 affects present and future lives, leaders are also required to have better skills and in accordance with the rapidly changing times. One of the concepts that can be prepared in addressing the new normal is the concept of FAST Leader to Fast Changing.

FAST Leader is a character concept that must be owned by today's leaders in the face of fast changing or rapidly changing times (Intania, 2020). FAST Leader is an acronym of Fathanah, Amanah, Shiddiq, and Tabligh. The four characters are characters owned by the Prophet Muhammad SAW. but the character not only applies to leaders of muslims, but applies universally, because the character can be accepted by all religions and all circles of society (Ariawan, 2020). The concept of FAST Leader is expected to be able to answer the challenges of the times, and leaders who have fast character become the hope for the realization of an advanced and peaceful life order.

FATHANAH CONCEPT

The first character in the FAST Leader concept is Fathanah. Fathanah has a smart meaning, this character shows that in the face of the new normal era, a leader is expected to have adequate intelligence and knowledge, and relevant to the development of the times (Mathematics, Nature, Medan, Social, & Medan, 2021). In addition to having extensive knowledge, a leader is also required to have skills that can adapt to the new normal era (Nurhayati, 2020).. Skills that must be possessed by a leader include 7 things, among others:

1. Technical and ethical competencies (TEQ), a skill and ability to work consistently with the highest standards of integrity, independence, and skepticism.

Leaders who have consistency and integrity will be able to bring about change in all aspects of life, future-oriented leaders with (TEQ) will be leaders with integrity and bring about good change in their leadership.

Technical intelligence and ethical values must be possessed by today's leaders in order to welcome a growing future. Ethical values are used to shape the character of a leader who upholds integrity and values of goodness that apply in general, as well as to overcome the misuse of technology for things that can harm others.

2. Intelligence (IQ), the ability to acquire knowledge and use it in thinking, reasoning, and problem solving.

Intelligence, it is important for a leader today to be able to compete in the future. Intelligence that will shape the ability of oneself in acquiring knowledge, especially knowledge in the field he is involved in is very important. In addition to deepening the knowledge that is pursued such as accounting, medicine, nursing, law, psychology, and other sciences, a leader is also expected to be able to use his knowledge to use it in thinking and solving a problem (problem solving).

Technological advances that are increasingly rapid and developing in all aspects of life also require a leader to be technologically literate or intelligent in the use, utilization, or design of technologies related to his field of science. The rise of the application of health consulting services, financial consulting, legal consultation, business development consultation, making a leader must be ready to compete technologically, in addition to relying on knowledge learned and possessed.

3. Creativity (CQ), the ability to utilize knowledge for renewal, make connections, explore potential results for the creation of new ideas.

Creative thinking is the key to success in this challenging time. Creativity will give birth to new things that have never been thought of, so that makes the work or product is in great demand by users (Silva, 2021).. A leader in this pandemic is required to be creative in all things, creative to achieve achievements in the business world, creative to want to learn for themselves, creative to create new things, or creative in earning income amid the sluggish economy (Lungu & Bogoslov, 2020).

Creative thinking has been proven to boost success, such as the creation of facebook, instagram, lapak jual – beli online, to the creation of new foods and snacks to accompany work from home activities during the pandemic (Liguori, 2020). Based on this, creativity becomes one of the skills that must be possessed by the younger generation in order to face the condition (fast changing).

Creative thinking is able to form breakthroughs in presenting the best solutions to the problems faced. One example of creative thinking is to deal with the sluggish economy by implementing the "CORONA" strategy (Pratama, 2020). The strategy is an acronym of Cash is king, Online marketing, Result orientation, Orientation to market, Navigation, Action and speed. Based on these thoughts, it can be concluded that creative thinking is able to turn a problem into the right solution of the problem itself.

Pratama (2020) revealed that in addition to creative thinking, there are basically several couples that must be owned in addition to creative thinking itself which is commonly referred to as 4C (communication skill, collaboration, critical thinking, and creativity). The four skills in the 4C formula are important to face the era of fast changing itself.

4. Digital quotient (DQ), awareness and application of existing and emerging technologies, capabilities, strategic practices and digital culture.

Digital intelligence is an absolute must-have and continue to be learned by today's leaders. The spread of COVID-19 is the starting point that makes the use of digital technology in all respects, if the leader of an organization still rejects the reality of rapid and rapid digital development, then it can certainly be left behind (Solviana, 2020). Therefore, digital quotient is a very important skill to face the future (post pandemic).

The sudden and massive use of digital technology has been used since the regulation on restrictions on community activities. All aspects of community activities that can be done digitally will be done virtually through various media and applications (Alhawsawi, 2019). Effectiveness and efficiency make companies and government and private agencies choose to digitize their activities, so when we refuse to keep up with developments, lag will make us unable to survive in the future.

5. Emotional Intelligence (EQ), the ability to identify the emotions of others and can use them to organize and manage tasks.

The importance of emotional intelligence for a leader today is in terms of wisely managing emotions in reality as well as cyberspace. Today's leader who is familiar with social media can not filter his emotions and expressed on social media that he has, when this has a negative impact on himself because it will be recorded as his digital footprint.

This phenomenon makes the ability to identify the emotions of oneself and the emotions of others very important for a leader to have. The lack of socialization caused by social restrictions due to COVID-19 can indirectly erode the social sensitivities that a leader has, when emotional intelligence is very important, because it is a reflection of personality and ability to socialize with others.

6. Vision (VQ), the ability to anticipate trends accurately and think innovatively.

Vision intelligence is an ability to anticipate trends accurately and think innovatively. Innovation is the result of creative and innovative thinking, so vision quotient is closely related to creativity, but vision quotient emphasizes more on the ability to still achieve vision under any circumstances.

One example of vision quotient is the idea presented by Premananto (2020), related to the concept of SURFER leaders for FUNS world. Surfer leader is a depiction of a surfer who does not run against big waves, but instead he is challenged to try the big waves to achieve his goal. Big waves are a depiction of the world today that is being hit by a major challenge in the form of the COVID-19 pandemic as described by the term FUNS world which is an acronym of fearful, unpredictable, novel, and shocking.

Based on the description above, the vision quotient is a mental intelligence that must be possessed by a leader in the fast changing era and welcome the post pandemic era. This is because in addition to theoretical intelligence, a leader is also required to be mentally strong, not easily discouraged and give up facing any obstacles, and be able to turn various obstacles into challenges that must be faced and solved.

7. Experience (XQ), ability and skills in understanding customer expectations to achieve desired results and create value. This skill requires a leader to be able to create excellent service in every job or project that is being done.

AMANAH CONCEPT

The concept of trust refers to the development of responsibility, where the mandate means trustworthy. Trust requires a leader to have good idealism and also high integrity so that it can be trusted by others and society. Being trustworthy is something that must be taught and owned by a leader early on.

Reflecting on the problems faced by various countries in the world, namely related to the lack of public trust due to the behavior of leaders or officials who are not trusted. This makes the value of trust very important to be instilled from an early age and used as a character building in the process of basic education to higher education.

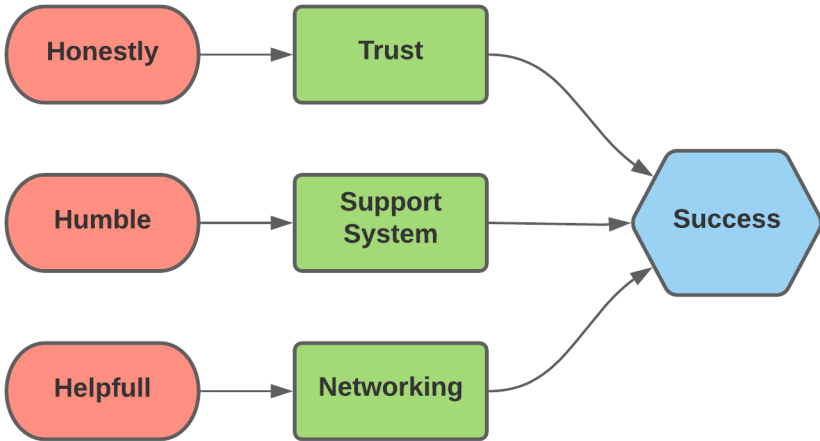
A leader who has a trust value in him will be a new hope for the community to be a leader who is expected to always be responsible, and integrity. So, if the concept of this mandate can run well, then the problems of the nation will also be resolved properly.

SHIDDIQ CONCEPT

The concept of shiddiq refers to moral values that must be possessed and always held by a leader. Morals or so-called ethics is a question about human nature, disposition, and habits. Shiddiq can also be interpreted as an honest character (honestly) which is one of the three keys to success, consisting of 3H (Pratama, 2020) which is a combination of the following traits:

- 1. Honestly: Honesty will give birth to TRUST
- 2. Humble: Humble nature will build respect from others, and this will give birth to a good support system
- 3. Helpfull: If we are happy to help others, then what wakes up is good networking.

Figure 1. 3H illustrations for success



Source : Processed Products (2020).

Shiddiq character or honesty becomes the prevailing currency everywhere, meaning honesty becomes a universally valid character. Honesty will form a good character and is highly appreciated by many people and will give birth to trust (trust).

TABLIGH CONCEPT

The concept of tabligh refers to good delivery, nothing is covered up. The concept of tabligh teaches a leader to always be confident in conveying his ideas, and always confident to convey the truth and admit his mistakes.

Tabligh teaches leaders to be transparent and accountable. This kind of character becomes an obligation nowadays. The development of technology and digitalization supports the application of transparency values for individuals and organizations. Tabligh also instills character in a leader who is not afraid to admit mistakes and convey cheating, and crimes that occur in his environment.

IMPLEMENTATION OF FAST GENERATION CONCEPT DURING PANDEMIC

The description of the concept of FAST leader to fast changing that has been described earlier is a theoretical and definitive explanation of the concept. The concept of FAST leader is one of the responses to the rapidly changing rhythm of the times, mainly due to the spread of the COVID-19 pandemic around the world. FAST leader is a collection of characters that can be built to be owned by today's leaders to face challenging times and welcome the post pandemic period. The description related to the character contained in the concept of FAST leader that has been presented earlier is more to the application in general, not specific to a profession or expertise of a leader today, especially those belonging to the younger generation.

Examples of the application of the concept of FAST leader to leaders who become heads in organizations that work in the profession of accountants, they must have extensive knowledge of the development of the world of accounting, both in theory and practice, developments in regulation and technology used in the world of accounting, such as how remote auditing, or the application of blockchain in the world of accounting. In addition to knowledge related to accounting, current leaders who work as accountants must have a trust character, strong responsibility, honesty, and tabligh or dare to convey all things correctly, in this case the accountant must report all aspects that occur in the company, not only regarding financial statements, but also related to how companies or agencies are responsible for environmental issues, community welfare, and so forth.

CONCLUSION

The COVID-19 pandemic has changed all aspects of people's lives. The COVID-19 pandemic is also accelerating the changing times including the development of fast changing technology. The rhythm of rapid change demands the community, especially the younger generation to prepare the skills and characters needed to face the fast changing.

One of the concepts used to deal with rapid change is FAST leader to fast changing. FAST leader itself is a character that belongs to the Prophet Muhammad that applies universally and in accordance with the development of today's times. So the concept of FAST leader is expected to be a solution to stay afloat in the new normal and post pandemic.

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The Colonial Exploitation of the River Valley Forests in North-Western Himalayas (1853-1900)

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ABSTRACT

The North-Western Himalayas particularly the region from the Garhwal River Valleys to the Beas River Valley, is a rich hot spot of bio-sphere reserve in India. Since the middle of 19th century, the region saw a steep rise in British Colonial penetration into the interior forested regions. Little bit could anybody realize back then what was the real motive of the British behind all these.

In the mid-19th century, with the establishment of British colonial regime, the Indian Sub-continent witnessed a paradigm shift in its primordial environmental ecosystem. In the context of Western Industrial revolution, the colonial establishment brought about an unprecedented exploitation of forest for the sake of timber collection. Actually, these North Western Himalayan regions were fed by numerous perennial snow fed rivers like Sutlej, Beas, Yamuna, etc. These rivers brought a large amount of silt down its course. Coupled with organic enrichment, the lower streams of these rivers in the Himalayas, particularly in the Siwalik foothill region, host a dense forest cover along its banks. The dense vegetation covers of these Indian forests are rich in huge timber resources, one of the mainstays of the then Western Industrial ecosystem, particularly for the transport & communication sector. New 'scientific' regulations for forest conservations were brought in, not basically to save forests, but primarily for sustaining their own colonial economy. The following paper would try to analyze this entire issue of timber exploitation in the Indian subcontinent, in brief.

Keywords: Environmental Exploitation, Timber, Deforestation, North Western Himalayan Forests, Perennial Rivers, Sutlej, Beas, Yamuna, Railway Slippers, Oceanic Vessels.

INTRODUCTION

Environmental issues have been taken lightly by the conventional historiography. Yet, in the light of the current pandemic situation of 2020-21, Mother Nature have once again pointed us that how humans are still a tiny creature in face of the destructive power of nature. However, the problem is deep rooted and the responsibility of the human civilization behind all the past environmental crises cannot be just disagreed. Ever since the Stockholm Conference (1972), various scientists across the world have tried to raise concern over this rising issue.

So how was the historical precedence behind the relationship between man and nature? According to academicians like Prof. Sjur Kasa of Centre for International Climate and Environmental Research (CICERO), Norway, till 1700s man and nature maintained a symbiotic relationship on the whole. Although, humans used to harness natural resources for their own upbringing, ever since their evolution, but still the trend was not an exploitative one. However, with the Industrial Revolution of 1780s came the paradigm shift in context of environmental crisis (Kasa 2009, pp 70-71). The Industrial revolution and its succeeding capitalist economy brought about an unconstrained environmental exploitation that changed the situation altogether. The symbiotic relationship now became a destructive one that gave rise to large-scale environmental degradation. But Kasa was basically talking about the situation of Europe. Was it the same elsewhere? Then what was the situation in the colonial world particularly India ? What brought about a similar watershed in the ecological history of the Indian sub-continent ? Let us discuss this in the context of Indian forest. In this portion, we'll try to portray the terrible impact of Colonialism vis-à-vis the Industrial Revolution in the West over Indian forestry, and the major objective of the colonial state behind the forest encroachments and protections.

Colonialism and the timber trade: The ecological watershed of Indian forestry:

Before we plunge on to the history of colonial exploitation of Indian forests, let us have a quick look on how was the scenario in the pre-colonial times. Now, historian Madhav Gadgil and Ramchandra Guha argued in their monumental work, "This Fissured Land", that the relation between man and nature in pre-colonial India was overall a cordial one (Gadgil & Guha 1992, pp 61-98). One can go across the pages of Ancient Vedas and Aranyakas, to see how Environment or the natural world developed a pristine relationship with man. There were strict mentions of laws in the Arthasasthra and in Ashokan Edict about protecting forest resources. However, that doesn't mean pre-colonial India doesn't exploited nature and its resources for their own betterment. For example, all the way through ancient and medieval India, hunting was considered as a royal sport and training activities. Mention of hunting wild animals like lion, elephant, tiger, and rhinoceros have been found in the coins of Gupta and Kushana Emperors. The practice continued in medieval ages too. The Mughals on their part, along with their native allies, indulged in the largest amount of hunting activities. The well-known Mughal hunting systems of Qamargha & Shakhbandh deserves special mention among their most practiced military training activities (Rangarajan 2001, pp 11-45). Not only hunting, but the pre-colonial Indians also used to harness the environmental resources for various other day-to-day needs. From collecting woods as a supply of fuel to acquiring animals for war craft, forest products were a part and parcel of the lifestyle (Chandra 2007, pp 297-316). Nevertheless, it was still not a destructive one, since the population on the whole, was very limited, so was the demand and scope for exploitation. Man and nature thrived symbiotically and a systematic balance persisted.

But since the 1800s with the coming of the colonial economy, there was a paradigm shift in this situation. The Industrial Revolution in the West revolutionized the production system. Coupled with it was the new Renaissance philosophy that changed the God centric way of thinking to an anthropocentric way of thinking. Previously humans fear to disturb God and its natural component. But the new light of thinking placed man in the centre of universe and bestowed it with the power to control and stimulate the nature according to his own wellbeing. Thus, begin a new age of Environmental exploitation.

Meanwhile, by 17th century, in order to sustain the fast growing industries, the steady supply of natural resources was necessary. Not only raw materials but also fuels including coal and wood were also of high necessity. Again, Industrialization gave birth to new avenues of income while increasing modernization led to a betterment of lifestyle. These two factors indirectly resulted in a sharp increase of population, which in turn simultaneously supplied the excess labor needed for the industrial production. As several studies showed, from 1700 onwards Europe experienced a steep rise of population. This population explosion in turn raised the demand of more products.

But the resources of Europe were limited and by the end of century it is already showing signs of depletion, particularly its timber resources. For example, during the 18th century, much of Europe's timber supply used to come from the Black Forest of Germany. But due to reckless timber felling, as various reports suggests, by the beginning of 19th century extensive areas of Bavarian and Wurttemberg forests were already devastated. Similar were the conditions of other forested areas in England and Netherlands. This created a great uneasiness among the timber traders and a disastrous rise in timber prices was anticipated, resulting in prompt restrictions by various governments over timber felling operations (Brandis April 1896, p 538). Moreover, the fact that timber takes many years to attain marketable size, reduce the interest of investment by timber capitalist in systematic plantation industries also. Nevertheless, to sustain the rising demand Western Industries, ready supply of timber was imminently necessary.

Hence, the European powers now ventured for their colonies of east to sustain their industrial boom. By 1850s after almost devastating the forests resources of Ireland, South Africa and US, it now turned towards its most lucrative colony of India. Thus, began a large scale drain of Environmental resources from India to Britain. As, early conservators of forests like Sir Henry Cleghorn wrote ~

‘‘Of all the European nations, the English have been the most regardless of the value of forest (in their colonies)’’ (Cleghorn 1860, p ix)

Since the age of Geographical discoveries, India was viewed, as a vast reserve of natural resources, which can be exploited at will, whenever necessary. For centuries, the West had cultivated this vision of India's vast natural wealth locked in its dense forests. Dadabhai Naoroji in his pioneering work ‘‘Poverty and un-British rule in India’’ (1867), explained how millions of wealth was systematically drained out by Britain from India, ever since 1800. India gradually became a chief supplier of raw materials and natural resources for the British industries in England, while India herself became a market for cheap finished products from the former. Moreover, this large scale communication and transport of commodities required an enhancement of trans-oceanic commerce that in turn led to a boom of ship building industry. Not only just commercial vessels, but also adequate numbers of military ships should also be manufactured, in order to guard and protect this naval thoroughfare. After all, the safety and continuity of the Empire depended on its ‘wooden walls’. Now, where do the vital woods for this huge shipbuilding industry come from ? Surely, it is not possible for the depleting European forests to sustain this huge demand. Thus, as expected, it was the Indian forests that now became the primary supplier for this commodity. An indication of this data can be proved by the increasing amount of timber procurement for the British merchant ships. While in 1778, the annual procurement was 12.78 lakh tonnage, in 1860, within a span of roughly 80 years it

increased to 49.37 lakh tonnages of timber. Contemporary scholars like EP Stebbing pointed out that the Indian soil provides some of the most durable timber in the world, which can withstand years of sailing in the saline Oceanic waters (Stebbing 1922, pp 60-68). Thus, as the timber resources of Europe depletes, the permanent supply of durable timber for the Royal Navy started coming in from India alone. Again, from the 1850s another new thrust for timber supply came with the introduction of Railways. From transporting commercial goods to and from the interior to troop movements, railways became an important component behind the sustenance of Industrialization. It was introduced in India in 1853 and thereby revolutionized the process of communication in the subcontinent. But, behind this apparent symbol of prosperity there is also a negative side. One of the primary building units of railway tracks are good qualities of sleepers. Now, these railway sleepers at that time were built solely from wooden blocks. Hence a large amount of trees were started to be felled down in the various forested parts of India. As the pace of the Railway tracks rose by leaps and bounds, from 1349 km in 1860 to 51,658 kms. in 1910, so rose the onslaught on forest. Both European and Indian private contractors were engaged and large amounts of trees were slaughtered, some of which were simply left to decay in the ground as unused excess (Stebbing 1922, pp 298-302). Again, whatever be the quality timber does not have a long durability and most of these timber sleepers could last only for 5-6 yrs. So, not surprisingly an equal amount of faunal resource was exhausted to replace the older ones.

Moreover, the British wanted to revolutionize the land revenue of her Indian colony. They wanted a massive increase of agricultural revenue in order to sustain their infrastructure and administrative framework here in India. But for this expansion of agriculture, bringing about new forested land within the realm of agricultural sector is necessary. All this necessitated the clearing of large tracts of forests. This is best reflected in the frontier provinces of Punjab & Bengal. In Punjab, the British gained access to its Indus flood plains after defeating King Daleep Sing in 1849. The Revenue Department, which moved immediately behind the army quickly, surveyed down the entire land and reported the immense possibility of agricultural output and hitherto fiscal profit in the region. Soon by 1850s the British built up an elaborated network of irrigation canals and communication lines to encourage agriculture. As situation improved, more agricultural settlements sprang up in Punjab & the rural population rose up steadily (Gilmartin 2015, pp 5-68). Quiet naturally, the pressure of this sudden Agricultural expansion automatically fell on the little amount of forested lands still left in the province and its nearby Tarai region. Without any proper planning or direction, the woodcutters and the agriculturalists began indiscriminate cutting of trees, partly to gain new agriculture lands and partly to get ready supply of charcoal and timber as firewood. Sometimes the villagers used to burn the dry seasons' grasses to make way for new lush green grass in the monsoon season for their livestock. This practice proved to be more detrimental since often these fires would spread to the adjacent forests thereby causing massive forest fires in the woodlands (Tucker, 1982, pp 112-23). Hence, all these led to an age of destructive forest encroachments in colonial India.

Scientific Mapping and Forest Laws: A new tool for Environmental exploitation in colonial India:

However, for exploitation of the environmental resources, one primarily needs to have a first-hand knowledge of the entire land and the distribution of its natural resources. For instance, not all the trees in the forest can supply good timber for construction. Only certain species like sal, teak, mahogany, deodar, etc. could provide long lasting usable timber. Therefore, you need to have a knowledge of which faunal resources gives better varieties of timber, and in which region were they found. But the British at that time were completely foreign to this new land of 'Orient' and the past Medieval and Ancient datas of its natural world were not systematically arranged

and quiet limited on the whole. So altogether, they need a fresh understanding. Hence, begin a new drive of scientific surveys that led to the enlisting and documentation of the entire environmental map of India. In this context, already in 1767, the Survey of India was established. By the start of 19th century, it embarked on large scale surveys and explorations all across India. Even high Himalayan mountainous points weren't left untouched. Large finance and manpower were invested there. Among them, the Great Himalayan Survey and the Cashmere Survey of 1850s and 1860s deserve special mention (Markham 1871, pp 89-90). But the most important among these was the establishment of the Indian forest department in 1864. D Brandis, also known as "Father of Indian Forestry", became the first Inspector general of Forest. In the name of 'Scientific Forestry', the forest department quickly surveyed down vast distribution of forestlands in India and documented the details of natural resources (Brandis 1896, pp 535-40). Not only timber, but also other resources like occurrence of medicinal plants (In this connection mention may be made of Cinchona, the remedy discovered by Ronal Ross against Malaria), distribution of wild animals, minerals, etc. were also noted down. Now on the cards, were the three Forest Acts, viz. 1st Forest Act (1865), 2nd Forest Act (1878) and 3rd Forest Act (1927). It completely changed the approach of the state towards the forest and completely brought down the latter under the super vision of the Government.

By the act of 1878, all the forests were divided into three categories, viz :

- Reserved Forest (used by the state to harness natural resources)
- Protected Forest (temporary reserved by the state for future use)
- Village / Community Forest (could be used by the local populace)

As to Ramchandra Guha and Madhav Gadgil, it has various far reaching implications. Firstly, it led to complete monopolization of the forest by the state. Secondly, it led to the comodification of the forest and its resources (Gadgil & Guha 1992, pp 99-124). Moreover, for centuries various forest tribes living beside the forest developed a symbiotic lifestyle with the latter. Their livelihood and way of living was entirely dependent on Forest. Despite several odds, these rights were never challenged by the outsiders, for so long. Nobody interfered between them and their forest. But, suddenly within one night, all their movements in the forests were restricted by the colonial state. From now on, they would be highly penalized and brought to jurisdiction for maintaining their age old livelihood. These led to serious misbalance among the tribal communities, sometimes leading them to violent rebellion and conflict.

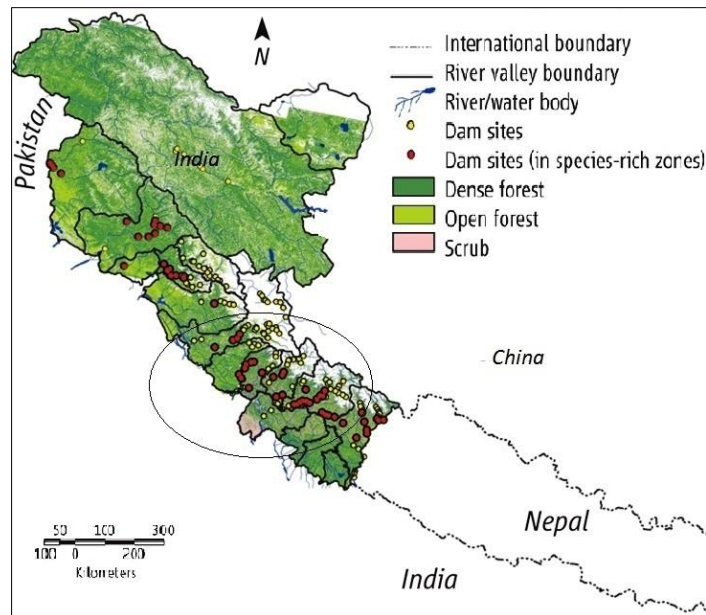
The forest department and the survey of India jointly undertook a thorough examination of all the Indian Forests. Scientific surveys encompassed all the timber resources along with the other parameters like soil, climate, ground water level, etc. that influences the growth of trees. The surveys were chiefly business oriented. Thus, plain availability of timber doesn't necessarily testifies the good fortune for timber industry at a particular place. Hence, along with the natural stakeholders, other economic parameters like the local available market for timber and the amount of locally available cheap labors were also examined. Last but not the least is to study the nearby lines of communications, the roads and the waterways, which could be used for the transport of timber (Schlich 1895). Thus, within years, the whole timber map of India became ready in front of the British Investors and scientific plunder of the Indian forests would soon receive a new acceleration. By 1899, the area of Reserved government forest in various British provinces of India aggregated to about 84,148 sq miles which is larger than even the total area of the English Island. In addition, about 36,500 sq miles of supplementary area comes nominally under Protected forest category (Brandis 1901, p 597). However, as told earlier, this apparent conservancy of forests was not meant for its safeguard but to keep it reserve for the colonial exploitation. Nevertheless, out of the three categories of forests, it was the reserve

forests that formed the most trustworthy faunal resource for the colonial establishment to supply the requisite timber chiefly for the railways and shipbuilding industries.

The final outcome of all of these was the wide spread exploitation of the forest by the colonial government and their landed intermediaries. Forests were cleared recklessly to supply of timber for railways and shipbuilding industries. In Madras Presidency alone some 35,000 trees were felled for railway sleepers. With increase of population, as more amount of investments were put on railway construction, the pressure on the forest also increases. Berthold Ribbentrop, who served as the Inspector general of forest (1885-1900), himself reported how within the reach of railways, forested areas started disappearing with incredible rapidity (Ribentrop 1900, pp 200-45). The story was almost same for the forest of Western Konkan coast, which on the other hand became a permanent supply of timber for British ship building industries. From 1870s forests were thrown open to private timber enterprises of Britain, that farther accelerated the process of forest exhaustions. Now, as a matter of fact, the major source of revenue for the forest department was by selling its timber resources. Even private enterprises acquiring timber with due permits had to share a part of their profit to the forest department. Thus, a rough idea can be gained from the steep rise of revenues earned by the forest department during this period.

Financial report of forest Department for the period of 1898-99 [Brandis 1901, p 598]	
Category	Amount (in rupees) [approximately]
Annual Revenue (chiefly from timber)	190 millions
Annual Expenditure	100 millions
Surplus / Profit	90 millions

In this connection, mention may be made of the forests of the Northern Himalayan river valleys, which provide good qualities of deodar timbers. Now, timber takes many years to attain marketable size and thus trees are required to grow in volume to a specific age to yield the maximum financial gains. Inspector general of Forest Department, Dietrich Brandis reported that the coniferous forests of the North Western Himalayan river valleys had a short rotation period of 50-70 years and thus attains marketable size quiet earlier than the normal oak evergreen trees of the plain land (Brandis 1896, p 536). Hence, these coniferous forests were more profitable for the timber capitalists. In this context, as early as 1851, the Strachey brothers, viz Richard Strachey (1851, p 57) and Henry Strachey (1853, pp 1-7) had already located this resource in their West Himalayan surveys. While surveying a large stretch of land from Kumaon to Western Tibet, in separate missions they reported that the lower downstream banks of river gorges like Beas, Sutlej, Chenab, Ganges, etc, mainly in the Siwalik foothill regions, contains highly fertile depositions of River sediments. Hence, these banks were generally guarded by a dense cover of forest, which host some of the richest timber resources of South Asia like sal, pine, teak, deodar, etc. In fact, as certain sources suggest, that it was due to Sir Richard Strachey's keen interest and recommendation in this regard that led the then Viceroy to establish a separate forest department for handling this business (Brandis, 1901, p 598).



The Forested regions of North Western Himalayas, surrounded by River Valleys. The encircled portion was the major region of colonial timber collection in this sector.
 (Courtesy : Universe map travel and codes, <https://universecodes.blogspot.com/2019/06/map-india-himalaya.html>.)

Among the fine timbers of these Himalayan River valleys, Sal & Deodar became the chief supplier for Colonial Timber Industry. Sal (*Shorea robusta*) which was resistant to white ants and corrosion was a durable timber. But by 1860s due to excessive exploitation and agricultural expansion the Sal forests of the Outer Himalayan foothill regions began to disappear. However, deodar (*Cedrus deodara*) which grows at a higher altitude in the interior River gorges of Yamuna, Beas, Sutlej and Baspa was still abundantly available. Hence, the bulk portion of Railway sleepers began to be supplied from the Deodar forest of these Himalayan River Valleys (Tucker 1982, pp 114-16), (Puri 1960). The demand increased rapidly as the British undertook vigorous project of expanding Railway Communication in North Indian Plains, in the aftermath of 1857 rebellion. Although, initially the major supplier of timber for Indian Railways were the Teak forest of Western Coast (Bombay Province), but soon for valid reason, supply of timber from those regions did not seem to be logically feasible. Partly it was because of the distance and cost of transportation to North India and partly because of the fact that the timber resources of Western Coast were already showing signs of massive depletion, (Tucker, 1979, pp 273-99) due to indiscriminate cutting of trees. Thus, from the latter half of 19th century, to construct the Railway lines of North India, the railway builders and contractors now turned towards the vast Deodar reserves of the West Himalayan River Valleys. Between 1869 to 1885 alone around 65 lakhs Deodar sleepers were supplied from Yamuna river valley (Brandis 1901, pp 106-07). As a result, it led to a large scale of deforestation and in various places caused a complete misbalance of the biosphere. Not only the hillside, but this also affected the areas in the lower downstream of the river. One interesting report shows how after 1846, in the then Hoshiarpur district of undivided Punjab, large-scale timber cutting led to wide spread deforestation in the Siwalik hill slopes of the Beas and Sutlej river valleys. As a result, the loose soils of the hillsides were no longer protected by the vegetation cover and subsequently this led to large-scale denudation. The result was occasional landslides and large amount of loose sands and gravels were drained into the river water, thereby choking the riverbed. The rivers responded by overflowing its lower course and laid waste to about 70,000 of fertile plain lands by depositing

these excess sediments. As the cycle continues, almost 940 villages in its lower course lost their fertile lands (Ribentrop 1900, pp 203-11).

In fact, the fear of possible devastative consequences of this forest destruction occasionally comes in the records of various contemporary forest officers also. Ribentrop laments about the absence of the dense forest cover that once used to adorn the country during the days of Alexander. While on the other hand, Dietrich Brandis warns about the possibility of an increase in seasonal droughts on the absence of this forest cover (Brandis, 1901, p 597). Although the concept of global warming or environmental degradation haven't yet arrived in the academic scenario, but the early British foresters were well acquainted with the harmful side effects that this timber exploitation is going to invite in the near future. Despite this, there were hardly any signs to check this reckless deforestation.

Years	Percentage of forested lands
1800 BCE	86 %
Before 1700 CE	66%
1947	27%

CONCLUSION :

Thus, Colonialism brought about a paradigm shift in the environmental history of Indian forest. It was propelled by the Industrial Revolution in the West, which created a massive demand of natural resources, and raw materials worldwide. One such primary commodity was timber. But the depleting forest cover of Europe failed to sustain such huge demand of timber for their home industries. Hence, soon India and its forests became the new supply house of timber for the Western Industrial ecosystem. By the end of 19th century, under the disguise of scientific forestry, the British colonial administration promoted indiscriminate felling of trees to supply timber chiefly for the expanding railways and shipbuilding industries. This led to serious depletion of the forest cover and biosphere in India. The ecological balance was therefore simultaneously disturbed, leading to large-scale soil erosions and reduction of rainfall in some places. The exploitation of timber among the Coniferous forests of the North-Western Himalayan river valleys deserves special mention in this connection.

The colonial forest policies also formed a watershed in the age old man and nature symbiotic relationship in the sub continent. Under the garnish of 'forest protection', all the pre-existing set ups and rights were denied and the Indian Forests with their timber resource became only a 'commodity' for the colonial administration. As Dr. Dietrich Brandis, former Inspector General of Forest, wisely encodes, "(Forestry in India) is a business, which is based more upon mathematics than upon botany."(Brandis 1901, p 601). Forests from now onwards, would be reserved only for the future exploitation of the colonial ecosystem.

At the receiving end of this new set up however, were the indigenous tribes. For so long they had maintained a close relationship with the resources of nature. But suddenly all their rights were withdrawn. Not only so, their age old cultural affiliations to mother nature were also challenged. That brought about a serious confusion in the tribal ecosystem leading to armed confrontation in some places.

However, at the end, it becomes necessary to ask one pertinent question that what should have been the ideal solution under such circumstances? As such, it is truly a case of horns of a dilemma. Neither one can stop the process of industrial development nor one can deny the drastic impact of rising environmental degradation in the pretext of 'modernization' and human betterment. Indeed, we can't halt the expansion of railways nor can we stop the progress of

infrastructure development only for the sake of environmental reservation. But in doing so if we invite depletion of our forest cover and disturbing the ecological balance, the result would be more severe. Thus, what we can do is to ponder about an equitable way out. Government and other establishments should undergrew an immediate balance between development and environmental preservation; otherwise, it would result in a complete dislocation of the natural balance. And it would be us who would be the prime sufferer. So we should harness on a balanced policy of what we call “sustainable development”, where human development can go hand in hand without destabilizing the environmental ecosystem.

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Homer, as the Forerunner in Formulating the Tradition of Information

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ABSTRACT

Ancient Greece led the way in creating institutions for the storage and spread of information in society. For this, a principal mechanism was the agora, a public meeting space in whose conceptual development Homer was, as in so much else, the forerunner. From that time the Agora became a leading feature of Greek culture and functioned later in Rome as a forum. The goal of the agora was to inform the public in every major sphere of society's political and civic life. It functioned as a communications center, much as the media do today. Speakers came to the agora to publicize information about the important issues of the day. The public would gather to listen, hear the opinions of others, express their own opinions and make up their minds. Here, public opinion was formed, justice dispensed and freedom of expression enabled – all clear signs of civilisation. Homer also explored the role of poetry in storing and spreading information, building into his epic this critical function of storing historical or mythological information and transmitting it to the public – a model followed by later poets such as Sappho and Pindarus, for whom poetry immortalised both the heroes they wrote about and themselves. The Greeks found other unique means of publicizing and spreading information – through art, literature, theater festivals and poetry competitions – which the state encouraged as a means of getting as many people as possible involved in transmitting and receiving information, and without the censorship that followed in later history.

Keywords: Information, Spread the Information, Agora, Homer.

INTRODUCTION

Our century is often called the information age. In our ability to spread information, save it and make it public, informatics and the digital revolution have taken humanity to an entirely new level. Humanity reached this point step by step and we see that significant advances in this direction were also made in the ancient world.

The ancient world played a special role in terms of the forms and intensity of how information spread. This led to a significant change in the history of culture and greatly contributed to the formation of brilliant ancient civilizations.

Here, as in many other fields, Homer was a forerunner and an example for the ancient world. It seems that it was with him that the concept of agora was first formed.

The Agora as The Main Place for Spreading Information in Homer's Epos

Homer often uses the term ἀγορή, the etymology of which is usually associated with the verb ἀγείρω, or assembly; however, the type of derivation also suggests similarities with the pre-Greek linguistic world. There is an assumption that the term may be a derivative of the verb ἀγοράομαι - I speak publicly (10, for review cf. Beekers, Robert, *Ethymological Dictionary of Greek*. Vol.I, Brill, Leiden-Boston, 2010, pg.14.). Homer has almost all the basic formats containing this root: ἀγοράομαι - I speak in public, ἀγορεύω - I speak at a meeting, ἀγορητής - speaker, orator. ἀγορητύς – oratory. This indicates that by this time, according to Homer, the agora and all its related concepts were already taking root in Greek public life. This term is not confirmed in the earlier (Mycenaean sources) and its function, as we have mentioned, must have originated in the epic of Homer.

ἀγορή is mentioned 38 times in "Iliad" and 28 times in "Odyssey". The agora is distinguished by its multifunctionality in Homer's Epos. It can be an arena for quickly resolving issues, discussing strategic plans or litigating. Most importantly, the agora provides an opportunity for the expression of opinion and freedom of speech.

In the first song of "Iliad", Apollo's priest is angry with Agamemnon and demands that Apollo punish the Achaeans. Indeed, God will bring disaster on the Achaeans. For nine days Apollo's arrows rain down on their warriors. On the tenth day, Agamemnon orders the army to assemble at Agora to reach a general agreement - what can be done to get out of this situation? "Agamemnon sent the criers round to call the Achaeans to agora" (1, Iliad, II, 50-51.). The Achaeans quickly gathered. Like swarming bees do "the mighty multitude pour from ships and tents to the Agora, and range themselves upon the wide-watered shore" (1, Iliad, II, 91-93.). The prophet Kalkhas makes a speech and publicly addresses what underlies Achilles' wrath - the main motive for the Iliad.

The agora and its function are most perfectly conveyed on the shield of Achilles. The shield depicts the following scene (1, Iliad, XVIII, 497 – 508.): A court case is taking place on the agora of the city which must determine what fee the offender will have to pay for the crime he committed. The procedures of this trial are presented in their entirety – messengers regulate the situation.

The judges sit on huge stones around the agora and listen to the arguments of the accused and the accuser. Then each judge takes the wand from a messenger and announces his verdict. The judge who renders the fairest judgment will be greatly rewarded – with two talents.

In the XVI song of the Iliad, it is mentioned that Zeus is angry with the people because they have done an injustice to Agora (1, Iliad, XVI, 387.). We see that the agora is functioning according to the following scheme: it is the transmitter – the aed, the politician or the ordinary warrior - and the receiver - the people. The goal is to inform the public in every sphere – in politics, civic affairs or communication – on important issues. The agora becomes a gathering place and it is here that people make up their minds about these issues. It is a kind of communication center, a way of spreading and receiving information fast – that is, it can be said that it partially functions as a form of media would today. This is where people come to get information or pass it on to others. The poet and politician Solon (640-560 BC) addresses his fellow citizens with an elegy and says: “I myself came from Salamis as a messenger, and instead of making a speech on Agora, I’m dedicating a song to you.”

If we consider the different contexts of ἀγορά / ἀγορή in the Homeric epic in different forms, we can say that this is a space where people gather to publicly debate important issues.

The agora is a gathering place for people to speak in public. The task of the transmitter of information is to publicize, so that as many people as possible can have access to the spoken word and the information can be disseminated as widely as possible.

With Homer, the agora is represented in both the Achaean camp and in Troy. Pulidamas advises Hector to bring troops into the city and spend the night on the agora (1, Iliad, XVIII, 274.).

In the Homeric epos, the agora – where information is spread, opinions are exchanged, public opinion is formed, and justice is dispensed – is a clear sign of civilization. When Odysseus tells the Pheasants about his own journey and describes the country of the Cyclops, he emphasizes their savagery by saying they have neither agoras nor laws - "who have neither an agora nor a council" (2, Oddysey, IX, 112.).

From Homer onwards, the agora becomes one of the principal features of Greek culture, and one which then continues to function in Rome as a forum (Cf. 9, DNP, Agora, Bd. 1, hrsg. von Hubert Cancik und Helmut Schneider, 1996, p 267-273.).

Other Ways In Which, According To Homer, Information Was Spread In The Ancient World

Of course, for Homer, the transmission and spread of information is not limited to the agora. Homer's epic reflects how well the characters remember and convey information about events in the distant past. In song VI, in the scene of the famous clash between Glaucus and Diomedes, Glaucus tells Diomedes the story of his ancestors. This begins with the story of Glaucus' distant ancestor, Sisyphus, who lived in Epirus covers a fairly long period of time. Here are the stories of four generations of Glaucus's ancestors: Sisyphus -> Glaucus -> Bellerophon -> Hippolochus whose son Glaucus, a warrior in Troy, is now telling this story. Interestingly, Glaucus gives us in detail not only the names of his ancestors but also their adventures, and

adds that he is proud of them (1, Iliad, VI, 152 - 206.). In The Odyssey, Athena tells Odysseus about the ancestors of Alcinoos (1, Iliad, VII, 56-66.). The patriarchal tree of the leader of Feaks is short: Nausithoos -> Alkinoos. And the matrilineal list is as follows: Poseidon and Periboa -> Nausithoos and an unknown woman whose child is Alkinoos. As we can see, the genealogical lists presented to Homer can be traced back two or four generations. The genealogy of the Trojan kings is distinguished by its historical memory. In Song XX, Aeneas addresses Achilles. The speech includes a genealogical passage in which Aeneas presents a genealogical list of the kings of Troy (1, Iliad, XX, 215-240.) Here Homer goes further and names the six generations of Priam's ancestors - Zeus -> Dardanos -> Erikhtonios -> Tros -> Ilos -> Laomedon, Priam's father. In the case of Aeneas, seven of his ancestors are named: Zeus -> Dardanos -> Erikhtonios -> Tros -> Asarakos -> Kapis -> Ankizes, the father of Aeneas. The genealogical passage is extensive and contains interesting adventures of the ancestors, among which the episode of Dardanos and Erichthonios stands out in volume (1, Iliad, XX, 215-229.)

Although the plot of Homer's Iliad covers only fifty-one days in the tenth year of the Ten-Year War, the poem tells the story and the words of the characters and of all the events and facts that were important before, during or after the Trojan War. The information is so varied and comprehensive that the reader receives a complete impression of the events surrounding the Trojan War. As we can see, Homer builds into his epic this most important function of storing historical or mythological information and transmitting it to the public.

Homer begins to explore the role of poetry in storing and spreading information. It lays the foundation for the poet to function as a name-saver. Poetry glorifies and immortalizes the great deeds of mortals, while recording unworthy deeds with shame. In the sixth song of the Iliad, Helen mourns her fate and tells Hector: "Zeus has forced upon us a terrible fate, we will be shamed in the songs of future generations." (1, Iliad, VI, 357-358).

Poetry is immortal and so, consequently, are the names to which this poetry is dedicated. The creator of poetry too, is immortalized. Odysseus defines the Aedes' place in society as follows: "For among all men that are upon the earth Aedes win honor and reverence, for that the Muse has taught them the paths of song, and loves the tribe of Aedes" (2, Odyssey, VIII, 477 - 481). and adds: "O Demodocus, you are the greatest of all mortals, inspired either by the Muse, the daughter of Zeus, or Apollo" (2, Odussey, VIII, 487 - 489.).

Authors of Antiquity Who Continued the Homeric Tradition of Saving Information

This Homeric tradition is continued by the great poets who succeeded him. Called the 10th Muse by Plato, the most famous poet of antiquity is Sappho, a woman in whose poetry is found a new understanding of the poet's purpose and happiness. She knows that in life she has been shared by the muses of the world of beauty and that after death her name will be preserved by poetry forever. "Sappho is the first poet in whose work, along with the traditional belief in the immortality of poetry, a completely new moment emerged - the belief in the immortality of the poet himself" (6, R. Gordeziani, Greek Literature, 2019, p. 229).

The Greeks believed that when a warrior or an athlete won a contest in sport, it meant that God had chosen him and therefore it was necessary to immortalize his name and deeds. Only poetry and the poet could do that. Pindarus, considered antiquity's second most important poet after

Homer, gained fame through songs he dedicated to mortals who were champions in sport. He sang the deeds of these sporting champions and, along with them, immortalized his own work and name. (6, R. Gordeziani, "Greek Literature", 2019, p. 278.).

Pindar knows that his poetry serves eternal glory and speaks of how the odes can give eternal life to the truths of the heart: "The word lives longer than the deed, if by the grace of the Charites it takes the tongue out of the depths of the heart." (4, Pindar, Nem. IV, I.). Pindarus precisely defined his mission - to preserve the name of heroes through song and thus also to deserve the immortality of his own name.

Other Ways of Saving and Spreading Information in Ancient Times

As for other means of spreading information, it can be said that the Greeks found unique forms of publicity for art, literature and poetry: the theater and theater festivals, which all citizens were able to attend for free: the Dionysias in which the whole polis was involved; poetic competitions where rhapsodists would perform their works for audiences. In every case the state saw as its interest that as many people as possible should be involved in the process of transmitting and receiving information, and encouraged it.

In Greece, from the classical era, and especially from the Hellenistic era, the method of reproducing a fixed text to publicize and spread information occupied an important place. In this way it was also possible to save and protect information. In this regard there is an interesting passage in Plato's "Apology of Socrates", where Socrates says that the ideas of which he is accused are also discussed in the works of the philosopher Anaxagoras, whose works can be bought at the agora, from a counter in the market, for a single drachma and are therefore available to everyone (3, Platonis Opera, recognovit brevisque adnotatione critica instruxit I. Burnet (et al.) Vol. I-VI, Oxford, 1900 – 1907.). This episode shows that the books of that time, not only by a famous author such as Homer but also the works of relatively modest philosophers, were circulated in such large number that anyone could buy them. As for information protection and storage, libraries play a leading role. Their scale and level of organization are enviable even by today's standards. In this respect the Library of Alexandria must be singled out, as not only the largest library, but which also served to educate generations of brilliant philologists (for a review cf. 5, R. Gordeziani, Greek Civilization, III, 2020, p. 96 pp.).

In terms of the spread and transmission of information, an important role was also played by messengers, although this is a separate issue.

CONCLUSION

In conclusion, it can be said that ancient culture focused on society, publicity, the free use of thought, and creative potential. Consequently, the forms and methods of communication here are not subject to any control. Suffice it to compare with the use of medieval communication methods to see the extent to which they are controlled by senior religious figures or state officials. The origins of publicizing of information and freedom of expression in ancient culture are, as we have tried to show above, largely related to the impetus that Greek culture received from the poems of Homer. Homer leads in this as in many other matters. His innovation is

underlined by many ancient figures (For review cf. 7, R. Gordeziani, Innovation, formalism and the avant-garde in Greco-Roman literature, 2016. p. 26-28). In the sixth century BC., Xenophanes notes, "From the beginning we have all learned from Homer" (Xenophanes, 10 D.K.); The father of tragedy, Aeschylus, calls his tragedies "part of the great celebration of Homer" (Athenaeus, VII, 347 e); Dion Chrysostom, a famous orator, philosopher and writer of the I-II centuries AD, says that "for everyone - child, man or old man, Homer stands at the beginning, in the middle and at the end." (Don Chrysostom, Oratio 18, 8.). Of course, Homer is also a true forerunner and innovator for the ancient world in terms of forming a tradition of saving, publicizing and spreading information.

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Measuring Financial Performance of PT Industri Jamu Dan Farmasi Sido Muncul, TBK During Covid-19 Crisis in Indonesia

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ABSTRACT

During COVID-19 pandemic, the herbal and medicine industry have high potential to increase their performance to boost the economy of Indonesia by increasing their sales. During this pandemic, knowledge of the healthy lifestyle of Indonesia citizens is increased. It becomes an opportunity for PT Industri Jamu dan Farmasi Sido Muncul, Tbk to develop market penetration because most Indonesians believe that herbal medicine could boost their immunity during this pandemic. This is a positive sentiment and proven by the sales increase from 3.067.434 (in million rupiahs) in 2019 to 3.335.411 (in million rupiahs) in 2020 which means increasing by 8,73% in a year. A tool for measuring and analyzing financial performance is by using financial ratios. This study aims to analyze and measure the financial performance of PT Industri Jamu dan Farmasi Sido Muncul, Tbk for 5 periods in 2016 - 2020 by using the ratio analysis method to help indicate the company's ability to survive this ongoing crisis. The approaches used in this study are measured by using various ratios from performance ratios, profitability ratios, investment utilization ratios, and dividend policy ratio. A noticeable rise in financial performance during COVID-19 pandemic compared with the four previous years. The result of this study shows that PT Industri Jamu dan Farmasi Sido Muncul, Tbk has a healthy financial condition despite going through the global crisis. Further, this study is suggested to measure the impact of a prolonged crisis and add knowledge in financial literature to make this company sustainable for a long term.

Keywords: Financial Performance, Financial Ratios, COVID-19 Crisis, Herbal and Medicine.

1. INTRODUCTION

Each company prepares financial reports in order to provide useful information for user reports, particularly to serve as basic considerations in process decision-making. Report finance is the end result of a series of recording processes and summarizing business transaction data, where an accountant is expected to be able to organize all accounting data in order to interpret and analyze company financial reports; additionally, financial statements are the results of the accounting process that can be used as a tool for communicating financial data to any parties who may be interested.

Financial statement measurement will be related to performance appraisal and company performance. The qualifications and effectiveness of a company can be used to measure its performance. Typically, the parameters used to assess a company's performance are based on financial data derived from the company's existing financial statements. Financial ratio analysis is one method that can be used. Financial ratio analysis is necessary for business operations because it provides a picture of a company's good and bad financial condition at the time of analysis. Financial ratio analysis is also required for outside parties to visualize a company's financial development. Shareholders can decide to co-invest if they are aware of the company's financial growth. Shareholders can decide whether or not to continue investing in the company based on its financial growth.

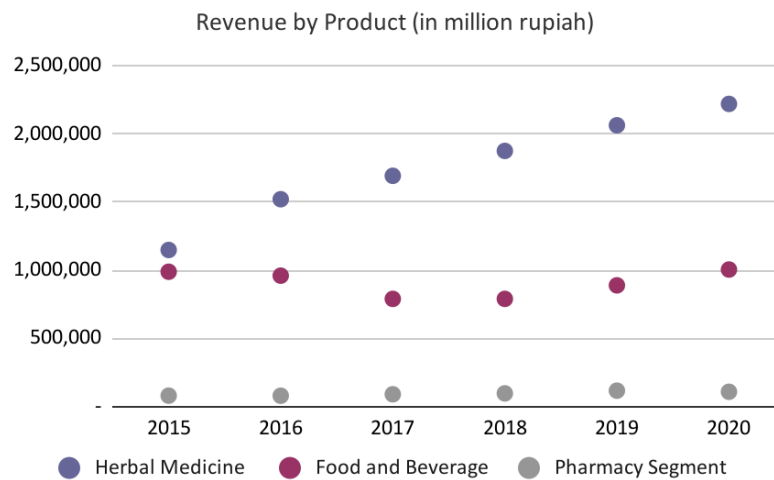
Sido Muncul began as a home industry in Yogyakarta and is now the first herbal medicine industry company to be listed on the Indonesia Stock Exchange (IDX). Sido Muncul opened its first herbal medicine factory in Semarang in 1951, with Jamu Tolak Angin as its main product. Sido Muncul later built another factory, which was inaugurated in 2000, and received two certificates, How to Make Better Traditional Medicine, which are equivalent to pharmaceuticals. With both certificates, Sido Muncul became the first and only standardized herbal medicine factory.

COVID-19 has been declared a global pandemic by the World Health Organization (WHO) since March 11, 2020 (Aji, 2020). The COVID-19 pandemic has an impact on many aspects of life. Traveling to school or the office, teaching and learning activities, buying and selling activities, work activities, and gathering activities with friends and family are examples of such activities. Employee layoffs, decreased sales, differences in work systems, decreased raw material imports to lower share prices in companies, disrupted learning activities, and so on are all affected by COVID-19. The food and beverage industry, pharmaceutical industry, education industry, economic industry, health industry, and mining industry are all affected by the COVID-19 pandemic.

It is critical in competitive developments in the pharmaceutical sector, which is expanding at the moment. Figure 1 presents the revenue by product in Sido Muncul. This growth is driven by the large number of people who believe that herbal medicine could boost their immunity during this pandemic. PT Industri Jamu Dan Farmasi Sido Muncul, Tbk, as one of the largest herb and pharmaceutical companies, is concerned about competition in the consumer health industry. PT Industri Jamu Dan Farmasi Sido Muncul, Tbk has been a part of the daily lives of Indonesians for over they continue to improve its company's performance in order to compete with its competitors.

PT Semarang Herbal Indo Plant and PT Muncul Mekar are two of Sido Muncul's subsidiaries. SIDO purchased the PT Berlico Mulia Farma, which had been in operation since 1976, in 2014. This acquisition is a significant step toward Sido Muncul's long-term goal of expanding into the pharmaceutical industry. Sido Muncul established a subsidiary in Nigeria, Sido Muncul Nigeria Limited, in 2018.

Figure 1. Revenue by Product of PT. Sido Muncul 2016 - 2020



Source: secondary data processed, 2021

Based on the background above, the authors intend to examine PT Industri Jamu dan Farmasi Sido Muncul, Tbk's financial statements for the 2016-2021 period using financial ratios analysis.

Research Objective

The objective of this research will assist the authors in assessing the company's overall performance through each component of its financial statements.

Limitation

In this research we use limitations to limit the variable, and use the data that align with the desired data so that the data can be compared. We use financial ratio analysis for research methods. And PT. Sido Muncul annual report from 2016-2020 as data source.

2. LITERATURE REVIEW

Financial Statement

According to the Indonesian Institute of Accounts (2007) in Financial Accounting Standards, financial statements are facts about a company's financial status and results, as well as improvements in its financial condition, that it uses to make business decisions. A financial status statement or balance sheet as of the end of the year, an income statement, an asset changes statement, and a cash flows statement for the year provide the full financial statements (Hughes & Fisher, 2014).

Since financial statements can be calculated and correlated using cross-sections or time series, they are often measured and related to a company's growth. With these methods, managers can make correct short- and long-term decisions (Keuangan, 2018). A related

financial statement feature is the measurement of financial status, which includes assets, liabilities, and resources. The performance of the financial accounts, which include the company's profits and liabilities, which are found in the income statement, is another driving factor. The quantitative financial statement data regarding the company's financial situation should be delivered in a single cycle (Naufal, 2014).

According to Kennedy and Muller, financial statement analysis is a way of analyzing financial statements to describe facets of financial stability, operating performance, and creditworthiness that are being considered. In general, financial statement research seeks to reassure decision-makers such as corporate executives, lenders, and investors about the financial status of a business.

Purpose of Financial Statement

According to Kashmir (2014) the purposes of financial statements are includes:

- a. To provide information about the types and amounts of assets (assets), liabilities and capital, revenue, costs and types of costs incurred by the company in a certain period.
- b. To provide information about changes that occur to the company's assets, liabilities and capital, information about the performance of company management in a period and about notes to financial statements.
- c. Other financial information to managerial decision making.

3. METHODOLOGY

Type of Research and Data Sources

The type of research conducted is to use a case study research design at PT. Industri dan Farmasi Sido Muncul, Tbk and type of data that will be required in this study by using quantitative research methods is the processing of numbers obtained from the company's financial statements. This study relied on secondary data as a source of information. Furthermore, it is the only source of information for evaluating management's potential to generate satisfactory returns in the future (Kumbirai and Wbb, 2010). To obtain data for analysis in this study, the authors used data collection techniques such as observation and methods of documenting the data required by:

1. Documenting financial reports published on the official website of the Indonesia Stock Exchange, the IDX Statistics Book, the Indonesian Capital Market Directory (ICMD), the official website of PT Sido Muncul, www.sahamok.com and www.yahoofinance.com.
2. Conducting literature studies on problems related to the topic of this research, using both print and electronic media.
3. Documenting and summarizing previous research conducted through both national and international journal publications.

Financial Ratio Analysis

A. Overall Performance Measures

Return on Asset (ROA)

Return on Assets tests how well a business uses its assets to generate profits. In other words, this ratio is used to measure how much net profit will be generated from each rupiah of funds embedded in total assets. The higher the return on assets, the higher the amount of net profit generated from each rupiah of funds invested.

$$\text{Return on Assets} = \frac{\text{Net Income} + \text{Interest} (1 - \text{Tax Rate})}{\text{Total Assets}}$$

Return on Equity (ROE)

Profitability is the most commonly used metric for assessing a company's financial performance. Profitability refers to a company's ability to generate a profit based on its sales, total assets, and equity (Sartono, 2010). Return on equity is an important ratio for investors to consider when evaluating a company's profits because it measures how effectively a company uses its shareholders' money to generate profits and grow the business (Anthony et al, 2011).

$$\text{Return on Equity} = \frac{\text{Net Income}}{\text{Shareholder's Equity}}$$

Price Earning Ratio (PER)

Price/Earning ratio is used to measure overall performance. This measure involves an amount not directly controlled by the company such as the market price of its common stock. Although this ratio is the best indicator of how investors judge the firm's future performance.

$$\text{Price/Earning Ratio} = \frac{\text{Market Price per Share}}{\text{Net Income per Share}}$$

Return on Invested Capital

Return on invested capital (ROIC) is a metric used to evaluate a company's performance in allocating capital under its management to productive investments. The return on investment capital ratio indicates how effectively a business uses its capital to earn income.

$$\text{ROIC} = \frac{\text{Net Income} + \text{Interest} (1 - \text{tax rate})}{\text{Long term liabilities} + \text{Shareholder Equity}}$$

B. Profitability Measures

Gross Margin Percentage

The gross margin percentage is used to calculate the profit margin where managers can find out how efficient the business is being managed based on the production process. Gross profit margin is a valuable financial measure for company managers as well as corporate

investors because it shows the efficiency with which a business can produce and sell one or more products before additional costs.

$$\text{Gross Margin Percentage} = \frac{\text{Gross Margin}}{\text{Net Sales Revenue}}$$

Profit Margin

The net profit margin, also known as the profitability ratio, expresses the profit from corporate activities as a percentage of net income or sales. It takes into account all of the expenses that the company faces, not just the cost of products sold.

$$\text{Profit Margin} = \frac{\text{Net Income}}{\text{Net Sales Revenue}}$$

Earning Per Share (EPS)

Is a measurement of the corporation's per share performance over a period of time, by dividing net income applicable to the common stock by the number of shares of common stock outstanding.

$$\text{Earning per Share} = \frac{\text{Net Income}}{\text{No. Shares Outstanding}}$$

C. Investment Utilization Measures

Asset Turnover

Used to measure the value of a company's sales or revenues relative to the value of its assets. Which can be used as an indicator of the efficiency with which a company is using its assets to generate revenue. (Hayes, 2020)

$$\text{Asset Turnover} = \frac{\text{Sales Revenues}}{\text{Total Assets}}$$

Invested Capital Turnover

Working capital turnover is a ratio that determines how effectively a business uses its capital to fund revenue and expansion. The relationship between the funds used to support a company's activities and the proceeds generated to sustain operations and turn a profit is measured by invested capital turnover.

$$\text{Invested Capital Turnover} = \frac{\text{Sales Revenues}}{\text{Long - term Liabilities} + \text{Shareholders' Equity}}$$

Equity Turnover

Equity turnover is a ratio that measures how efficiently a company is using its capital to maximize the shareholder's equity, this helps in deciding whether the company is creating enough revenues to make sure it is worth for the shareholders to hold the equity of the company.

$$\text{Equity Turnover} = \frac{\text{Sales Revenues}}{\text{Shareholders' Equity}}$$

Capital Intensity

Intensity capital is an amount of company capital invested in fixed assets which is measured using the ratio of fixed assets divided by sales. With the increase in the company's fixed assets, the company's productivity will also increase so that profits will also increase.

$$\text{Capital Intensity} = \frac{\text{Sales Revenues}}{\text{Property, Plant, and Equipment}}$$

D. Dividend Policy Measures

Dividend Yield

Indicated yield represents return on a share of a mutual fund held over the past 12 months. In other words, dividend yield is the total annual dividend payment of a company divided by its market capitalization, assuming a constant number of shares.

$$\text{Dividend Yield} = \frac{\text{Dividend per Share}}{\text{Market Price per Share}}$$

Dividend Payout Ratio

Dividend Payout Ratio determines the amount of profit divided in the form of cash dividends and retained earnings as a source of funding. This ratio shows the percentage of the company's profit paid to shareholders in the form of cash dividends.

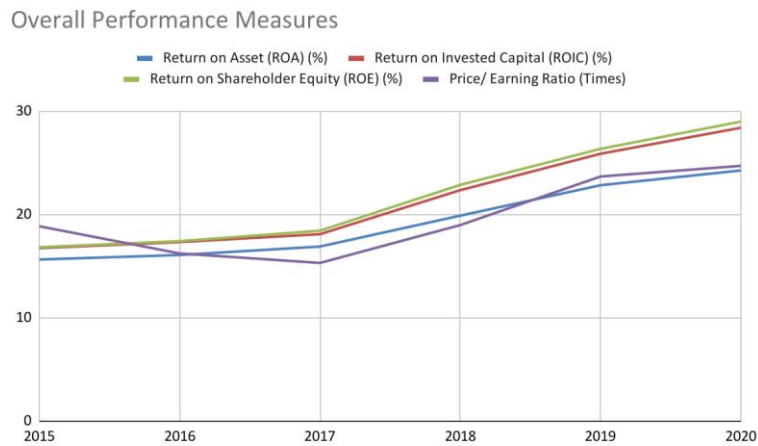
$$\text{Dividend Payout} = \frac{\text{Dividend}}{\text{Net Income}}$$

4. RESULT AND DISCUSSION

Overall Performance Measures

Return on invested capital (ROIC) is calculated by dividing net profits by venture capital interest (long-term liabilities plus shareholder's equity). The ratio is concerned with the company's capital investment. The greater the return on investment, the more powerful the group would be in allocating its capital. The amount of profit that is generated for every investment is measured by ROIC. The investors and the company use this ratio to measure how the company utilizes capital to generate profit. Sido Muncul is doing a great job in utilizing capital. From 2016 to 2020 ROIC is steadily going up and by the end of 2020 it is up by 9 points.

Figure 2. Overall Performance Measures Chart

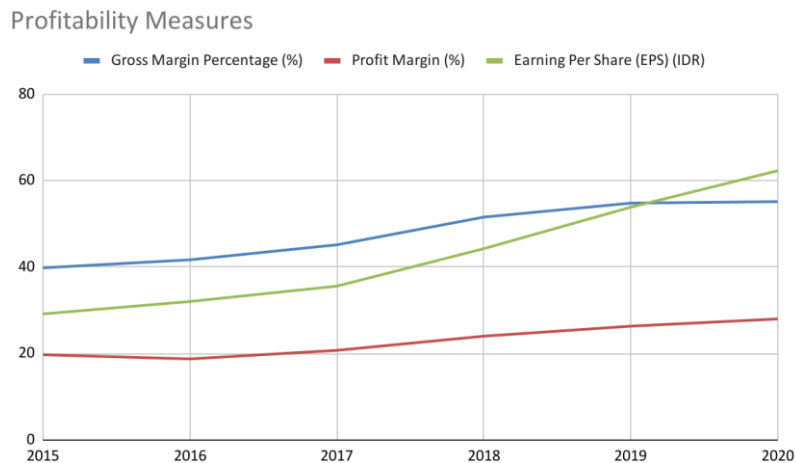


Source: secondary data processed, 2021

Therefore, the ROE is calculated by dividing net profits by the shareholder's equity. The rate of return on shareholding interest (shareholder's equity) is calculated using the ratio. The competitiveness of a company is put to the test in order to maximize profits from each shareholder equity unit (also known as net assets or assets minus liabilities). The ROE percentage tells how well a firm is doing. ROE is the same with ROIC; the only different ROE measures how well the company uses the shareholders equity to generate profit. And the same with ROIC, Sido Muncul is doing a great job in utilizing shareholders equity in creating profit. It can be seen from the 12 point increase from 17 to 29 in the past 5 years.

Profitability Measures

Figure 3. Profitability Measures Chart



Source: secondary data processed, 2021

By measuring manufacturing and distribution prices, the gross profit margin represents management's performance in producing sales (Maverick, 2020). A high gross profit margin ratio shows that core activities are highly efficient; that is, gross profit will also fund overhead expenses, fixed costs, dividends, and depreciation while still delivering net profits to the company. The gross margin ratio is typically expressed as a percentage. The higher the proportion, the better. With a gross margin ratio of 55%, the company still has 55% of its sales revenue to cover its operating costs after deducting COGS (Figure 3). A reduced profit margin, on the other hand,

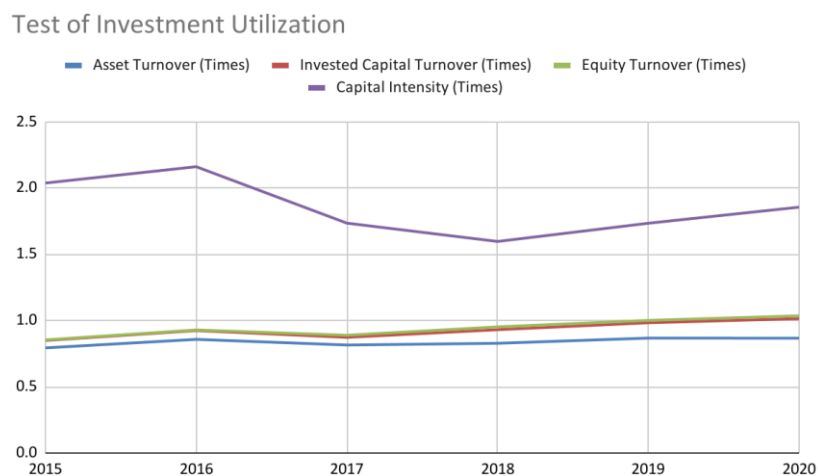
implies a higher cost of products sold due to an unfavorable pricing strategy, a poor purchase price, low profits, strong market competition, or an inadequate product marketing policy. The gross margin of PT Industri Jamu dan Farmasi Sido Muncul, Tbk has averaged 46.6 percent over the last five years, as seen in the chart above (Figure 3). Because the gross margin remains above 40%, PT Industri Jamu dan Farmasi Sido Muncul, Tbk may be categorized as a profitable corporation with a sustainability competitive advantage.

Therefore, the net profit margin assesses a company's efficiency by calculating the percentage of net income received from each sale. According to the table above, PT Industri Jamu dan Farmasi Sido Muncul, Tbk has a comparatively high net profit margin. The profit margin is calculated by dividing net income by net sales revenues. This is the percentage of income retained by the company after deducting costs from revenues. PT Industri Jamu dan Farmasi Sido Muncul, Tbk profit margin has averaged 21.9% over the past five years. In 2020, PT Industri Jamu dan Farmasi Sido Muncul, Tbk profit margin reached an all-time high. Overall, the company's profits were powerful.

The Earning Per Share (EPS) ratio calculates how much money is paid per outstanding share of common stock. The earnings per share (EPS) of a company indicates its profitability. The higher the earnings per share (EPS), the better for the businessman. PT Industri Jamu dan Farmasi Sido Muncul's earnings per share have improved over the last five years, with the year 2020 being the highest with 62.27.

Investment Utilization Measures

Figure 4. Test of Investment Utilization



Source: secondary data processed, 2021

Figure 4 shows the Test of Investment Utilization of asset turnover, invested capital turnover, equity turnover, capital intensity. Asset Turnover Ratio is the measure of the volume of sales or income produced by the company to the value of its assets. The asset turnover ratio may also be used to assess the efficiency with which a company deploys its assets to generate sales. Asset Turnover Ratio for Sido Muncul is quite good, even though the score is below 1 which means this company can still improve in using its assets to generate revenue.

From Invested Capital Turnover measurement, we can see how effectively the company uses short-term assets and liabilities by measuring the amount of capital required to realize the company's sales. If the ratio is 1, that means that the company is effective in using short-term assets and liabilities to generate a large number of sales. PT Industri Jamu dan Farmasi Sido Muncul, Tbk falls into this category, with a score of 1 in 2020. The Equity Turnover Ratio is a ratio that calculates the percentage of a company's sales to its equity. In contrast to invested capital turnover, the score

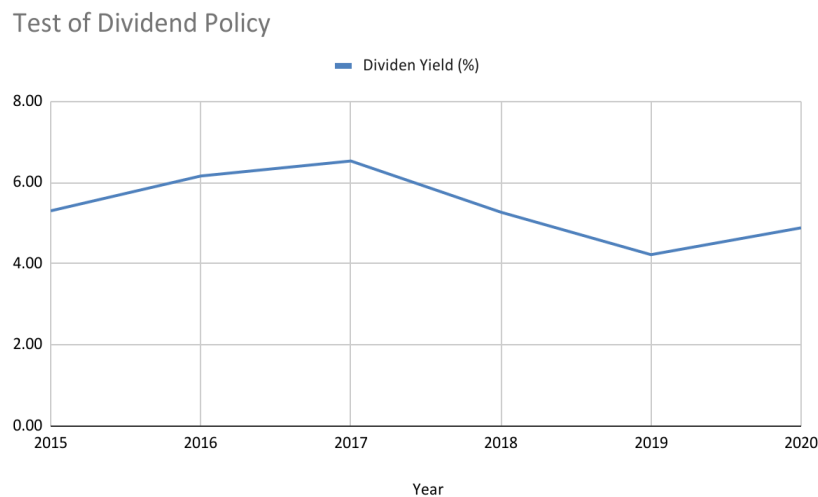
is higher if it is greater than 1. The greater the ratio, the better, and PT Industri Jamu dan Farmasi Sido Muncul, Tbk should also increase its operations to sell more in order to have a score of >1 for this ratio.

Capital Intensity is the proportion of a company's capital invested in fixed assets, as measured by the amount of fixed assets divided by sales. With an increase in fixed assets, the company's competitiveness would rise, resulting in higher profits. PT Industri Jamu dan Farmasi Sido Muncul, Tbk would enhance the performance of the fixed asset to generate sales revenue with a slight decrease in this ratio, which indicates how much sales revenue is generated from the fixed asset available. The higher the score, the better, as it demonstrates how sales revenue is generated through the use of capital.

Dividend Policy Measures

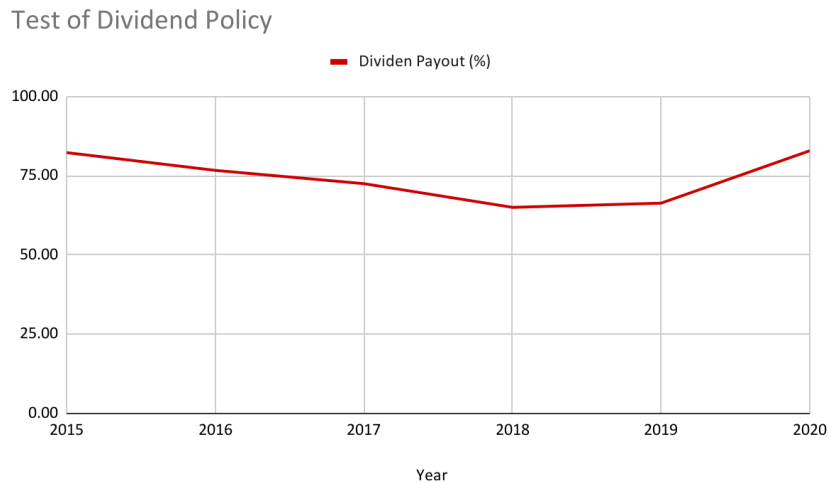
Dividend yield is the total annual dividend payment of a company divided by its market capitalization, assuming a constant number of shares. PT. Industri Jamu dan Farmasi Sido Muncul Tbk and the consolidation in the last 5 years has constantly provided dividends to shareholders without any changes or phenomena in stock trading transactions such as stock splits, reverse stock, dividend stock, or repurchase of stock. In 2019, the dividend yield distributed by SIDO was slightly low compared to the previous year, shown in Figure 5. Even though the amount paid was not too different, the share price increased significantly which made the ratio down. Unlike in 2020, SIDO has increased to 4.88. This is influenced by several factors including the increase in liquidity, positive public sentiment on herbs and herbal ingredients to increase immunity during the COVID-19 pandemic, and an increase in sales by 8.37% during the year. Although the dividend yield in 2020 is still lower than the average in the last 5 years, the increase in yield has a positive signal for the growth in stock prices.

Figure 5. Test of Dividend Policy



Source: secondary data processed, 2021

Figure 6. Test of Dividend Payout Ratio



Source: secondary data processed, 2021

The dividend payout ratio shows the percentage of the company's profit paid to shareholders in the form of cash dividends. With an average value of 72.6 in 2020, it is the dividend distribution with the highest value in the last 5 years, amounting to 82.87% of 1 the value of net income. This was influenced by the increase in current assets, especially in cash. Not only that, during the COVID-19 crisis, sales also increased, which was reflected in the composition of dividend distribution that was higher than retained earnings. SIDO companies pay dividends more than in previous years, this is a positive sentiment because the company reflects good financial performance.

5. CONCLUSION

According to the findings of the preceding analysis, it can be concluded that financial performances of PT Industri Jamu dan Farmasi Sido Muncul, Tbk in overall ratio measurements are increasing because of:

1. There's a tendency to grow sales because of the high demand for herbal products to maintain health during the pandemic in 2020.
2. Although some ratios are below the average, for example Asset Turnover Ratio, Invested Capital Turnover, and Equity Turnover because of social restrictions. But still show a positive trend and they can fulfil the high demand well.
3. The performance tends to show no difference between before and during COVID-19 pandemic. Overall Performance Measure shows that growth tends to be linear from 2016-2020 and this growth will be continued in 2020 during the COVID-19 pandemic. Especially in profitability measure because of the demand to consume tolaak angin when the pandemic increases.

Using the explanation above, each part of the ratio review reveals that the company's success is outstanding, which has an effect on enticing investors to invest their shares. The use of this ratio analysis will also assist with determining the accuracy of the company's financial statements to be reviewed in order to determine the results of income or profits earned.

RECOMMENDATIONS

Because the revenue has increased this year, the company should be able to maintain and increase the revenue even more in the next year in order to keep a good ratio. The company should focus on improving asset turnover ratio, invested capital turnover, and equity turnover ratio which have a score below 1. They should use their assets more productively to improve their revenue. The low ratio is caused by social restriction during the pandemic. It is hoped that after the pandemic ends or at least it can be controlled, the company will be able to increase the productivity of its assets by increasing those ratios.

According to data that shows an increasing trend in revenue and conditions where medicine is in high demand, it is very likely that the annual report from Sido Muncul will improve in 2022.

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APPENDIX

Table of Figure 1. Revenue by Product of PT. Sidomuncul 2016-2020

Product	Revenue (in million)					
	2015	2016	2017	2018	2019	2020
Herbal Medicine	1,149,242	1,521,713	1,693,587	1,876,275	2,064,383	2,221,363
Food and Beverage	989,347	960,677	790,169	790,302	889,556	1,005,615
Pharmacy Segment	79,947	79,416	90,084	96,715	116,562	108,433

Table of Figure 2. Overall Performance Measures Chart

No	Name of Ratio	Formula & Circulation	State as	2015	2016	2017	2018	2019	2020
Overall Performance Measures									
1	Price/Earning Ratio	Market price per share Net Income per share	Times .x	550	520	545	840	1275	1275
				29.16	32.04	35.59	44.26	53.85	51.60
				18.9	16.2	15.3	19.0	23.7	24.7
2	Return on Asset (ROA)	Net Income + Interest (1-Tax Rate) /Total Assets	Percent x100 %	437,474	480,525	533,799	663,849	807,689	934,016
				2,796,111	2,987,614	3,158,179	3,337,628	3,529,557	3,849,516
				0.16	0.16	0.17	0.20	0.23	0.24
				16	16	17	20	23	24
3	Return on Invested Capital (ROIC)	Net Income + Interest (1-Tax Rate) Long Term Liabilities + Shareholder Equity	Percent x100 %	437,474	480,525	533,799	663,849	807,689	934,016
				2,612,051	2,771,928	2,949,691	2,969,248	3,120,687	3,289,473
				0.17	0.17	0.18	0.22	0.26	0.28
				17	17	18	22	26	28
4	Return on Shareholder Equity (ROE)	Net Income/ Shareholder Equity	Percent x100 %	437,474	480,525	533,799	663,849	807,689	934,016
				2,598,314	2,757,885	2,895,865	2,902,614	3,064,707	3,221,740
				0.17	0.17	0.18	0.23	0.26	0.29
				17	17	18	23	26	29

Table of Figure 3. Profitability Measures Chart

No	Name of Ratio	Formula & Circulation	State as	2015	2016	2017	2018	2019	2020	
Profitability Measures										
5	Gross Margin Percentage	Gross Margin Net Sales Revenue	Percent	<u>883,365</u>	<u>1,067,664</u>	<u>1,161,959</u>	<u>1,424,391</u>	<u>1,680,564</u>	<u>1,838,783</u>	
				x100	<u>2,218,536</u>	<u>2,561,806</u>	<u>2,573,840</u>	<u>2,763,292</u>	<u>3,067,434</u>	<u>3,335,411</u>
				%	0.40	0.42	0.45	0.52	0.55	0.55
					40	42	45	52	55	55
6	Profit Margin	Net Income Net Sales Revenue	Percent	<u>437,474</u>	<u>480,525</u>	<u>533,799</u>	<u>663,849</u>	<u>807,689</u>	<u>934,016</u>	
				x100	<u>2,218,536</u>	<u>2,561,806</u>	<u>2,573,840</u>	<u>2,763,292</u>	<u>3,067,434</u>	<u>3,335,411</u>
				%	0.20	0.19	0.21	0.24	0.26	0.28
					20	19	21	24	26	28
7	Earning Per Share (EPS)	<u>Net Income</u> No of shares outstanding	IDR	<u>437,474.00</u>	<u>480,525.000</u>	<u>533,799.000</u>	<u>663,849.000</u>	<u>807,689.000</u>	<u>934,016.000</u>	
					<u>0,000</u>	<u>,000.00</u>	<u>,000</u>	<u>,000</u>	<u>,000</u>	<u>,000</u>
					15,000,000,000	15,000,000,000	15,000,000,000	15,000,000,000	15,000,000,000	15,000,000,000
					29.16	32.04	35.59	44.26	54	62

Table of Figure 4. Test of Investment Utilization

No	Name of Ratio	Formula & Circulation	State as	2015	2016	2017	2018	2019	2020	
Test of Investment Utilization										
9	Asset Turnover	Sales Revenue Total Asset	Times	<u>2,218,536</u>	<u>2,561,806</u>	<u>2,573,840</u>	<u>2,763,292</u>	<u>3,067,434</u>	<u>3,335,411</u>	
				.x	<u>2,796,111</u>	<u>2,987,614</u>	<u>3,158,179</u>	<u>3,337,628</u>	<u>3,529,557</u>	<u>3,849,516</u>
					0.8	0.9	0.8	0.8	0.9	0.9
10	Invested Capital Turnover	<u>Sales Revenue</u> Long Term Liabilities + Shareholder Equity	Times	<u>2,218,536</u>	<u>2,561,806</u>	<u>2,573,840</u>	<u>2,763,292</u>	<u>3,067,434</u>	<u>3,335,411</u>	
				.x	<u>2,612,051</u>	<u>2,771,928</u>	<u>2,949,691</u>	<u>2,969,248</u>	<u>3,120,687</u>	<u>3,289,473</u>
					0.8	0.9	0.9	0.9	1.0	1.0
11	Equity Turnover	Sales Revenue Shareholder Equity	Times	<u>2,218,536</u>	<u>2,561,806</u>	<u>2,573,840</u>	<u>2,763,292</u>	<u>3,067,434</u>	<u>3,335,411</u>	
				.x	<u>2,598,314</u>	<u>2,757,885</u>	<u>2,895,865</u>	<u>2,902,614</u>	<u>3,064,707</u>	<u>3,221,740</u>
					0.9	0.9	0.9	1.0	1.0	1.0
12	Capital Intensity	Sales Revenue Property, Plan, and Equipment	Times	<u>2,218,536</u>	<u>2,561,806</u>	<u>2,573,840</u>	<u>2,763,292</u>	<u>3,067,434</u>	<u>3,335,411</u>	
				.x	<u>1,088,672</u>	<u>1,185,398</u>	<u>1,483,471</u>	<u>1,730,604</u>	<u>1,813,322</u>	<u>1,797,435</u>
					2.0	2.2	1.7	1.6	1.7	1.9

Cyberspace Violence, Digital Tools and Behaviour Change to Violence against Women in Nigeria

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ABSTRACT

Cyberspace through Information Communication Technology has brought gender-based violence in Nigeria. This digital violence has harmed women, as it targets their gender or sexuality, it has affected races, age groups, on this basis this study is undertaken to discover the trends on digital violence. Online attacks are often centred on gender identities, targeting individuals who are breaking gender stereotypes in political and public life. This in turn affects the lives of those affected. The study intends to know the targeted individuals and how this has affected their political and public life with other spheres where they are affected. A review was conducted on the types of digital violence experienced by this gender and provides an overview of the most significant outcomes thus far. Working papers and news articles were considered appropriate evidence along with peer-reviewed publications in order to capture rapidly evolving updates. Narrative descriptions were written about subject areas for which the authors found the most evidence. The study therefore aims to investigate the diverse effects of digital based violence and how it has affected the growth and development in the society. The study reviewed different contents on digital violence. It is essential that strategies are placed to protect women's safety and ensure that basic ethics regarding confidentiality is included as a minimum standard in all interventions. Strategic programmes in Nigeria should be tailored to meet the needs of women in different ages, marital status, disability, social class, race/ethnicity, sexual orientation and other identities on overcoming violence experienced.

Keywords: Cyberspace, Violence, Behaviour, Women.

INTRODUCTION

Violence against women is the most widespread form of abuse worldwide, affecting on average one third of all women in their lifetime (Avis, 2017). Every woman is most likely to face one form of violence in her lifetime and no single factor alone causes this violence, rather a combination of drivers operates at different levels, risk factors include a person's inherent predisposition, developmental history, perceptions and attitudes or beliefs, relationships and macro-level factors such as religious ideologies, gender regimes affect these realities (Akiwowo, 2021). These factors among others are causes of violence among women in Nigeria. A violent behaviour is a social norm, when there are shared beliefs that the violent behaviour is both typical and appropriate consequent expectations in a reference group will be adhered to as a change in behaviour (Heise, & Manji, 2015). When social norms hold in place certain behaviours, the behaviour is unlikely to change without addressing social motivations. In this way, social norms can enhance social change.

In cyberspace violence the mass media plays a vital role as it focuses attention on issues, generating public awareness and momentum for change.

This paper sees violence emanating from media in which a behaviour change is vital. According to Michie, (2011), A behaviour change is considered to be any process that has the potential to influence psychological determinants such as attitude, risk perception, self-efficacy and habit. When designing initiatives to tackle violence against women, it is important to recognize the interlocking factors that prevent change from happening and to design interventions and strategies that address the most relevant factors in any given context of violence.

In Nigeria, the magnitude of cyberspace violence in Nigeria is unknown, this paper is a discourse on the trends of cyberspace violence, how the mass media has furthered equipped this form of gender violence in the society, its effects on the women, the changing behaviours and diverse behavioural tools used to curb the effects of this harm done on women in Nigeria.

Cyberspace Violence

Cyberspace violence is the use of technologies such as texting and social networking to bully, harass, stalk or intimidate a partner. This intimidation or behavior is in a form of verbal or emotional abuse perpetrated online. The perpetrators carry out their activities using the internet as a major tool. Despite the fact in a healthy relationship, all communication is respectful whether in person, online or by phone, these individuals bridge the gaps. According to (Avis, 2017), the cyberspace has erupted gender-based violence, as a broad concept with a focus on use of the internet/Information Communication Technologies (ICTs) to harm someone based on their gender uniqueness. Cyberspace violence focuses on majorly on women using their gender as an advantage.

Violence against women is the most extensive form of abuse worldwide, affecting on average one third of all women in their lifetime (World Health Organization, WHO, 2013). Women are most likely to be directly affected by this abuse as far as the usage of Information and

Communication Technology is concerned. Fulu, (2014), opined that this violence undermines the mental and physical health of women and girls, violates their human rights and has a negative impact on long-term peace and stability. Online attacks are often centered on gender identities, targeting individuals who are breaking gender stereotypes in political and public life. In Nigeria, these online attackers targets individuals in public arena and those who are actively involved in the social affairs of the society. Cyberspace gender-based violence are the acts of violence in Nigeria, including sharing of images/video without consent of the owner, online stalking, cyber-crimes such as identity theft, theft of private data (financial data, images, video, personal communications, etc.), spreading false information for the purpose of defamation, and doxing (the public sharing of private information), abusing someone online verbally or otherwise, threatening someone online, creating fake images/videos of a person without consent, and facilitating sex trafficking.

Most forms of cyberspace violence develop on a continuity of platforms, on both public and private spaces and include a repetitive aspect. The permanence and virality of content lead to the constant re-victimization of victims. This cyberspace violence is perpetrated by violent (ex) partners also abuse, monitor, track, threaten and perpetrate violence with digital tools. Lack of legal punishment of the offender have further heightened the perpetrators continuity in Nigeria.

The women affected are left alone with their experience, the experience becomes normalized and invisibilised on social media and in society in general, driving victims to silence and shame, exposing them to their perpetrators, and sometimes leading them to self-harm, depression and eventually suicide. At the onset of the pandemic, the scale of cyberspace gender-based violence increased, such as non-consensual image and video sharing, including consensual sexting, content being shared without consent. With the use of Facebook, WhatsApp, Tic-Tok, Snapchat or Telegram these criminals use local accounts to repost young women, underage nudes, revealing both their identity and contact information, directing mobs of sexual abusers at them, in their local community. Distribution or threats of sharing non-consensual intimate images also takes place largely within contexts of intimate partner violence. Despite the abuse, Technology companies like Facebook, WhatsApp, telegram have developed a handful of product solutions like better reporting flows for harassment, but they need to be pushed to do more. In Nigeria, more needs to be done by the various tech companies and government to reduce the impact of cyber bullying.

Methods

The study reviewed relevant literatures from different scholars pertaining cyberspace violence, digital tools, behaviour change on women in Nigeria. This review paper utilized existing literatures, publications journals and articles on the cyberspace violence and its effects on women. The direct and indirect impacts of cyberspace violence and bullying on women. The impact of Information and Communication Technology companies on reducing the impact of the abuse on women in Nigeria were discussed in this paper. The interventions that will be put in place to curbing this 21st century menace was recommended for women in Nigeria.

Digital Tools

For cyberspace violence to be perpetrated, there are tools or means used by its users to the abused, these are sending negative, insulting or even threatening emails, Facebook messages, tweets, Direct messages (DMs) or other messages online. Using Facebook, Twitter, Instagram and twitter among others to keep constant tabs, sending unwanted, explicit pictures and demands you send some in return. Going through the victim phone frequently, to check up pictures, texts and outgoing calls. The abuser pressures the victim to send explicit video or even steals or insists to be given passwords. All these are digital tools used by cyber space perpetrators in causing cyber bullying.

The Impact of Digital Abuse in Nigeria

In Nigeria, women feel that their privacy has been invaded and that they have no control over their lives. Women experience anxiety, feel vulnerable and fearful, have difficulty in carrying out daily routine, concentrating and sleeping (Fjeldsoe, et al, 2009). All these are the result of cyberspace violence women have suffered.

In Nigeria, women experiencing digital abuse from a current or former partner rarely seek redress through existing legislation, either legal or criminal courts though, evidences that are proven that such cases are considered needs to be addressed. The cases are mostly not reported as no proper legislations are established.

Revenge porn includes photographs and video clips which have been consensually generated either jointly or by self (“sexting”), as well as content covertly recorded by a partner or unknown third party (Fjeldsoe, et al, 2009). Without the consent of the abused partner, the items are shared to the public and serves as cyber bullying. The impact of cyberspace violence among women in Nigeria cannot be over emphasized as it varies among ages and societies. The forms it takes therefore varies from one society to the other depending o their level of education, economic strength and political will.

Discussion on Cyberspace Violence, Digital Tools and Behaviour Change to Violence against Women in Nigeria

In Nigeria, women are disproportionately affected by crises and pandemics as they consistent a vulnerable group in the society. During the pandemic as Covid-19 women were isolated from their support system, they trust in institutions that jeopardized their identities and caused economic hardship affecting their everyday life, women are more at risk of cyberspace violence.

Lewis & Kershaw, (2010), the gender digital gap continues to grow both at regional and global level as men remain 21% more likely to be online than women. The pandemic of online gender-based violence emerging during Covid-19, needs to be addressed. The increased domestic violence against women witnessed during the crisis is spilling into the online space, turning the lifeline of the internet into a hostile space, where cyber bully takes place and no punishment is legally accrued to the offenders.

Different practitioners suggest that in order to shift harmful social norms, programmes need to shift social expectations not just individual attitudes, publicise the change and catalyse and reinforce new norms and behaviours. The media, as a ‘culture creator’, can be a powerful ally in shifting public opinion on cyberspace violence against women.

Mobile and internet-technology based interventions can tackle violence, when it deploys a number of strategies and combines different objectives, from mapping violence to gathering data, using data gathered to advocate for change and providing survivors with access to essential information and support. More broadly, ICTs are also being used to access support from a community of peers, raise awareness of the violence faced by women and girls amongst their families and communities, use entertainment and social media forums, and monitor and evaluate interventions and measure their impact. Mobile technology will play key role in tackling various social and economic challenges. Mobile technology provides access to tools and applications that help address these issues, and enables new technologies and innovations to build more efficient and environmentally sustainable societies (GSMA, 2017). As mobile phones can serve as quick tools to records of incidences and proves to cyber violence on women.

(Lewis & Kershaw, 2010; Fjeldbose et al, 2009) there is a scarcity of research that identifies effective strategies for preventing domestic violence through mobile interventions. Despite this paucity of evidence, there is growing interest in the myriad of ways in which new technologies are being leveraged to support the work of individuals and organizations in tackling violence. Technologies are available around the world, including to diverse users in the globe, they are being deployed in a range of innovative ways to prevent and respond to cyberspace violence.

Although the effect of mass media interventions, aimed at whole societies, on levels of violent behaviour (World Health Organization, WHO, 2009). Social media tools have helped fuel social movements. Social media has been shown to strengthen social actors’ ability to challenge and change power relations in society, providing platforms for debate, reflection, influencing and mobilising people (Liou, 2013). There are many ways that social media can be used in communications campaigns aimed at preventing cyberspace violence. There are efforts to put technology, including social media, in the hands of women survivors of cyberspace violence, through mobile phones or digital story-telling methodologies.

These not only enable women to tell their stories but to also produce them, which can be an empowering process in itself, (Department for International Development, DFID, 2012). Social media can only be part of the spectrum of interventions that are needed to prevent cyberspace violence. Social media can be an effective way of mobilising youth and promoting discussion and reflection around topics, modelling positive behaviours and guiding audiences to positive solutions (Liou, 2013). Online social networks (e.g. webpages etc.) offers the possibility of interactivity and the potential viral dissemination of the message. It is generally agreed that an integrated communication program, which wisely uses different channels in combination, is advisable to reinforce the message.

In Nigeria, constraints regarding the number of communication channels, testing the efficacy of different channels in delivering the message is relevant. (Liou, 2013), text messaging is often the least expensive technological feature of mobile technology, available on almost every model

of mobile phone and requires the least technological expertise and can be used by those with diverse health behaviours and conditions (Fjeldsoe, Marshall, & Miller, 2009). Text messages can curtail cyberspace bullying when adequately utilized. Factors that contribute to the success of digital campaigns are the advent of technology-based solutions with its opportunities and challenges. On the one hand, technology has the potential to play a key role in transforming gender inequality and unequal social relations in terms of cyber space violence.

CONCLUSIONS

The arrival of technology-based solutions brings opportunities and challenges. On the other, it has encouraged new forms of cyberspace violence against women. A number of factors have contributed to the success of digital violence faced by women in Nigeria, this paper gave an insight of the problems and discovered that behaviour change can curtail these gaps thereby through campaigns, government effort this menace can be curbed in Nigeria. Governments and Tech companies should put more efforts to tackle cyberspace violence against women as a top priority to ensure a safe and empowering internet for all. The web cannot serve as an empowering space unless everyone's rights are protected online. Governments and tech companies must ensure the web is a safe space for women and girls by protecting fundamental women's rights in the digital age, and ensuring that policy, legislative, and regulatory processes uphold all people's digital rights are enforced.

RECOMMENDATIONS

In Nigeria, cyberspace violence is a recent trend most especially as a result of the pandemics where certain restrictions and bans emerged and a new way of looking at the society were placed, most women suffered enumerable effects of all these problems. Women's solidarity online is also very strong during the pandemic, and in some countries where laws exist to punish non-consensual image and video sharing for example, young feminists are taking the matter into their own hands and massively reporting problematic and unlawful accounts to the police and platforms. In other instances, digital platforms are being used with associated code words to signal cyberspace violence and need for help to existent violence support systems. The study therefore recommends;

Digital campaigns on legal penalties for non-compliant behaviour should be enforced in Nigeria.

In Nigeria, legislation can be a key tool in changing behaviour and perceptions of cultural and social norms. Laws and policies that make cyberspace violent behaviour an offence send a message to society that it is not acceptable.

Success is more likely if messages are tailored to audiences using social marketing principles and creating a supportive environment that enables the intended audience to make changes e.g., by mobilising communities and non- governmental organisations in support of the digital campaign. It is pertinent to ensure programmes are tailored to meet the needs of women of

different ages, marital status, disability, social class, race/ethnicity, sexual orientation and other identities in Nigeria.

To develop effective campaigns in Nigeria, it is also important to use research, such as interviews with key stakeholders and focus discussions on groups with members of the target audience, to determine existing attitudes and beliefs and ways of motivating people to change their behaviour. It is pertinent to consult with women in the design of technology products, platforms, and terms of service in setting an advisory group of women's rights and gender and technology experts in Nigeria.

Ensure that cyberspace violence reports account for harms perpetrated through digital technologies, with timely response and actions taken by both law enforcement and online platforms. The reports after been provided should enhance timely technical assistance, counseling and support to women in Nigeria.

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Custodial Violence and Its Impact on Kerala in 21st Century

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ABSTRACT

Custodial torture is an age old phenomenon in Kerala which goes on increasing even after the guidelines issued by the Supreme Court in D.K.Basu case for the protection of the rights of the arrested person. Analyzing the legal provisions relating to prevention of custodial torture, it is apparent that laws are drafted for the prevention of such police atrocities but still we can see that the present laws and the recommendations are not adequate for the prevention of such torture. There are lots of human rights violations taking place in police custody by way of unlawful arrest, illegal detention, falsely implication on innocent persons and brutal police atrocities. When assessing the present laws, it is clear that these laws are found inadequate as it is not able to control such increase in custodial torture. So there is an urgent need for a legal and judicial intervention in order to prevent such violence. This can be possible only when a unitary legislation with stringent punishment is enacted and there must also be a provision stating about the appointment of the probation officers for enquiring about this torture. When this happens there will be a positive change in custodial torture in Kerala. Our paper discuss about the custodial violence, inadequate laws and its improper implementation for curbing custodial torture. And also mention about few suggestions for preventing such torture.

Keywords: Custodial Torture, Victims, Suggestions.

INTRODUCTION

Custodial torture is an age old phenomenon in Kerala which goes on increasing even after the guidelines issued by the Honorable Supreme Court in D.K. Basu case for the protection of the rights of the arrested person. There are various human rights violation taking place in the police custody due to various reasons such as political influence, vengeance against a person, bribe received by the police etc. These violations which were on an increase scale during pre-formation of Kerala continues in this 21st century even after the seven decades of the making of the recommendation relating to prevention of third degree method by the N.C.Chatterjee commission. In view of these reports, it is apparent that the brutality of torture is still the same even now. And it is clear that various torture methods are applied by the police such as beating, kicking, electric torture and other most brutal and cruel methods such as uruttal methods, aero plane methods and ice block method.

In all infamous custodial death cases, it is understood that the rich and affluent people easily escapes from the clutches of law by using political influence, money and power and it is the poor, downtrodden and weaker section of the society who becomes victims of such custodial violence. The family or relatives of these victims has to fight for getting justice without any support of money, power and political influence

1. LEGAL PERSPECTIVE ON CUSTODIAL TORTURE

Analyzing the legal provisions relating to prevention of custodial torture, it is apparent that laws are drafted for the prevention of such police atrocities but still we can see that the present laws and the recommendations are not adequate for the prevention and control of such torture. This is because of the fact that the police officers are not given apt punishment for the human right violations they have committed. And by examining the issue custodial torture it is understood that torture has become a part of investigation and for committing such torture police officers are given only suspension or transfer instead of the right punishment for the said offence . Thus the police do not have any fear of law and thus they apply torture methods regularly in order to get evidence. What has been found out through these details is that police attitude towards the laws has made it clear that the present laws are inefficient in preventing such occurrence of torture.

The inefficiency of laws can be removed when there is a proper criminal justice administration by its organs such as police, prison authorities and the judiciary. It is visible that these pillars of criminal justice administration such as police, prison and judiciary has number of functions to perform as per provisions of the legislations but still it act negligently and is irresponsible in its duty leading to more innocent person subjected to cruel torture resulting in their death.

There is no proper legal and judicial intervention in case of preventing such increase in custodial torture. Here we can see that there are plenty of laws for the prevention of torture but when time come for its implementation we can see that these laws are just in paper and it is not appropriately implemented. There is a strong judicial intrusion needed in order to stop the increase in number of torture taking place in custodial torture but here we can see that judiciary acts carelessly in its duty.

There are lots of human rights violations taking place in police custody by way of unlawful arrest, illegal detention, falsely implication on innocent persons and brutal police atrocities. When assessing the present central and state laws available for controlling such atrocities, it is clear that these laws are found inadequate because it is not able to control such increase in custodial torture. So there is an urgent need for a legal and judicial intervention in order to prevent such violence.

2. SUGGESTIONS

In order to prevent such custodial torture taking place in Kerala, I would like to put forth some suggestions which I found it suitable for solving this custodial torture issue:

There should be a unified legislation with laws stating about stringent punishment for the prevention of custodial torture. As the human rights violation still continues as a form of practice and the poor are becoming sufferers to such third degree method so there is an urgent need for a unified Act for the prevention of such increase in the number of custodial death in Kerala.

When police officers commit such custodial atrocities then permanent termination should be given instead of suspension or transfer. There should be a new provision added to the new unified legislation stating about the compulsory termination of officers from their job due to their atrocities.

Prison authorities have to ensure that the human rights of the prisoners are protected and they are in safe custody. In order to prevent torture in jail there should be two probation officers appointed for conducting inspection in jail. During the inspection the probation officers should meet the jail inmates and enquire about their complaint. These probation officers should be given proper training about how to prevent and control the custodial torture taking place in jail through their inspection. These officers should be impartial and independent in their duty and must not be influenced by anyone.

In order to have an eye on the torture taking place in the police station, here also two independent and impartial probation officers should be appointed for checking the various human rights violation taking place in police station. And it must be noted that same probation officers should not be sent for inspection every time .If the same officer is sent than he will start having a good contact with the police and this can influence his work. The probation officers must not be informed about the time and date of inspection in advance.

Police behave arrogantly and cruelly to the person who is in his custody and use filthy language during the time of investigation and interrogation. In order to prevent such behavior, police officers should be taught about the human rights and its importance along with the laws which is explained to them. He should also be taught about how to behave properly to the arrested person and also how to respect the human rights of the detained ones.

In order to control such custodial violence taking place in police custody, there should be a legal awareness given to the police officer occasionally. They should be made aware about the current situation of custodial torture taking place in custody of police. These officers should be made known about the ill effects of this torture on the victim, his family and the society as a whole and should be taught that committing such torture is a crime against the society and they will be punished.

There is a great pressure from the senior police officers on the police when an offence is being committed by the accused and during investigation. Senior officers keep on asking whether the person who has committed the offence is arrested and at what stage has the investigation reached. Due to this pressure and turmoil, the police officer uses torture as a weapon for getting information from the accused person. Police officer doesn't get much time to investigate a case properly as half of its day is spent in going for escort for ministers and for maintaining law and order so in order to prove the case within the specified time, it uses all forms of torture to make the arrested person say that he committed the offence. To stop such a torture of the police, here the head of the police and other officers must ensure that they don't disturb or cause tension to the police and there should not be any sort of interference which can pressurize the police in their duty. Those police officers who have the duty to complete the investigation should not be overloaded with other works.

CONCLUSION

These custodial atrocities can be reduced to an extent when the above suggestions are followed and put into practice otherwise there will be an increase in number of custodial tortures taking place which results in more number of custodial deaths. When these tortures are not restricted than the importance of the rights of arrested persons especially the fundamental rights such as Article 21 and 22 will be lost forever. And such occurrence of torture makes the current laws weaker and inefficient in nature. As a result, police officer easily escapes through the loopholes of the laws.

It is apparent that the police don't have any fear about the laws and its punishments as they believe that they can with no trouble escape from the control of law and the victims often fear to complain to the judicial officers about the torture undergone by them. On the one side a fear should be created in the mind of the police about the laws and its punishment and on the other side victims should be made strong and confident in their belief in getting justice and all their fright about the police should be removed. This can be possible only when a unitary legislation with stringent punishment is enacted and there must be a provision stating about the appointment of the probation officers for enquiring about the torture faced by the victims. When this happens and when other suggestions are also followed there will be a positive change in custodial torture taking place in Kerala.

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Modern Yönetim Sisteminde Faizsiz Finansal Piyasaların Düzenlenmesi Sorunları

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ÖZET

Bildiğiniz gibi makalenin temel amacı, dünya bilim adamlarının faizsiz finans piyasalarının organizasyonundaki bilimsel ve teorik yaklaşımlarını incelemektir. Amaç, dünya bilim adamlarının faizsiz finans piyasalarının organizasyonuna katkısını belirlemek ve incelemektir. Makalenin metodolojisi, faizsiz finansal piyasaların organizasyonunda dünya bilim adamlarının bilimsel yaklaşımlarını sistematik olarak incelemektir. Çünkü bu yaklaşımların faizsiz finans piyasalarının organizasyonu, yönetimi ve gelişimi üzerinde büyük etkisi vardır. Makalenin uygulanmasının önemi, sonuçları faizsiz finans piyasalarının organizasyonu ve yönetiminde uygulamaktır. Bütün bunlar, faizsiz finans piyasalarının yönetimine ve sürdürülebilir operasyona yenilikçi bir yaklaşım getirecektir. Makalenin sonuçları - faizsiz finansal piyasaların yönetimi ve organizasyonunun iyileştirilmesi, bu alandaki sistematik teorik yenilikleri yansıtmaktadır. Çalışmanın sonuçları, faizsiz finansal piyasaların organizasyonu ve yönetimi ile kalkınma stratejilerinin iyileştirilmesine hizmet etmektedir. Makalenin özgünlüğü ve bilimsel yeniliği, dünya bilim adamlarının faizsiz finans piyasalarındaki bilimsel yaklaşımlarının temel bilimsel-teorik ve pratik yönlerinin incelenmiş, bu alandaki bilimsel-pratik konuların çalışılmış olmasıdır. Bu açıdan bakıldığında, faizsiz finansal piyasaların yönetimi ve organizasyonunda bilimsel-pratik yaklaşımların araştırılması açısından araştırma çalışmaları övgüye değer kabul edilebilir.

Anahtar Kelimeler: İslami Finans Yönetimi, İslami Finans Sistemi, Faizsiz Finans Piyasaları, Faizsiz Finans Piyasası Yönetimi, İslami Ekonomik Yönetim Sistemi.

Issues of Organization of Interest-Free Financial Markets in the Modern Management System

ABSTRACT

As you know, the main purpose of the article is to study the scientific and theoretical approaches of world scientists in the organization of interest-free financial markets. The aim is to identify and study the contribution of world scientists to the organization of interest-free financial markets. The methodology of the article is to systematically study the scientific approaches of world scientists in the organization of interest-free financial markets. Because these approaches have a great impact on the organization, management and development of interest-free financial markets. The importance of the application of the article is to apply the results in the organization and management of interest-free financial markets. All this will lead to an innovative approach to the management of interest-free financial markets and sustainable operation. The results of the article - the management of interest-free financial markets and the improvement of its organization, reflect the systemic theoretical innovations in this area. The results of the study serve to improve the organization and management of interest-free financial markets and development strategies. The originality and scientific novelty of the article is that the main scientific-theoretical and practical directions of the scientific approaches of world scientists in interest-free financial markets have been studied, scientific-practical issues in this field have been studied. From this point of view, research work can be considered commendable from the point of view of research of scientific-practical approaches in the management and organization of interest-free financial markets.

Keywords: Islamic Financial Management, Islamic Financial System, Interest-Free Financial Markets, Interest-Free Financial Market Management, Islamic Economic-Management System.

GİRİŞ

Bilindiği gibi sözlükte ilgi kelimesi Arapça daha, daha, daha, daha, daha, daha, daha, daha çok anlamına gelen "فيض" kökünden türetilmiştir. Türkçe'deki "faiz" terimi, Kuran'da, hadislerde ve klasik fıkıh kaynaklarında "artış" ve "çarpmaya" anlamına gelen "tefecilik" terimi ile eş anlamlı olarak kullanılmaktadır. Aslında günümüz ticari hayatındaki faiz işlemleri, aslında cahiliye döneminde var olan faiz geleneklerinden farklı değildir. Bu nedenle Araplar arasında faiz, kelimenin tam anlamıyla, günümüzün nakit para birimlerinin faizi veya fazlasıdır. İktisadi anlamda faiz, borçlu tarafından başka bir kişiye kredi şeklinde veya teminat karşılığında verilen anapara tutarına ek olarak borçlunun ödediği ve vadesinde geri ödenmek üzere ödediği tutardır. Bu anlamda faiz, Kuran'ın yasakladığı, cahil Arapların uyguladığı ve İslam hukukunda borç faizi (rib'd-dayn) olarak tanımlanan faiz ile aynıdır.

1. BÖLÜM- FAİZİN TEORİK VE METODOLOJİK ESASLARI

1.1 Faizin Mahiyyeti Və Məzmunu

Bilindiği gibi riba (الربا), sözlükte "r-b-v: ر-ب-و" kökünden türetilen bir isim olarak "artan" anlamına gelmektedir.

Müqəddəs Qurani-Kərimdə ribaya bir çox surələrinə lüğət mənasıyla aşağıdakı formada yanaşmalar edilmişdir:

- «Ey insanlar! Eğer öldükten sonra diriltileceğinizden şüphe ediyorsanız (ilk yaratılışınızı hatırlayın). Biz sizi topraktan, sonra benden, sonra alabalıktan, sonra size göstereyim diye bir et salkımından yarattık. Biz dilediğimizi ana rahminde bir süre (genellikle dokuz ay) tutarız, sonra seni çocuk olarak çıkarırız. Sonra buluş çağına erişesiniz diye. Kiminiz ölecek, kiminiz de alçaltıcı bir yaşama getirilecek ki, bildiklerinizi asla bilemezsiniz. (Ey insan!) Sen dünyayı kuru görürsün. Ve üzerine yağmur indirdiğimizde, titrer, kurur ve her türlü güzel meyveler verir.»; (Qurani-Kərim, Hacc surəsi, 5-ci ayə)

- «Yerin kuru olduğunu görmən O'nun ayetlerindedir. Üzerine su indirdiğimizde hareket eder ve kabırır. Kim onu diriltirse, şüphesiz ölüleri de diriltir. Şüphesiz O, her şeye gücü yetendir.»; (Qurani-Kərim, Fussilət surəsi, 39-cu ayə)

- «Mallarını Allah'ın rızasını arayarak ve nefislerini ayakta tutarak harcayanlar, bol yağmurun meyvesini iki katına çıkardığı yüksek bir tepedeki bahçeye benzerler. Şiddetli yağmur yağmazsa, biraz çiy yeterli olacaktır. Şüphesiz Allah, yaptıklarınızı görür!»; (Qurani-Kərim, Əl-Bəqərə surəsi, 265-ci ayə)

Nitekim yukarıda bahsi geçen sūre və ayətlər dikkətə alındığında, Kur'ân'da tefecilik, sözlük anlamıyla bir şeyin hem kendi içinde hem de iki şey arasında çokluğuna işarettir. Tefecilik kelimesi Kur'an-ı Kerim'de her iki anlamda da kullanılmakta ve başlıca şu şekillerde tasnif edilmektedir:

Birinci durumla bağlantılı olarak, yağmurun yağdığı toprağın şişmesini tanımlamak için "rebet" kelimesi kullanılır. Bu, Hac Suresi'nin 5. ayetinde bildirilmektedir;

İkinci açıklama ise "raba" (ربي) kelimesiyle verilmiştir. Fussilet Suresi'nin 39. ayetinde bildirilmektedir;

Üçüncü açıklama ise "rabvetin" (ربوة) kelimesiyle verilmiştir. Bu, Bakara Suresi'nin 265. ve Müminun Suresi'nin 50. ayetlerinde bildirilmektedir;

Dördüncü açıklama, giderek daha şiddetli hale gelen "rabbi" (ربي) kelimesiyle yapılır. Bu, Rad Suresi'nin 17. ayetleri ve Hakka Suresi'nin 10. ayetlerinde bildirilmektedir;

Beşinci açıklama, daha güçlü olan "erba" (ربى أ) kelimesiyle yapılır. Burada bu ifadenin bir başka anlamı da iki taraftan birinin mal veya servet bakımından diğerine üstün olduğu "erba" kelimesiyle ifade edilmektedir. Nahl Suresi 92. ayette bu bildirilmektedir. (Qurani-Kərim)

1.2 Modern Yönetim Sisteminde Faizə Bilimsel Yaklaşımlar

Muhammed Nasreddin Tusi (1201-1274) Azerbaycanlı bir bilim adamı, filozof, astronom, matematikçi, tarihçi, finansçı, ilahiyatçı ve hukukçu, devlet adamıydı. Yazılı kaynaklarda tam adı Khaja Nasreddin Ebu Cafer Muhammed bin Muhammed bin Hasan olarak geçmektedir.

Muhammed Nasreddin Tusi, İslami finans ve ekonomik sistemin gelişmesinde büyük bir yere ve role sahiptir. Ayrıca astronomi, matematik, felsefe, mantık, etik, sosyal bilimler ve ekonomi alanlarında araştırmalar yaptı. Mohammad Nasreddin Tusi'nin İslami finans ve ekonomi alanındaki bilimsel araştırmaları, klasik İslam iktisat düşüncesine büyük bilimsel katkılar sağlamıştır. Maliye Üzerine adlı kitabında, İslami mali ve ekonomik sistemin gelişme tarihinde ilk kez, devlet gelir ve giderlerinin hükümdarın özel mülkiyetinden ayrılmasını, vergilerin düzenlenmesini, sosyalleşmeyi ve yoksullar için, engelliler, yetimler ve dullar garantileri önerdi. Mohammad Nasreddin Tusi, diğer çalışmalarında İslami finansal ve ekonomik sistemi ve ekonomik kuralları iyileştirmenin yönlerini araştırdı ve analiz etti. (Hacızadə, 2006: s. 382) Profesör Seyyid Kutubi'nin "Faiz" adlı kitabı, İslam'ın faize karşı sert duruşunun bir takım sebeplerini ve bunları açıklayan belirli gerçekleri içerir ve bunlara aşağıdakiler dahildir:

Kalbin mutlak kanaati olan asli hakikat, faizin olduğu yerde İslam'ın olmayacağıdır. İslam alimleri ve müftüler başka bir konuda yorum yaparlarsa bilin ki bu bir yalan ve aldatmadır. İslam, faizin insan hayatı, düşüncesi ve ahlakı üzerindeki etkilerine karşı kararlılıkla mücadele etmektedir.

Faiz oranı sistemi sadece bir inanç, ahlak ve hayat sorunu değil, aynı zamanda ekonomik hayatın da bir sorunudur. Çünkü faiz, insanın mutluluğunu bozan en korkunç düzendir. Çekici görünse ve genel ekonomik sistemi iyileştirdiğini iddia etse de, yakın insani ve ahlaki değerleri yok eder.

İslam'da ahlaki düzen ve pratik düzen tamamen iç içedir. İnsan, tüm eylemlerini yönetirken vaatlerine ve taahhütlerine sadık olmalıdır. Şüphesiz insanın hayatı boyunca amelleri izlenir, imtihan edilir, imtihan edilir ve ahirette bütün amellerinden sorumlu tutulur. İnsan faaliyetlerinde tek bir ahlaki ve pratik yaşam düzeni yoktur. Aksine, her ikisi de insan faaliyetlerini düzenler. Yani ikisi de birer ibadettir. Bir kimse temiz bir hayat yaşarsa mükâfatını alır, kötü bir hayat yaşarsa günah kazanır ve bu amel defterine yazılır ve hesabı sorulur. Başarılı bir İslami ekonomik sistem, ahlak ve etik olmadan inşa edilemez. İnsan hayatında ahlaktan ve ahlaktan uzak durursa, pratik hayatında elde edeceği başarı çekişmeden başka bir şey değildir. (Seyid Kutub, 1998: s. 20)

Ebu Ala Mevdudi'nin İslami finans ve ekonomi sistemine en büyük katkısı 1960 yılında yazdığı "Faiz" kitabıdır. Ebu Ala Mevdudi'nin "Faiz" adlı kitabında İslam tarikatının kendine has özellikleri benzersiz bir şekilde gösterilmektedir.

Ebu Ala Mevdudi'ye göre, İslam ekonomik düzeninin ana unsurları aşağıdaki önemli yönleri içerir.

Belirli sınırlar ve kısıtlamalarla serbest bir ekonominin işleyişi;

Zekat zorunludur;

Miras hukukunun tespiti ve kabulü;

Faiz yasağı.

İslam, kabul edilen orta ekonomik yol ve komünizm ile kapitalizmin buluşması üzerinde pratik bir düzen kurmak için desteğini ahlaktan ve kanunlardan alır. İslam, manevi terbiyesi ile toplumdaki her bireyi gönüllü olarak düşünce düzenine boyun eğmeye hazırlar. İslam kanunlarıyla insanlara bir takım kısıtlamalar getirir, bu da onların bu düzenleyici mekanizmaya uymalarını ve sınırlarını aşmamalarını gerektirir. Bu ahlaki ilkeler, yasal hükümler, bu ekonomik düzenin şartları ve unsurlarıdır. Bu nedenle, bir kişinin karakterini ve ruhunu daha iyi anlamak için onlara iyi bakmak tavsiye edilir. (Mevdudi, 2004: s. 25, 43)

2. BÖLÜM – MODERN YÖNETİM SİSTEMİNDE FAİZSİZ FİNANSAL PİYASALARIN ORGANİZASYONEL KONULARI

2.1 Modern Yönetim Sisteminde Faizsiz Finansal Piyasaların Yeri ve Rolü

Modern yönetim sisteminde Katılım Bankaları tarafından finansman, herhangi bir emtianın ön alım ve vadeli olarak başka bir tüketiciye satılması veya kiralanması şeklinde gerçekleşen bir işlemdir. Müşteri bir ürün almak istediğinde katılımcı banka bir adım atıyor ve nakit olarak yapılması gerekiyor ancak müşterinin nakit parası yok. Katılımcı banka, başvuru sahibinin işlem yapabileceğini ve yükümlülüklerini yerine getirebileceğini düşünürse, müşteriye sözlü vekil tayin eder. Avukat tayin etmek, Müslümanlara Kurban Bayramı'nda kurban kesmeleri için vekalet vermek gibidir.

Katılımcı bankacılığın geniş bir faaliyet alanı vardır. Hedeflenen katılım bankacılığının daha kapsamlı sosyal ve ekonomik işlevleri yerine getirmesi beklenirken, günümüz uygulamasında ticaret alanı ile sınırlandırılmıştır. Bu işlevleri şu şekilde sıralayabiliriz:

- Sosyal Sigortalar: Belirli bir süre için prim ödenmesi şartıyla, sosyal güvencesi olmayan belirli bir yaşın üzerindeki kişilere aylık bağlanması hakkının verilmesi.
- Sosyal Kredi: Ücretli veya ücretsiz işçilere evlilik, eğitim ve tedavi gibi ihtiyaçları için küçük bir ödeme karşılığında aylık maaşları oranında kaynak sağlamak.
- Üretim kredisi: Devlet kalkınma planına uygun olarak ekonomik faaliyeti desteklemek için üreticilere belirli bir tutarı aşmadan uzun vadeli ve küçük ödemeler sağlamak.
- Yatırımlar: Gerçek veya tüzel kişilerle ortaklaşa yürütülecek projelere sermaye sağlanması.
- Sosyal Yatırımlar: Bu havuzlardan yoksullara ve afetlerden etkilenenlere yardım amacıyla, makbuz karşılığı alınan bağış ve yardımlar havuzda toplanmaktadır.
- Eğitim kredisi: Yükseköğretim öğrencilerinin eğitim ihtiyaçlarını karşılamak için fon yaratmak.
- Vadesiz ve vadeli mevduatta tasarruf kabulü.
- Ticaret: Mal ve hizmet ticareti.
- Bankacılık hizmetleri: Gerçek veya tüzel kişilerin ihtiyaç duyduğu ve faizle ilgisi olmayan her türlü bankacılık hizmetini vermek.
- Danışmanlık: Girişimcilere finansal ve ekonomik danışmanlık hizmetleri verilmesi.
- Pazar oluşturma: Müşterileri ve şirketleri, bağlantı kurdukları diğer ülkelerden getirmek için mekanizmaların ve işbirliğinin kurulması.

Bu faaliyet alanlarından bazıları günümüz açısından biraz ütöpik sayılabilir. Önerilen faaliyet alanlarının doğruluğunu anlamak için toplumsal sorunlara daha yakın ve farklı bir bakış açısıyla yaklaşmak gerekir. İslam düşüncesinin öne sürdüğü iktisat felsefesi, tıpkı Batılı iktisat modelleri gibi, maddeye odaklanan, hayatı rekabete ve kâra çeviren bir felsefe değildir. İslam inancında kişinin neyi, nasıl ve ne amaçla yaptığı, etkilerinin birey ve toplum için ne olduğu önemlidir.

Katılımcı bankacılık iki farklı kanal için geçerli olan bir modeldir.

- Faizsiz (İslami) bankalar olarak adlandırılan ve hizmetlerini İslami açıdan sunan bankalar.
- Ağırlıklı olarak geleneksel bankalar olan bankalar faizsiz bir pencere açarak İslami esaslara göre hizmet vermektedir.

Teoriden farklı alanlar olarak aşağıdaki noktalar dikkat çekicidir:

- Çeşitlilik yerine tek bankacılık: Tek ticari bankalar yerine farklı türde bankalar ve farklı işlevleri yerine getirecek kuruluşlar olabilir. Aslında bu beklentiler faizsiz bankacılıkla ilgili ilk yazılarda dile getirildi. Tarım, sanayi üretimi, ticaret, inşaat, kooperatifler, şirketler gibi alanlarda uzmanlaşma ve yardımlaşma gerekiyordu.
- Yardım bankalarının olmaması: Katılımcı bankaların neredeyse tamamı ticari bankalardır. İslam toplumu için ulusal veya uluslararası dayanışma oluşturacak bankalar yoktur.
- Eğitim ve sağlık gibi devlete ücretsiz ya da düşük maliyetli hizmet veren kamu bankaları bulunmamaktadır.
- Uluslararası arenada etkinlik ve likidite yönetimini sağlayacak uluslararası katılım bankası bulunmamaktadır.
- Katılımcı bankaların faaliyetlerini mümkün olduğunca İslam toplumlarının gelişimi doğrultusunda belirlemeleri bekleniyordu. Ancak, fonların önemli bir kısmı gelişmiş ülkelere akmaktadır. Müslümanlar, yatırım yapmak istedikleri paranın projelerle en azından kendilerine zarar vermeyecek alanlarda kullanıldığını bilmek istiyorlar. İslam ülkeleri sermayeye ihtiyaç duysa da fonların çoğu çeşitli nedenlerle yabancı bankalarda tutulmaktadır.
- Proje yatırımları yerine murabaha odaklı bir sistem: "İslami bankacılık konusunda ilk düşünür ve yazarlar arasında murabaha yönteminden kimse bahsetmedi. Dr. Sami Hammud. "Daha sonra zorunlu nedenlerle satın alınmasına izin verilen murabaha modeli, sistemin ana faaliyet alanı haline geldi.
- Sistemde zayıf firmalar geliştirmek yerine, klasik tecrübeye sahip güvenilirliği yüksek firmalara kredi verilmektedir. Zayıf firmaları destekleme ilkesi yeterli uygulama tekniklerini ve kapsamını bulamadı. (Tunc, 2010: s.113-121)

2.2 Faizsiz Maliyyə Bazarlarının İdarə Edilməsində Türkiyə Təcrübəsinin Əhəmiyyəti

Faizsiz olarak kurulan Özel Finans Kuruluşları, 16.12.1983 tarih ve 83/7506 sayılı Türk Hükümeti Kararnamesi ile kurulmuştur. Kararın ilanı 25 Şubat 1984 tarihinde resmi gazetede yayımlandı. İlgili kararnamenin yürürlüğe girmesinden sonra 1985 yılında "Al-Baraka Türk ve Faysal Finans" finans kuruluşları ve 1989 yılında Kuveyt-Türk Evkav Finans Kurumu.

Başbakanlık ve Merkez Bankası kontrolündeki özel finans kuruluşları aşağıdaki esaslar çerçevesinde faaliyet göstermektedir:

- Mudi kar ve zarara iştirak ettiği için Kurum mevduatın sahibine iadesini garanti etmez.
- Hem kuruluşlar hem de mevduat sahipleri faizsiz işlem yapmakta, faiz almamakta veya ödememektedir.
- Kuruluş, 90, 180, 360 gün ve üzeri vadeli mevduat kabul eder ve bu koşulların her biri için ayrı bir sepette hesap tutar. Bu hesapların masrafları Kurum'a aittir.
- Bu hesaplamalar sonucunda şirket %20'den fazla olmamak üzere kâr ve zarar elde eder.
- Depozitolar, otuz gün önceden bildirilmek kaydıyla vade tarihinden önce çekilebilir.

Finansal kurumların sunduğu hizmetler dört gruba ayrılabilir. Kaynak yaratma, finansman, bankacılık ve para birimi hizmetleri.

a) Kaynak Yaratma:

Kuruluşlar iki tür hesapta fon biriktirir: Özel cari hesap ve kar-zarar katılma hesabı.

Özel cari hesap:

Türk lirası veya döviz cinsinden açılır, istenildiği zaman çekilir, kar zarar yoktur, bu hesap sahiplerine bankacılık hizmeti sunulur ve finansmanda öncelik tanınır.

Kar-zarar katılma hesabı:

Kurum, bu hesapta biriken ve en fazla beş yıl süreyle açılan sermayeyi yönetir ve kâr etmesi durumunda bunun %80'ini mudilere dağıtır.

Finansman:

İşletmeler, ortaklık hesabında toplanan fonları kar ve zarar için dört farklı şekilde kullanır:

Marabaha:

Bir kişi veya işletmenin ihtiyaç duyduğu her türlü gayrimenkulün peşin alım ve satımı.

Mudarabe:

Kurumun belirli bir iş alanında işverenin sermayesi ile yaptığı işi birleştirerek kurduğu ortaklıktır. Bu şekilde kuruluş, fonu sözleşmede belirtilen miktarda kullanan gerçek ve sıradan kişilerin kazancına ve o eserle kurulan fon miktarının zararına katkıda bulunur.

Finansal kiralama:

Kiraya verenin mülkünü tüm fayda ve risklerine sahipmiş gibi kiracıya devrettiği, kiracının belirli zamanlarda kirayı ödediği ve sözleşme sonunda kiralanana mülke sahip olmanın mümkün olduğu bir finansman şeklidir.

Egzersiz yapmak:

Bir kuruluşun herhangi bir kişi veya şirketle belirli bir yatırım yaparak yaptığı ortaklıktır. Kar, önceden kararlaştırılan oranlarda ödenir. Ortaklardan veya yurt dışından iş yapanlara, şirket hesabına mahsup edilen belirli bir maaş ödenir. Kayıplar öz sermaye ile orantılıdır.

Bu ortaklık yönteminde mudarabedanın aksine her iki taraf da yatırım yapar ve sonuç (kar ve zarar) genellikle yatırım miktarına göre paylaşılır.

b) Bankacılık hizmetleri:

Bu hizmetler doğrudan bankacılık ve diğer hizmetler şeklinde iki gruba ayrılabilir:

İlk grup:

Bir teminat mektubu verin.

Para transferi ve transfer işlemleri.

Çekin, ihraç edin, kabul edin, bir yarıda poliçe, senet, temettü belgeleri, çekler, konşimentolar, tahviller ve diğer belgeler verin.

Döviz ticareti ve her türlü transfer işlemleri.

Her türlü ithalat ve ihracat işlemlerini kısmen veya tamamen finanse etmek.

Cari hesap sahiplerine kurumsal fişlerin verilmesi.

İkinci grup:

Özel projeleri finanse etmek için ayrı hesaplarda fon toplayın ve sadece bu işi tahsis edin.

Tarım ve sanayide işletmelerin kurulması ve işletilmesi.

Ticari amaçlı gayrimenkul alımı ve satımı.

Ticaret, sanayi ve tarımda kendi sermayesini kullanarak şirketler kurmak, ortak olmak ve devretmek.

Mali, yatırım, yönetim ve teknik konularda danışmanlık hizmetleri sağlamak.

İhracatçı, müteahhit ve işadamlarının uluslararası ihalelere katılımını sağlamak için diğer kuruluşlarla konsorsiyum kurmak ve bunlara katılmak.

Sosyal ve kültürel organizasyonlar ve şirketler oluşturmak, katılmak ve işletmek.

c) Kombinasyon hizmetleri

Buna ithalat işlemleri, ihracat işlemleri, garantiler ve sözleşme garantileri gibi işlemler dahildir. Türkiye'de Özel Finans Kuruluşları tarafından kurulan ve işletilen bu hatların objektif bir değerlendirmesi yapılmaktadır.

Türkiye'deki Özel Finansal Kuruluşlar halk tarafından tanınmakta ve desteklenmektedir. Faizsiz kazanç kavramını uygulamaya çalışan ve bunu büyük bir başarı ile gerçekleştiren Özel Finans Kuruluşları, ekonomistlerin bedava paralarını yatırım yapmalarına olanak sağlayan bir alan haline gelmiştir.

1985-1989 döneminde Özel Finans Kuruluşları dikkate değer bir gelişme kaydederken, mudilere cüzi bir gelir (kâr) dağıtmışlardır.

Özel finans kuruluşlarının gelişimi ile ilgili açıklamalarda bulunan Yıldırım, "İki yıllık faizsiz bankacılık anlayışımız ve uygulamamız doğru yolda olduğumuzu gösterdi. Çünkü Türkiye'nin yüzde doksan dokuzu Müslüman. Türkiye parayla ilgilenmeyecek, kimse bankadan fazla faiz almayacak. Onlara başvuruyoruz ve mevduatlarını istiyoruz. Onlara kârdan pay veriyoruz, en az bankaların faizi kadar. Ayrıca yeni yatırımlar yapmak ve bu temettüleri kar dağıtmak yerine yatırımlarda kullanmak da faizden vazgeçenlerin büyük çoğunluğunu cezbetmektedir. Kısa sürede bu kadar büyük bir çoğunluğa hitap ediyor. Kısa sürede bu kadar büyük ilerlemeler kaydeden İslami bankacılığın gelecekte daha kalıcı sonuçlar elde edeceğini hep birlikte göreceğiz."

4 Ocak 1987 tarihinde özel finans kuruluşlarının gelişimini değerlendiren Al Baraka Türkin Genel Müdürü Yalçın, "İki yıllık faizsiz bankacılık anlayışımız ve uygulamamız bize doğru yolda olduğumuzu gösterdi. Çünkü Türkiye nüfusunun yüzde doksan dokuzu Müslüman. Türkiye'de faiz ödemeyen, bankadan faiz almayan çok insan var. Onlara sesleniyoruz ve paralarını istiyoruz. Onlara da en az bankalar kadar faiz veriyoruz. Ayrıca kazanç dağıtmak yerine yeni yatırımlar yapmak ve bu kazanç paylarını yatırımlarda kullanmak faizi reddeden büyük çoğunluk için caziptir. Bu kadar kısa sürede çok sayıda insanı kendine çekiyor. Bu kadar kısa sürede bu kadar yol kat eden İslami bankacılığın gelecekte daha kalıcı sonuçlar doğuracağını hepimiz görüyoruz" dedi.

Gerçekten de, Özel Finans Kuruluşları oldukça gelişmiştir. Türkiye'de önemli miktarda fon biriktirdiler ve ithalat-ihracat operasyonları gerçekleştirdiler. Bu olumlu gelişmenin devam edeceğini ummakla birlikte, bankanın getirdiği çarpık yöntemlere gitmemesini ve samimi eleştiriler dikkate alınarak eksikliklerin zamanında giderilmesini umuyoruz. (Ahmet ez-Zerqa M.ve Muhammed Abdulaziz en-Neccar, 1992: s. 53-58)

SONUÇ

Araştırma çalışmasında aşağıdaki sonuçlar elde edilmiştir:

1. İlginin özü ve içeriği açıklanır. Dolayısıyla faiz, belirli bir çoğulluk tarafından veya bir borç ilişkisinden doğan bir ödemeye ek olarak belirli bir süre sonunda alınan ve zamanında geri ödenmeyen rehinli para veya malın adıdır ve bu süreye karşılık çoğullaştırılır veya bu şekilde alınır.
2. Modern yönetim sistemindeki yüzde bilimsel yaklaşımlar kapsamlı bir şekilde incelenmiştir. Böylece Muhammed Nasreddin Tusi, Profesör Seyid Kutubi, Ebu Ala Mevdudi'nin faizsiz finans piyasalarına katkıları incelenmiştir. Bu alandaki teorik ve pratik araştırmaları incelenmiş ve analiz edilmiştir.

3. Faizsiz finans piyasalarının modern yönetim sistemi içindeki yeri ve rolü belirlenmiştir. Bu nedenle burada faizsiz finansal piyasaların işlevleri ve sınıflandırılması ayrıntılı olarak incelenmiştir.

4. Faizsiz finans piyasalarının yönetiminde Türkiye'nin tecrübesinin önemi incelenmiştir. Böylece Türkiye'de faizsiz finans piyasaları konusunda kabul edilen yasalar incelenmiş, bu alanın tarihçesi ele alınmış, faaliyet yönleri ve yönetim mekanizması geniş bir çerçevede incelenmiştir.

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Psychosocial Aspect of Feminist Criminologist

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ABSTRACT

Masculine and Feminine roles are not biologically fixed but socially constructed. (Judith Butler) Criminology is the study of crime and aberrant behavior and it is an interdisciplinary field in both behavioral and social science. Feminist criminology is a group of related theories that have a common principle and among the major theories like radical, liberal, socialist, postmodern, eco-feminism, Marxist, and multiracial feminism are widely known. Radical Feminism draws attention to how women came to occupy a submissive role in the first place and tells the influence of male power over women and how societies can be transformed. Liberal Feminism draws attention over women's issues and makes others aware about women's rights and transforms their role in society and also increases women's opportunity. Socialist Feminism offers ideas about the fair role for women as homemakers, child bearers, home nurses, sex providers, and bread and butter providers so that they can get a more rightful place in society and more respect from society. Postmodern feminism focuses on the breakdown of traditional ideas in society and tells how language influences the difference in the treatment of genders. Ecofeminism argues about the link between women and nature and connects the exploitation and domination of women with that of ecology. Marxist Feminism points out the role of capitalism in the subjugation of women (i.e. male control and dominance over property and women's body). Multiracial Feminism discusses the racism, sexism, and color of women. Every layman agrees that the gender gap in crime is universal. Men are more likely to commit criminal acts than women. Is the gender gap stable or variable? Are male crimes distinct from or similar to those of female crimes? Is there any reason for such differences? Feminist criminology often criticized how Female offenders have been always ignored, neglected, or stereotyped by traditional criminology and there is no existence of different theories about female offenders. Whoever studies feminist criminology often notices the gender ratio gap (why men criminals are more likely than female criminals). Can be the traditional theory that usually focuses on male criminals modified to female criminals too. Because a simple fact that in today's scenario gender matters to remove stereotyping in society.

Keywords: Racial Feminism, Postmodern Feminism, Multiracial Feminism

INTRODUCTION

Criminology has traditionally been one of the most androcentric (male-centered) fields of study in the social sciences. The majority of the research and theory have been based on the study of male criminality and criminal justice system responses to male offenders. Women, when considered at all, have been represented in negative and stereotypical ways, with a focus on their failure to adhere to “traditional” models of appropriate female behavior, as in W. I. Thomas’s (1923) paternalistic view of women. Furthermore, in its quest to be recognized as a scholarly field, criminology has focused on objective empirical research, using official records and large national surveys. The result has been a failure to consider important differences in male and female pathways into crime, types of crime, victimization, and punishments. Feminist criminology seeks to address this limitation by enhancing our understanding of both male and female offending as well as criminal justice system responses to their crimes.

THE SCOPE OF FEMINIST CRIMINOLOGY

Contemporarily, we could see how the scope of feminist criminology has been able to scrutinize the highly educated folks that are highly mobile. Their knowledge, skills, experience, professional accomplishments, and professional responsibilities in their career paths are always in high demand globally.

OBJECTIVE

In the process of this research paper, the reader or students will be able to:

- Analyze Inequality in life and its existence among humans.
- To recognize how this bridge is being gap. Their place of birth, the choices they make in life, as well as divine favor and satanic opposition which are culprits here in the journey of life.
- Analyze women that are highly trained professionals who are going to countries of the world where meritocracy reigns supreme. These countries value their education, skills, expertise, experience, and professional accomplishments

EMERGENCE OF FEMINIST CRIMINOLOGY

My co-reader, we are entering a threshold of criticality; the audacity of hopelessness! As the minorities precisely the females, they've become desolate, they are mired in the obloquy of hating their other sex partner sommuch they they overlook their social-cultural exigencies with the males. There is an arrogant disregard for their personal interests or convictions. This ostensible altruism is a disturbing development.

As a matter, we've seen in different cases were men engage with women in unhealthy competition, envy, jealousy and rivalry in life. Forgetting that life is not a rat race. People are born differently. We have a different abilities, challenges, dreams and opportunities in life. How do we even explain the juxtaposition of macro-economic strides atraid with the gradual Gender inequality of women political influence! Blaming the electoral misfortunes of the Democrats who are preoccupied with women in the last decade on the leadership of them is like blaming

the academic engagement of your high school kid on the teacher! If we want Grandma Nancy out of the leadership position, recognize it as an identity politics move; sexism, racism shouldn't be allowed.

A. The Gender Equality Argument

With few conversation and rigorous findings, some women don't even know how to be relevant in their homes anymore after marriage. It's annoying as it seem women of this day's are now clueless of what they can also offer for men too. Perhaps even selfish. That is why we're having many shattered homes. It's sad.

In addition to his clarifications, men are subjected to many hardships in respect to catering to their needs. The commonest thought they have on men is that once they have been approached by you (boyfriend/girlfriend relationships), they feel relatively relieved that their life has attained a certain upgrade which they make it sordid to shop the responsibility of calling and to recharge their lines aside yours without giving a prior effort of what will move the relationship upwards.

Indeed, embarrassing and ridiculous to men. It's very obvious that the society has magnanimously besiege the female gender an Elizabeth like treatment and made the man a benefactor rather than a boyfriend or husband. A big reason why many men don't want to get married any more and prefer to have a baby mama. Ask many married men about how marriage has been treating them, it will be by virtue to see few that will narrate a positive story, it's always the opposite, thus, some would tell you they regret getting married, for their wife's are more like liabilities. I believe the barbaric culture could be changed if men could actually take a positive stance as this, especially the rich ones. The most embarrassing thing is that upon all the effort put in place by men in purifying the said objectives, you will still make fascinating words to suit her needs and pet her like a tot, hence she can at anytime tempt to say "what have you done to my life?"

My distinguished co-readers, verily without mincing words, it's now quite obvious that 80% of African and European women go into relationship for survival. While having a conversation with one of the married women in my neighborhood, she made it known to me that if his husband has 1 million naira in his account and she the wife has 100 million, she would never in any situation assist him in any objectives. Why? because she believe it's the normal culture that men take all the responsibility in a marriage. And when I press further and ask what her own importance in the marriage is, what will she also offer in the marriage? she was mute and finally arrived at a gimmick syllogism that he doesn't understand my question.

I've posited that African men should start collecting themselves from such a sentimental and prejudice cultural practice the society has designed for them. Men have to completely come in to maintain at least a 70/30% responsibilities between them and their spouse beginning from the boyfriend/girlfriend relationship. I can't understand why I will finance my girlfriend's birthday party, finance my own birthday party and finance another special treatment for her on my own birthday again, pay for her transport fare while coming to visit me, entertain her by throwing a feast and still pay her upon going back home without benefiting anything from the entire ceremony except sex. And what if I don't want to have sex? For a women who can still leave me at anytime and go with another man. Men's burden begun from the boyfriend/girlfriend relationship till eternity. Who propounded such theory and render women irrelevant in relationships?

it's so disheartening to note that even the younger generation (female folks) have equally bought the same insane assumption and practice of the lads before them. the worst of it all is that coming to Africa especially this our side of the world girls sees even mere dating as an end to

her sufferings and a means to correct her parents failures bill upon bill without having any thing meaningful to contribute aside sex. Imagine a girl of 18 to 25 years telling a young opposite fellow that he had nothing to offer because he couldn't pay for her school fees nor provide food for her immediate family while dating. The manner in which they make the pronouncement of denying the man sex if he fails to get any needed item goes along way of telling you that the have nothing to offer other than sex and it makes me wonder about who is the loser and winner in love making. So I have only come to realise that it's in them,u can't learn to walk at old age and when the law of habit is brought in play u will understand that woman/wife total dependency on the husband starts from dating and since it have been part of their believe and culture from mere dating to being it's impossible to eradicate

B. The Influence of Critical Criminology

When we say Black Lives Matter and try to totally condemn institutional racism, it isn't because we owe anyone the explanation of existing, neither do our fundamental human right depends on the recognition of any race, but it is for the historical torture, pain, discrimination and ancestral/modern abuse Black People, have suffered/are still suffering in the hands of certain rotten eggs in the society who believes they are superior only by the nature of their race! As early as the 17th/18th century, Negroes, Mulattos and Mulatress were used in conducting surgical experiments in order to favor the whites. Black people were exhibited in Stores and Marts like goods and White Planters, Physicians and Wealthy Ones would come and purchase them for whatsoever purposes they deem fit. Black people were tied down, held down by other black people and white physicians would perform the most painful surgeries on them, without anesthesia (pain relievers). Their private parts torn while they struggle and watch powerlessly in horror till they pass out, and when they regained consciousness, the experimental surgery resumes. At a time, black people were deemed unworthy of education, and the attempt by black people to read was illegal, and punished extremely. Only few blacks, like Frederick Douglass risked punishment and systematically learnt the art of reading and writing. Black people invented and innovated, but their white owners claimed ownership, even patented their creation, because they deemed black people as largely unintelligent, possessing large abnormal sexual organ, smaller brains than white people, and cannot function without the coordination of white owners. Black people cannot be raped, their white owners can do whatever they want with them. And since black women are only seen as reproduction machines, White men love potent Negress who breed at least one in 2 years, they are deemed more profitable, until they can't bear no more. Negroes were forced to the experimental table. A White Neurosurgeon said that "it was cheaper to use Niggers than cats because they were everywhere and they are cheap experimental animals."

Infact, two white couples who were radiation scientists takes it a notch higher by saying that" they chose slum patients for their radiation experiments because they were poor, black and they don't bath often" It is still hard for black people to get organs when sick because "black people don't get organs, they give organs" It is right to extract organs from black people because to their white owners, they were Guinea pigs, and not human enough, there's an helmet over their brain which restricts their brain power and stops them from thinking as clearly as the white man. As a matter of factly, A Negro in servitude to a White owner cannot fall sick, cannot escape, and cannot be stubborn - these sorts of attitudes were termed as illnesses, given scientic connotation, recognized by Journals in America and England, and even punishable, by exposure to beating, sunlight and torture. The negro slave no matter his age, his intelligence, expertise or contribution to the society, can never be deemed or termed in the same light as a white master,

unless he escapes and his master has to coat him in beautiful words so the society would know what loss his escape will bring to the master. You see, it was never about George Floyd, the white masters have always had their knees on the neck of the Black people. Black people have only been managing to breathe gently under the pressure, they are adapting to it, and this adaptability is creating an atmosphere of acceptance of the status quo, and forgetfulness of history. We should never get used to oppression when we are all created equal. It is high time we "reeducate" the "mis-educated Negro" May we never forget!

C. Radical Feminism and Feminist Criminology

When we talk about Institutional Racism, Tribalism, Discrimination, Stereotypes and other prejudicial irritants, I think it has very little to do with color, sexual orientation, and nationality, but it has everything to do with control, power and authority. Racism and its colleagues is leeching on the premises of knowledge, and negative information. The knowledge that I can subvert the right of this person, this group, these "apes" and nothing can be done about it. The knowledge that these set of people have nothing to fall back on, nowhere to run to, no one to complain to, and even if they are en-dressed in all these, it would be largely impotent to fight for their course, or injustice - because some set of men have built an institutional fortress of superiority around its own class, caste, kin, and kith.

These anomalies should be classified as terrorism if we research what people of color went through during the 1900 - 1999, the period of slavery, the scramble and partition, colonization, the Ku Klux Klan Reign, and what they are still going through, even now that we have airplanes, and dancing robots. Racism is a state of mind, not necessarily attached to a color of the skin - because black is an attitude, and that is what the B(British) Lacks. Racism is terrorism, because when you think about it, imagine running from a kidnapper, running into the safety of police men, and finding out that the kidnappers even treated you way human that those clothed in authority to legally be responsible for your welfare.

Imagine being molested by the person whose salary is garnered from the "\$20 on the counter, but \$23 dollar to the cashier due to tax" goods you buy on daily basis. Imagine been waylaid and killed because you decide to date a fellow man. I mean, you, our of your own volition, right, and personal life, decide that you don't like women, you want to date someone like you, and someone totally unrelated, decides that you deserve death - for something that has 0.000 effect on him. Imagine scoring 20 goals a season, but when your team loses, the fans chant monkey sounds and make monkey signs at you for being the sole failure of the team, not because you didn't give your best, but because your color isn't good enough to don the jersey of the team. Imagine not getting promoted, not getting a degree, not getting a visa, not getting recognized as competent, or fit, or proper, or humane enough - because you have tint eyes like the Asians, Dark Skins like the Africans, Drug History like the Mexican, Revolutionary Course like the Latinos, or Dancing Steps like the Indians.

There are thousands of innocent people in jail, wrongly accused, charged, arraigned, pronounced guilty, sentenced, and jailed for a crime, not because they committed the crime, but for the color of their skin, for the profiling, and for the fact that they had the same color with the culprit that had the same body tone. You can only understand that when you watch the movie "When They See Us - Blue Story, and Charm City Kings"

Thousands of people are rotting away in jail, been molested, sodomized, and killed, and they shouldn't have been there in the first place had the white detective, sergeant, lieutenant, or captain done the right thing and not look for a black man to replace another black man, or a white man because a white man life matters than an ape's life. But racism has little to do with color, Yes, Racism is like Serial Killing. When a serial killer apprehend his victim, the knowledge that he can decide the fate of that person, he can sniff life out of the victim, and he

can properly instill this fear, and information in his victim fuels his adrenaline, and hitherto, his importance.

So when you think about Derek Michael Chauvin, who Killed George Floyd, think of Jeffrey Dahmer, Albert Fish, John Wayne Gacy - think of Osama Bin Laden and other SK's who relied on their power to oppress people - not because, they should, but simply because they can.

This knowledge will help us understand the psychology behind how radical feminism has sponsored racism properly.

IV. CRIMINOLOGICAL THEORIES FROM A FEMINIST PERSPECTIVE

As suggested earlier in this research paper, feminist criminological theorizing is not limited to one approach. Feminist criminologists have adopted many different perspectives, the most noteworthy of which are a feminist approach to mainstream criminological theory, feminist pathways theory, socialist feminist theory, and the most recent development: multiple marginalities/intersectionality theories.

A. Mainstream Theories and Feminist Criminology

That is the more reason why history is very pivotal. It is equally evident that demonstrating and orchestrating the functional relevance of history as a field of study is a continuous exercise, and as the field get wider, the challenge becomes bigger. As the human society becomes more complicated, complex and impatient, so also must history which, is a faithful recorder of events, must re-tool to explain the extent, directions, causal factors and implications of the flux and changing situations, circumstances and ideas.

Peter Loewenberg probably had this in mind when he declared that "each historian and each age re-defines categories of evidence in the light of its needs, sensibilities and perceptions"

The main idea of historical jurisprudence was that a nation's indigeneous or customary law is essentially living law which the women must discover within it mainstreaming context. In Germany, where it all started, jurists of Savigny's persuasion identified law within the customs and traditions of a people specifically the women and we're skeptical of rationalism, natural law and the idea that law was a command of the state.

B. Feminist Pathways Theory

The "evil stalks our country, just as it does many other countries of the world. Life is nasty, brutish and short. Some people spend all their days and nights fighting the vermin, trying to extirpate evil, but we don't value it. The decent dies for the Indecent, trying to keep us safe, but we tell them to go to hell. We value nothing, and appreciate nothing. We even rejoice when a reversal occurs, as happened at Nigeria Defence Academy (NDA). What we sow is what we reap". You see the predilections and propensities of the evil-hearts. They actually gloat, pretending to be concerned, while actually rejoicing that the house rat had urinated in the pot of soup. Miserable comforters!" In real sense, what do you think is the ground base and inspirational mindset for people making public opinions and comments, that is capable of informing what other people believe or not.

C. Socialist Feminist Criminology

I was at an event, I was sitting beside a little boy who was taking biscuits, very gently. He was carefully selecting the biscuits one after the other from it's pack. Not long after, when I was paying little attention to him, another little boy came around. They should be around the same

or close age bracket. With the countenance, the two little boys didn't know each other from anywhere. After few minutes, maybe two minutes, the boy eating biscuits offered the other boy from what he was eating. Honestly, the other boy wasn't staring in a way to be offered the biscuits. He did collect it. After eating, the boy offered his new friend one another. I didn't know when they part ways.

Pressing further, The little boys have no idea who they are, where they come from and where they would probably be. But the exchanged love, affection and unity. They cared for each other. One might have been Yoruba or Fulani and the other an Ijaw, Igbo or Efik or what have you. But it didn't matter. Why would someone tell them later in life that they're not friends or kinsmen because some people felt they must be enemy? How reasonable, sane or fair would that be?

When we look close, we would see that the Socialist Feminist often sponsor ethno-religious crisis, I do not subscribe to, buy, accept or endorse the domination of one ethnicity or race over another, nor one faith over another. I am an advocate of freedom of people to decide their social and spiritual dates everywhere in so far as the pursuit of these doesn't constitute physical or psychological harm to another.

Likewise, I have rebuked and outrightly condemned any unscrupulous, criminal, callous and ignoble act exhibited by Yoruba, Igbo, Hausa/Fulani, Arabian, Muslim and Christians alike. Why can't we see ourselves as purely humans, rather thought the skewed telescope of anthropological division and classification? Why? I have seen, admired, cherished and emulated positive virtues exhibited by the Igbo, Yoruba, Hausa, Fulani, Epira, etc. Also, I've honored with my words, the exemplary and distinguished moral and ethical principles of Islam and Christianity professing individuals.

The tyranny of ethnic, tribal and religious solidarity. You must unquestionably support whatever had any colouration or tone of your ethnic/tribal/religious interest else, you are a traitor. Once it appeal to those sentiments and interests, it must be acceptable and perfect. Says the same who daily talk about the value of criticism, asking pertinent questions and disagreeableness.

V. METHODOLOGY IN FEMINIST CRIMINOLOGY

Look at America today, they were able change the world in the last 100 years with her three biggest gifts to humanity which are the women. Most of their women are involved in myriads and different sectors such as technology, automobile technology, and Internet technology. This nation remains the only superpower and the biggest economy in the world today. America is still struggling to be a color-blind nation since her inception. Racial justice is still an issue. Economic injustice is still well and alive. No matter what happens in the world in this century, the women in the United States of America will continue to influence the major global events and the direction of the 21st century human universe. I am quite sure that most of the women will be proud to be an American. Their personal story of success is only possible in a nation of laws, and immigrants and in the land of freedom, meritocracy, and vast economic opportunities.

VI. FEMINIST CRIMINOLOGICAL SCHOLARSHIP

By its nature and method of practice, Psychosocial Aspect Of Feminist Criminology is such a peculiar research discourse, the peculiarity of which must be understood and studied in a systematic and academic manner. A careful reading of this paper will no doubt address the usually thorny question of the peculiarity of this discourse and how Gender Inequality could be

rightly be corrected which could be regarded as the canons of Criminological Scholarship anwhich must be mastered by an historian, properly so called.

VII. FEMINIST CRIMINOLOGY IN THE 21ST CENTURY

As an astute an ardent historian, I want to provide the connection between Men and Women in Gender Mainstreaming based on my understanding of African indigeneous knowledge, thoughts and ideas. A careful study of the intellectual foundation of the Yoruba Society would reveal the general attitude of the Yoruba to Psychosocial Aspect Of Feminist Criminology. The potentials of the yourba Indigenous knowledge in juristic thought, public administration and history are enormous which over the years served the best interest of the race in state and Nation building. Indigeneous knowledge possesses almost limitless possibility for the resolution of the problems of Men and Women that we face today.

As rightly observed by Charles Darwin, "The highest possible stage in moral culture is when we recognized that we ought to control our thought that we ought to control out thoughts". Thus, the Yoruba from time immemorial have done by developing a system of thoughts and knowing which provided sense and direction for all their engagements with socio-political and economic realities.

FEMINIST CRIMINOLOGY FROM A GLOBAL PERSPECTIVE

Different researchers needs to holistically creates a vibrant, equitable and sustainable visionary leadership program committed to teaching and excellence at the service of it's people, scholar's and the wide-community to be able to grasp the extent and dimension of this subject matter.

CONCLUSION

Concerned citizens, passionate individuals who won't hide a finger and debate issues of general concerns with sentiment will and must disagree with diversification of knowledge to agree with workable ideas, initiative, strategies and logic to make life better. So as intelligent people must. But one thing we must meticulously prioritise is out focus and aim of coming together in the first place. What is it? Humanity. Sanity. Correctness of our society, good life and things working right. Security, economy, et al can't work without it. We can not argue these variables independently. No.

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Contemporary Affairs of Women in Rural Province, India

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ABSTRACT

In the previous years, the position of women in India is an extremely burning issue that is fervently debated every day, as women become aware of the inequalities and partiality they suffer from, the entire world, women are an untapped 'resource' to fight against violence. Even though their potential has been extremely revealed time in tricky circumstances either man have too frequently lost sight of it in times of stability. This paper has discussed the foremost issues and evils of contemporary rural province of Punjab and Kashmir. Either discusses issues like caste, marriage under the dowry system and education under the fewer jobs in Punjab region. Secondly, gender (women), discuss economic issues like: education and unemployment in Kashmir region. However, India's struggle for liberty is one such instance in the past where women had stepped out of their usual responsibility as home-makers to accept the liability of sculpting the concept of a new state amidst the clash among the populace and the colonial affirm. At the end result is understandably indicate that a province which is between the least matured nations of the country is motionless lagging behind in rendering the majority of rustic women with equal chance in life. It is recommended that mere increase in illiteracy illustration does not interpret the educational evolution of humankind; instead the focal point must be on guarantee certain marginal levels of education to all. The restriction in educational group action of rustic women needs to be self-addressed in every text edition.

Keywords: Dowry System, Education, Rural Area, Unemployment and Women.

INTRODUCTION

Our fundamental law afford equal accurate to both male and female in all tract. Today, female relish voting rights, right to acquisition and geographical region. In this concept, the fundamental law profane behind that the government should encourage with peculiar care the interests of the debilitated sections of the multitude. Several laws have been demanded since triumph to promote the female interest. These laws are associated to marriage, acquisition of property, separation, dowry, etc. In 1976, the equal remuneration act was passed to provide for equal remuneration to men and women for related work. Newly, authorities have started a plan of action for the protective covering of girl child. The name of the scheme is 'Ladli Batee' and the amount is set for aside at the time of the birth of a girl which she gets and complete the age of eighteen years. This money is only they use for marriage and education of the child.

Neeraj Bargotra, and Dr. Aman Bhardwaj (2017) in their study 'Women Empowerment In Jammu & Kashmir: An Analytical Reflection Of Initiatives And Endeavour's' states that 'empowerment of women has become most significant concerns of the 21st century not only at National and International level but also at the State level. Many initiatives have been in use to figure of different policies and schemes at different levels which are inclined in the direction to ensure gender equality and women empowerment. Many such initiatives have been taken up by the State Govt. also against gender discrimination and providing alike opportunities for women at every stage', (Bargotra & Bhardwaj: Sep 5, 2017).

In Indian Provence, women are distinguished in many fields like pedagogy and occupation. The girls conveyance the obligation of dowry on their head and they have to departure their families home after spousal relationship. Likewise, in order to precaution their senior citizens favour to have male progeny. Assorted women kids are aborted, derelict, intentionally ignored and undernourished merely as they are girls. This is worst in the province of 'Rajasthan', but now there is a large alteration in this path. In few state similar 'Haryana' where feminine or missy kid ratio is rattling less, the government has taken out several schemes to encourage the education of adult female. Administrative division of jobs for feminine and even six months gestation leave-taking is provided to them likewise many others. The World Bank Document, A New Agenda for Women's Health and Nutrition (Washington 1995) estimated that in nonindustrial nations, '450 Million Adult Women have their alteration difficulties due to deficiency of macromolecule input during their childhood. In numerous nations, women and girls acquire inferior nutrient or less quality nutrient equivalence to manpower and adult male. When they are sick, they get inferior basic cognitive process or obtain little in attention only when the un-wellness becomes extremely solemn. There is abundant indication at the worldwide level of disparity in wellness position amid male and female and their accession to intellectual religious service.

Purpose and Technique of the Study

This study is based on the sociological perspective and to highlight the current issues and economic problems faced by women in rural area of Punjab and Kashmir. This paper is a

theoretical two based on primary under the observational method and secondary data i.e. articles, review paper, books, journals etc. for the purpose of present analysis data selected from the rural area under the district Amritsar (Majha, region) of the Punjab and rustic area under the North Kashmir. The burring issues of women are also discussed based on present challenges which they are faced.

Consequence and Discussion

In 19th-century Punjab region focus on the crumple of ‘the Sikh Empire¹ and the conception of the British Punjab province² among 1846 and 1849’. According to this meaning, ‘the Punjab province includes, in today’s Pakistan, Azad Kashmir including Bhimber and Mirpur and sections of Khyber Pakhtunkhwa (especially Peshawar, identified in the Punjab expanse as Pishore)’. In India, the wider explanation involves sections of ‘Delhi and Jammu Division’ and by means of the description; the Punjab constituency covers a huge territory and can be alienated into five innate areas: In the eastern mountainous province counting ‘Jammu Division and Azad Kashmir’; the ‘Trans-Indus area together with Peshawar’; the middle basic amid its five streams; the north-western counties, alienated from the mid unadorned by ‘the Salt Range amid the Jhelum and the Indus rivers’; and the ‘semi-desert to the south of the Sutlej river’.

Moreover, the configuration of the Himalayan series of mountain to ‘the east and north-east of Punjab’ is the consequence of a collision among ‘the north-shifting Indo-Australian Plate and the Eurasian Plate’. The plates are tranquil shifting simultaneously, and the Himalayas are increasing by concerning five millimeters (0.2 in) for each year. The superior provinces are snow-covered the entire year and the inferior series of mounts run similar to the mountains. The ‘Lower Himalayan Range runs from north of Rawalpindi through Jammu and Kashmir, Himachal Pradesh’, and auxiliary south. The mountains are comparatively young and are eroding hastily.

In above the figure is shown the result of affairs of women in rural areas is divided into two states and provinces (Punjab and Kashmir) under economically sections, these sections are shown the problems of women like marriage under dowry system and education under the job second state is shown the as well as same problem like education and unemployment in Kashmir province.

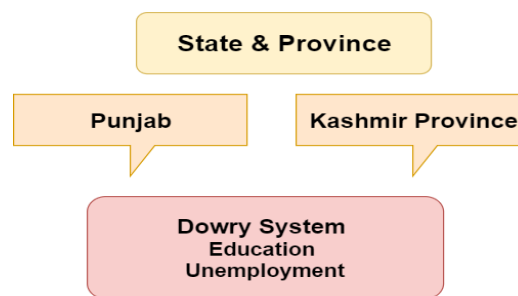
TRIBULATIONS COUNTENANCED BY WOMEN

There are tranquil several policy and precincts to women constant though India is an independent nation. The initial and foremost concern that is facing by female is child matrimony and it escorting to the psychosomatic, societal, and physical affairs for that young girl. Another trouble is the acerbic molest yet it happened many epochs in India. It is done with the intent of taking retribution on a girl by pitching acid. In addition, being a girl or female is not easy; a concern hinders the escalation of a nation and makes the women feel mediocre. Masculinity prejudice is one of the facing in India. Females are not measured identical to men. Females are distinguishing at the place of work, humanity and even at abode. In a number of the rustic regions, girls are motionless unused to education.

Dowry system: Observe of dowry is one of the worst societal practice that has pretentious in Punjabi ethnicity. In Independent India, one of the landmark legislation is the transitory of the

‘Dowry Prohibition Act in 1961 by the Government of India’. In spite of the fact that the perform of equally giving as well as accepting dowry is forbidden by Lawanda such act are liable to be punished by offences, the structure is so meticulously imbedded in this traditions that it persist unabated. Whether it is rustic India, the deliberate violation of this act is widespread. Not only dowry demise, still the majority of acts of marital aggression aligned with women including psychosomatic as well as bodily tortured are interrelated to matters of dowry. A number of the essential creature privileges of women are desecrated almost each day. Every so often it is elevating to see some girl’s position firm to emphasize their privileges against dowry. But there is an critical need to reinforce such hands by taking some existing as well as widespread ‘social, economic, political and administrative measures’ in order to gratis Indian civilization of this syndrome.

Education: At the same opportunities and position are two elements of empowerment which describe, challenge and trounce obstructions of life amid which one's capacity to contour up life and atmosphere get boost. While female are vital creature resources, their financial, instructive, societal and political empowerment accelerating the pace of communities maturity. On related lines Patnaik (2000) ‘argued that investing in women's ‘capabilities’ and empowering them to achieve their ‘choices’ and ‘opportunities’ is the surest way to contribute to economic growth and overall development of society’.



1.1: Source: Prepared by the researchers.

Unemployment: There is a clear regional divide in the Union-Territory when it comes to female literacy as well as employment opportunities. The conventional social setting, conflict and lack of infrastructure in schools has the failure of government plans to end gender inequality in education. In the past over a decade the literacy ratio among girls has improved a little bit but the dropout rate of girls at the primary, secondary and higher secondary levels in the state is still a challenge for the government. In addition, women are provided with limited opportunities in every field. The public sphere or administrative activities in there are predominantly male dominated and are governed by male actors. They are excluded from the power equation. This sort of discrimination not only ensures that women do not have powerful, successful career like their male counterparts have and the male counterparts also de-motivates and disillusions the women for their future success in their career (Mir:2017). Along with high level of illiteracy as well as unemployment among women as compared to men, domestic violence is also one of the challenges for women empowerment in Kashmir in general and North Kashmir in particular. Large populations among women are facing domestic violence by their in-laws. Men’s violence pushes women into an inferior position. Even the sophisticated and

financially independent women are attempting suicide because of domestic violence by their husbands and by their in-laws. And generally the conflict between parents also creates many psychiatric problems among children. This became life-long problems among children them in later life. Many children attempt suicides because of the parent's conflict and the negative commits of people and their friends outside the home. And many are involved in different crimes or adopt different criminal behavior in their later life. No doubt women education in Kashmir has made substantial growth and yet parents are showing interest to educate their daughters beside their male child's. But still, their progress is slow because of their low levels of literacy. Our laws, advance policies and other strategies have enabled the women towards development in different spheres. There has been a perceptible shift in approach to women's issues from wellbeing to growth direction and further to the empowerment of women economically, socially, politically and legally.

CONCLUSION

At the end, background of precise economically variables the position of women in Punjab, India current a wide scale with gender biases foremost to deprived health of women, financial, marriage and development limitations on one dispense and on the further to those in the pink of economically, within society and spiritually with firm pose in family unit and exterior in fields of their curiosity including knowledge and equipment meadow. Moreover, despite all these measures, there still exists a large space among the goals enshrined in the constitution and allied mechanisms on the one hand and the situational authenticity of the position of women on the other. There is still a lot required to be done in this sphere. There is also a need to take more strict measures for improvement in the edification of Kashmiri women because education plays a major role in raising the condition of women. The planners, administrators and implementers involved must pay bigger consideration to guide the process of bridging the gender inequalities in education as well as in employment opportunities. Hence the greatest necessity of the hour is to elevate the social standing of women. To bring about such a change, they have to be informed of what legal and administrative provisions are accessible in the countryside which is possible only through their education. In fact, the edification of women has come to be considered as more important than that of men.

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Impact of Labor Structure on the Effectiveness of Audit Activities

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ABSTRACT

Aim of the article is to identify and establish the impact of audit services, other than financial audit services, on increased total revenues and higher quality of service. The model attempted to assert two hypothesis. Hypothesis 1: other professional activity supports audit activity. Hypothesis 2: labor management affects audit revenues. For this purpose, we studied impact of labor structure on audit revenues and impact of revenues from other professional activities on audit revenues. The model attempted to assert two hypothesis. Hypothesis 1: other professional activity supports audit activity. Hypothesis 2: labor management affects audit revenues. For this purpose, we studied impact of labor structure on audit revenues and impact of revenues from other professional activities on audit revenues. Effectiveness of personnel employed in the field of audit is 3 times higher than the effectiveness of administrative personnel. The model indicates that at the given stage of development, increased labor in the field of administration worsens the labor structure and adversely affects profitability of audit companies.

Keywords: Audi Services, Financial Audit, Professional Activity, Audit Revenue

INTRODUCTION

Audit is essential to ensure reliability of financial and management information and facilitates decision-making on micro and macro levels, with increased value under conditions of informational competition. Besides establishment of international standards, outcomes of audit activities mainly depend on fair activity of audit companies. Therefore, it is important to analyze factors which affect audit activities in a positive or negative manner.

Two factors are important to emphasize in the context of audit activities: diversification of activities by companies and labor management.

1. AUDIT COMPANIES SERVICES

1.1 Description and Analysis of the Study

Audit companies carry out other professional activities in addition to audit services, such as accounting, evaluation, tax consultancies, legal services and other professional activities. Such diversification of activities by audit companies may facilitate strengthening of the companies, but may also damage audit activity itself, may have a filling effect and support development of audit activities in companies.

Labor structure implies distribution of employed persons between audit activities and other professional activities and labor distribution between the fields of administrative and executive personnel. This analysis will enable to identify labor structure indicators, which may have negative or positive impact on the outcomes of audit activities.

One of the main question is how to evaluate outcomes of audit activities? What is the level of effectiveness of audit activity? Which indicator would measure the effectiveness? With this regard, we assume that increased revenue under the conditions of free competition indicates on customers tending towards specific companies, since such companies create more reliable product. Based on the above, profitability of companies may be used as the measure of effectiveness.

1.2 Model

We have analyzed 3-year data of 47 audit companies and created a panel model as follows:

$$\text{AUDREV} = C_1 + C_2 \times L_{\text{ADMIN}} + C_3 \times L_{\text{aud}} + C_4 \times \text{OTHER}_{\text{REV}}$$

where,

AUDREV – revenue of audit companies

L_{ADMIN} – labor in company administrations

L_{aud} – labor in the field of audit

$\text{OTHER}_{\text{REV}}$ –revenues from other professional activities

As a result, following model was identified:

Table 1 - Results

Dependent Variable: AUDREV

Method: Panel Least Squares

Date: 09/15/20 Time: 09:50

Sample: 1 47
 Periods included: 47
 Cross-sections included: 3
 Total panel (balanced) observations: 141

Variable	Coefficient	Std. Error	t-Statistic	Prob.
L_ADMIN	19625.60	9774.778	2.007779	0.0466
L_AUD	61889.15	3461.604	17.87875	0.0000
OTHEREV	1.688329	0.198769	8.493918	0.0000
C	-414876.7	64897.01	-6.392847	0.0000

R-squared	0.897902	Mean dependent var	802803.0
Adjusted R-squared	0.895666	S.D. dependent var	1964637.
S.E. of regression	634591.7	Akaike info criterion	29.58731
Sum squared resid	5.52E+13	Schwarz criterion	29.67096
Log likelihood	-2081.905	Hannan-Quinn criter.	29.62130
F-statistic	401.6168	Durbin-Watson stat	1.792490
Prob(F-statistic)	0.000000		

Figure 1: Revenue Analysis Source: Author's Figure

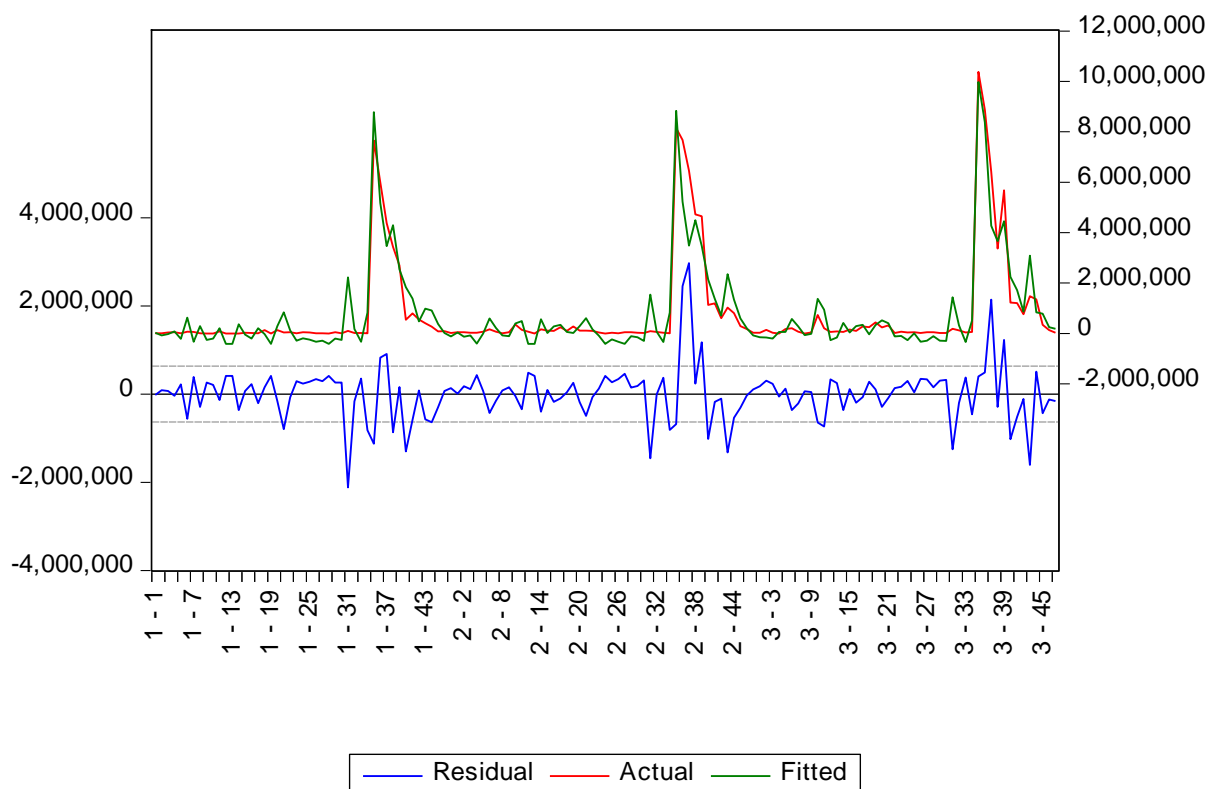


Table 2 – Descriptive Statistics

	AUDREV	L_ADMIN	L_AUD	L_OTHER	OTHEREV
2017 - 1	8000	2	6	7	16795.75
2017 - 2	9500	2	4	4	30000
2017 - 3	38472	0	6	0	7800
2017 - 4	47935	2	7	6	15774
2017 - 5	9147.58	4	2	10	0
2017- 6	64212	6	14	8	32818
2017 - 7	54089.86	1	1	9	0
2017 - 8	6907	0	4	6	273156
2017 - 9	0	1	2	9	5594
2017 - 10	0	1	3	0	0
2017 - 11	76177	3	7	7	78303
2017 - 12	0	0	0	0	0
2017 - 13	0	0	0	0	0
2017 - 14	0	3	2	19	350431.4
2017 - 15	27733	5	4	6	13801
2017 - 16	17500	1	3	1	0
2017 - 17	4150	4	7	7	66350
2017 - 18	129718.01	0	5	5	49125.84
2017 - 19	0	0	0	2	0
2017 - 20	131310	3	5	5	199565
2017 - 21	39966	1	11	3	324692
2017 - 22	51170	2	8	1	3049
2017 - 23	1500	0	2	6	0
2017 - 24	51865	2	3	0	0
2017 - 25	32335	1	2	5	12060
2017- 26	7600	1	1	2	0
2017 - 27	3500	0	2	1	0
2017 - 28	0	0	0	0	0
2017 - 29	51750	1	3	2	0
2017 - 30	2500	0	2	3	18850
2017 - 31	100637	12	22	24	613823
2017 - 32	13730	9	6	11	26647
2017 - 33	19000	0	1	1	10370
2017 - 34	5000	0	20	3	0
2017 - 35	7656498	24	141	39	0
2017 - 36	5997471	11	56	34	1128761
2017 - 37	4374806	11	55	30	154109
2017 - 38	3429409	10	34	34	1426064
2017 - 39	2698956	37	35	118	36872
2017 - 40	543811	6	25	53	349088
2017 - 41	799214	7	25	18	65470
2017 - 42	554831	3	11	15	88663
2017 - 43	408978	8	20	64	0
2017 - 44	271947	9	12	8	239485
2017 - 45	80599	3	9	4	102277
2017 - 46	87806	1	6	3	24969

2017 - 47	18644	1	4	1	16560
2018 - 1	43898.3	2	6	7	21660.52
2018 - 2	48260	3	3	7	21700
2018 - 3	29950	1	4	1	38675
2018 - 4	29650	0	0	0	9213
2018 - 5	63678.38	4	5	7	13042.37
2018 - 6	165254	6	14	7	15191.5
2018 - 7	67127.45	4	9	0	0
2018 - 8	10000	0	4	6	54102
2018 - 9	45400	1	4	12	23470
2018 - 10	349500	0	13	0	0
2018 - 11	142272	5	9	6	145892
2018 - 12	70000	0	0	0	0
2018 - 13	0	0	0	0	0
2018 - 14	163301.15	5	6	19	299124.52
2018 - 15	108540	3	6	6	0
2018 - 16	101051	4	9	1	33658
2018 - 17	244797	4	11	6	0
2018 - 18	97643.1	0	5	6	94804.94
2018 - 19	275008	0	7	2	0
2018 - 20	106294	3	5	5	196914
2018 - 21	114262	1	11	3	189980
2018 - 22	95245.78	7	7	2	2671.2
2018 - 23	35000	0	5	3	10500
2018 - 24	0	0	0	0	0
2018 - 25	29200	1	2	3	18535
2018 - 26	5890	1	1	2	0
2018 - 27	49000	0	0	0	0
2018 - 28	43660	0	5	0	0
2018 - 29	30000	0	4	2	7000
2018 - 30	12700	2	1	2	9000
2018 - 31	87993	9	23	29	210197
2018 - 32	62712	9	5	21	0
2018 - 33	26000	0	1	2	4665
2018 - 34	10000	0	20	3	0
2018 - 35	8155686	26	131	52	374295
2018 - 36	7680480	14	60	39	982587
2018 - 37	6462345	6	57	29	152404
2018 - 38	4730084	11	41	46	1274567
2018 - 39	4648692	44	48	146	31392
2018 - 40	1125497	9	34	45	162478
2018 - 41	1193690	9	25	19	36749
2018 - 42	609271	3	15	12	81440
2018 - 43	1029842	12	36	95	179907
2018 - 44	808736	10	18	8	265701
2018 - 45	287041	3	12	5	124054
2018 - 46	174819	1	8	3	61858
2018 - 47	28644	2	4	1	29755
2019 - 1	27775.63	2	3	10	24459.33

2019 - 2	140859	3	3	7	4036
2019 - 3	24750	1	3	1	0
2019 - 4	0	2	7	6	0
2019 - 5	177632.49	4	6	6	11750
2019 - 6	209957.63	6	13	9	38872.88
2019 - 7	69925.67	3	10	1	11016.55
2019 - 8	0	1	4	5	47880
2019 - 9	34475	2	4	14	68559
2019 - 10	734475	3	22	0	219154
2019 - 11	209744	8	14	8	197501
2019 - 12	61000	1	2	1	0
2019 - 13	84164	0	4	1	0
2019 - 14	60942.08	10	7	35	121672.74
2019 - 15	149000	3	6	6	13500
2019 - 16	97966	4	9	2	41491
2019 - 17	276915	4	11	6	0
2019 - 18	250700	0	4	13	79284
2019 - 19	435706	0	12	2	0
2019 - 20	233085	3	5	5	338097
2019 - 21	323048	1	12	3	35847
2019 - 22	19781.45	1	3	6	55084.75
2019 - 23	70000	0	5	3	4500
2019 - 24	35553	1	2	0	5300
2019 - 25	52000	1	6	2	19791
2019 - 26	16000	1	1	2	0
2019 - 27	45000	0	2	2	0
2019 - 28	47200	0	5	0	0
2019 - 29	16375	0	2	4	200
2019 - 30	18250	1	1	2	17720
2019 - 31	185831	11	23	35	123823
2019 - 32	117200.63	9	9	14	0
2019 - 33	41500	0	1	2	8600
2019 - 34	55983	0	15	3	0
2019 - 35	10379197	28	139	55	736099
2019 - 36	8880175	17	68	34	2522806
2019 - 37	6414222	11	68	37	156172
2019 - 38	3373042	12	42	40	736795
2019 - 39	5678808	51	53	147	345702
2019 - 40	1225850	10	36	34	140856
2019 - 41	1202419	6	25	33	278012
2019 - 42	758905	3	18	10	65248
2019 - 43	1479774	21	44	136	215536
2019 - 44	1350762	5	15	10	134779
2019 - 45	345432	3	14	11	159719
2019 - 46	128712	1	8	2	88764
2019 - 47	28644	4	5	3	127206

2. ANALYSIS OF THE STUDY

2.1 Results Analysis

This model is statistically important. There is no issue relating to auto correlation in the model, as evidenced by Durbin – Watson statistics, coefficients are important, as evidenced by t-statistics; determination coefficient and F-Statistics also indicate on the statistical importance of the model.

The model attempted to assert two hypothesis. Hypothesis 1: other professional activity supports audit activity. Hypothesis 2: labor management affects audit revenues. For this purpose, we studied impact of labor structure on audit revenues and impact of revenues from other professional activities on audit revenues. Higher employment in the field of audit increases company revenues by GEL 62,000 on average, and employment in administration by GEL 20,000. As for impact of other revenues, increase of other revenues by each one GEL increases audit revenues by GEL 1,7. However, the later in standardized model is quite insignificant in terms of impact on revenues and is also characterized by diminishing return.

CONCLUSIONS

As a conclusion: 1. other professional activities have positive impact on audit activity at the given stage of development, although this factor is characterized by adequate independence and has insignificant weight in terms of impact on the increase of revenue from audit activities. Besides, this factor is characterized by lower diminishing return with regard to increase of revenues from audit activities. 2. Balance of labor in the fields of administration and audit has a significant impact on revenues and both factors are important in this respect. However, effectiveness of personnel employed in the field of audit is 3 times higher than the effectiveness of administrative personnel. The model indicates that at the given stage of development, increased labor in the field of administration worsens the labor structure and adversely affects profitability of audit companies.

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**Value Creation with Collaborative Consumption Models:
How do we Assess Value Creation with Collaborative Consumption
Models?**

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ABSTRACT

This research paper focuses on collaborative consumption. With the advent of platforms, it is now easier to pool what we buy and share what we own. We call this collaborative consumption. This phenomenon is deeply changing our consumer society through the positive achievements of company projects that show its functionality on the one hand and the other hand its value creation with jobs at stake. The question is how to evaluate this value creation with collaborative consumption models. This research situates us at the heart of this emerging concept. In the second part, with a business model approach, we will evaluate the creation of value with the conjunction of four factors that are part of particular systems of the collaborative economy. Then, we will build an analysis grid to bring a synthesis of the value creation.

Keywords: Collaborative Consumption, Platforms, Value, Valuation, Collaborative Economy

INTRODUCTION

The ancient phenomenon of sharing or bartering has not stopped evolving. Several factors explain the evolution of this phenomenon in other forms with more extensive dimensions. Today qualified as collaborative consumption would come from the conjunction of two phenomena, the economic crisis and the generalization of the Internet, and a desire of new consumers to take power and create their values. Emerging mode of consumption that remains a form of hyper-consumption which can be described as hyper-consumption 2.0, or second hand. We are looking to optimize our lifestyles by spending less. We asked ourselves who consumes like this today? With the progression of digital usage since the mid-2000s, we are all connected to broadband nowadays with tablets, smartphones, etc. In addition to the forums to exchange on social networks, it became clear very quickly that we could exchange more than information. The economic and financial crisis has provided opportunities for alternative solutions. From then on, we noticed a form of resourcefulness that allows us to hyper-consume differently.

Indeed, French people wish to find new links of sociability and who want to put more sense in their consumption and to develop new confidence between private individuals. Their common characteristics are: curiosity, concern about the state of the environment and society with an adventurous side and fed up with programmed obsolescence. This is linked to environmental awareness. Especially a questioning about the existing brands on the market, and to the forms of food waste and often programmed obsolescence of objects that is beyond us. There is also Marketing, which makes us want to renew our products quite frequently, which could be a way to generate programmed obsolescence. These factors lead the existing economy to an emerging economy. According to Novel (2017), this economy is based on four main values (collaboration, co-elaboration, bartering, cohabitation) and eight characteristics (optimization of allocations, mutualization of properties, the extension of uses, protection of the environment, socialization of experiences, co-creation of projects, open and innovative cooperation and collaboration, modification of economic models). This sharing economy or collaborative economy shows that consumers want to trust industrial brands, but are very suspicious of their strategies in return.

We are going to evaluate the value creation of this new economic model in full emergence. Nevertheless, the companies must produce sales that constitute their monetary values. This creation of value means understanding the stakes and knowing what type of value we are talking about: Value for the consumer, value for the companies, for the marketing professionals. This will be better understood beforehand with the development of the economic models of the different actors of collaborative consumption. In a way, the use of platforms such as Airbnb, RQDO, or Uber is to take back the power and create its value. On the users' side, there is no doubt a form of value. Given the very large number of players involved, it will be impossible to put them all in a panoply, but with a micro model approach (competitive advantages and differentiation strategy) and through the Uber business model, we will be able to know how Uber creates value, delivers that value and then captures value in return. We will build an evaluation grid from an example presenting each actor specific to a particular system of the collaborative economy.

The rest of this article is arranged in the following manner. The literature review is discussed in the second part. The methodology is described in the next section. The empirical results are discussed in the fourth part. The fifth section is to conclude.

1. LITERATURE REVIEW

1.1 Historical Overview

Several specialists and researchers state that the concordance of the global financial crisis of 2008, the decline in household purchasing power, the increased environmental and social sensitivity of consumers and the rapid development of digital technology 2.0 (increase in e-commerce and online peer-to-peer communities) could explain the rapid growth of these new forms of exchange between consumers (Decrop, 2017). Many research show that must be recognized that the system of redistribution of objects for example donation, barter, or the second-hand market constitutes an important part of collaborative consumption (Botsman et al. Rogers, 2010; Belk, 2014; Botsman et al., 2016; Ertz et al., 2016; Decrop, 2017).

Nowadays we talk about collaborative consumption. This concept first appeared in 1978 by Felson and Spaeth (Decrop, 2017). These authors use Hawley's theory of human ecology (1950). The idea that one or more people consume goods or services in a process of engaging in common activities. Decrop (2017) and Torregrossa (2017) introduce the concept of sharing to describe services pooling practices in the field of transport, through the carpool (carpooling) or in distributed computing (cloud computing). Benkler links the developments and technological re-emergence of sharing as a mode of production and consumption. For this author, internet and IT infrastructures have enabled consumers to organize more efficient production and consumption activities.

Towards the beginning of 2000, we found the terminology of exchange / sharing. In 2007, the terminology used: collaborative consumption is used by the professional community to express the rapid development of so-called collaborative platforms. The popularity of the concept has truly peaked in 2010, in the business and the media (Botsman and Rogers, 2013). Towards the 2010s with the emergence of the Internet and peer e-commerce platforms to peers, the notion of "collaboration" in the consumer became more pronounced. From March 2011, Time magazine identified collaborative consumption as one of ten ideas that would change the world.

1.2 What is collaborative consumption ?

Collaborative consumption is a practice that takes place in a particular economic and social context. Before defining the concept, it is important to know that there is a panel of terms and concepts to describe this phenomenon. Terms like "participatory economy", "collaborative consumption", "contribution consumption" or even "Alternative consumption". This consumption constitutes a way of responding to the growing mistrust of individuals towards their economic system (Loussaïef et al., 2018).

The phenomenon of collaborative consumption is essentially linked to that of the web. It would thus designate: “Peer-to-peer activities of obtaining, donating, or sharing access to goods and services, coordinated through community online services”. However, narrowing the collaborative consumption to its size would be fairly limited, since out of practice online classics, like bartering or buying used, for example, can be considered as collaborative.

Botsman and Rogers (2010) define the collaborative consumption as an economic model based on the exchange, sharing, rental of goods and services focusing on the use of property", Antonin Léonard his side showed in 2010 the collaborative consumption such as "the recent explosion of traditional forms of sharing, bartering, exchanging, renting or donating made possible by new technologies and the collaborative web or 2. According to Ertz and Durif (2017), collaborative consumption is the phenomenon of connecting consumers to consume.

The following table describes the concept of Collaborative consumption according to many authors.

Table 1. Description of collaborative consumption

Authors	Terminology used	Definition	Featured dimensions
Felson and Belk (2014)	Collaborative consumption	An event in which one or more people consume goods or economic services in a process of engaging in common activities	Relational
	Sharing / Collaborative consumption	People who coordinate the acquisition and distribution of a resource for financial or other consideration.	Relational; Organizational
Botsman and Rogers (2010)	Collaborative consumption	An economic model based on the sharing, exchange, trade and rental of products and services promotes access to possession.	Relational; Actors; Access / Service
Bardhi and Eckhardt (2012)	Access-based consumption	Transactions that go through the market in which there is no transfer of ownership.	Relational; Access / Service; Actors
Lamberton and Rose (2012)	Sharing system	Systems that allow customers enjoy the benefits of products with out owning them.	Access / Service
Schor et al. (2004; 2006)	Connected consumption / Sharing economy	A wide range of watches and new practices, based on digital, and allowing to save or earn money, provide new consumption experiences, reduce the ecological impact and strengthen social ties.	Technology; Relational; Organizational
Cusumano (2015)	Sharing economy	Web platforms that connect individuals who have underused activities with individuals who would like to use these acts in a short way	Technology; Relational; Access / Service
Herbert and Lachaud (2016)	Collaborative consumption	A polymorphous phenomenon that brings together practices characterized by exchanges of various kinds between individuals.	Relational

Dabadie and Demontrond (2016)	Collaborative consumption	Practices in which renting, lending, giving, bartering, or sharing between consumers replace the purchase of a good or service.	Relational; Access / Service
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We argue that the concept "Collaborative consumption" generates many discussions, the preeminent debate today is not to have a precise definition of the term, but to have a meticulous description of the phenomenon.

1.3 Collaborative consumption systems and the various actors involved

Botsman and Rogers (2010) distinguish three types of consumer systems Collaborative:

-The product services systems can transform a product into service: the car-sharing, the bicycle-sharing system, or the rent, would be placed in this category. This is the principle of car or boat rental platforms between individuals such as Drivy, SamBoat, Click and Boat, Butterfly. These platforms are part of the broader framework of the service economy.

-The systems of redistribution organize the transition from the property of a person to a person the looking. This is the principle of C to C and platforms like PriceMinister, Le Bon Coin, Vinted but also barter, donation (Freecycle, Recupe.net), exchange, etc.

-Collaborative lifestyles include intangible resources sharing formulas between individuals: space, time, money, skills. Couchsurfing, lunching, coworking, cohabitation, loan between individuals, group purchase, meals at the inhabitant, would thus be part of this category.

On the collaborative consumption sites, there are three main players, the service provider, the intermediate and the service users.

-The service providers are those who are consumers but share in a free or paid form, the use of goods or services on platforms.

-The intermediates are the facilitators' exchange on the collaborative consumer platforms. They are like moderators.

-The service users are the individual users and/or buyers of goods or services on the platforms. They commit to participating.

1.4 Forms of collaborative consumption

There are two forms of collaborative consumption:

-The forms in which we come together to buy jointly to obtain a better price or to know what and from whom we are buying or financing a project on the principle of crowdfunding (Kickstarter, Ulule or Kisskissbankbank). In this form of collaborative consumption, there is also equity crowdfunding that allows individuals to become shareholders of unlisted companies

as young startups, many sites webs have embarked since 2012 on this activity as the SmartAngels or Anaxago platform.

-The forms that organize the loan, the donation, the barter or exchange of goods, time, skills, or the rental objects between individuals, AlloVoisins, Zilok, E-rents, Yescapa, Steamboat, co-locating, Jestocke. com, AppiJob, Bureaux ÀShare, KelBillet, RoomRoom, zePASS, e-syrent.ch in Switzerland, the platform for lending and borrowing objects mutum2, Stootie3).

In addition, in their work, Novel and Riot (2012) define four main forms:

-Co-wash / Co-purpose: today, the start-up that offers services based on the co-use. Each person or entity can become an access provider to its services. We could take the example of two different models, BlaBlaCar offering carpooling services and Airbnb offers rooms in the particular.

-Co-development: are services that make it possible to develop together to bring a project or a good or a life service. These are logical where typically there'll be consolidation among consumers or actors to give life to a project. The most common example is certainly the website Groupon that offers consumers access to goods and services at competitive prices, from the time when they buy collectively to get this award. Another example of the Ruche Qui Dit Oui (RQDO), which is a company offering consumers to come together to buy food products on a massive scale from regional farmers. It is also a logic which one notices in the open-source movements which was formerly confined to the software and which today applies to material which one calls "free material". Examples of project co-creates SAFE CAST, Protei, are projects co-creates several with people who are located at places geographically different and will work together to build a car whose plan will be open source.

-Barter: without a doubt is a very old logic, which is easily reinvented with the digital. Formerly bilateral barter reserved for a circle of friends or relatives. You can exchange goods that you no longer want with people from other continents. We could take the example of Press exchange, KidiTroc, Trocheures.fr. This service makes it possible to renew in a given sector, for example, clothing, electronic devices.

-Co-habitation: is a source of consumption or practices that are making a comeback. Facilitate by the digital-based in fact on the right way. The idea of this form is to say rather than rent an apartment. We could put rent or just rent a room or rent a couch in passing travelers in the context of housing. In the context of a struggle against planned obsolescence, it is a sharing of knowledge on " commentreparer.com ". We can also park an example on DISOUPE which is to go look for fruits and vegetables that were previously discarded, come the peel and then share in the fight against the waste food.

The approach of the NGO Friends of the Earth states that Friends of the Earth campaign for a transition to sustainable societies in both North and South. Our approach integrates social, economic and environmental issues at the same time. This approach goes beyond that of Botsman and Rogers (2010). It extends to the logic of the circular economy, that is to say, that

it will affect the recovery and recycling of materials, but also the notion of capacity which is more a matter of common goods. It broadens its typologies on both sides by going beyond products and services and collaborative lifestyles by encompassing practices that have always been there.

1.5 Models economic

1.5.1 Economic models of the Consumer Collaborative

According to Ouishare (2020), there are six monetization strategies for collaborative consumption:

-A simply: This model is first of all the commitment paying subscribers. The trend with this monetization model implies a value on engagement for the consumer. We can take the example of Spotify, which showed consumers that this commitment would allow a unique and personalized experience. Although this form is not so used in collaborative consumption, it is not altogether put aside because it belongs to a regular source of revenue and could generate a significant amount if you multiply the number of subscribers by the price. The advantage for the consumer is that he can predict and anticipate their expenses. For the company, it is to enter into a relationship of trust with the consumer. A need background working almost zero and an outstanding risk practically zero too. In a working model, this type of monetization is a pillar for a data strategy, which consists of knowing customers better and better. This model reflects the confidence that there will be a trial period and often with the free basic offer and the trial remains a natural thing. We can cite other companies that use this monetization model: Couchsurfing, Velib, Zipcar. Today, different business model subscriptions were over 12 months, 6 months, or 3 months. The value proposition is the backbone of sustaining a consumer over the long term.

-Pay per use: This model is based on the use of the service or good in question. The income generated is calculated as use price multiplied by the frequency of use. Undoubtedly, this model is better suited to occasional users, the most regular are moving towards a subscription model. For this model, the variations can be important between two billing periods and are more suitable for elastic loads. Platforms like Lokéo, Zipcar, Velib use this model. We have noticed that no there was not too standard with this model. Unlike the subscription system, the pay-per-use system is less expensive. Many companies use both models. Pay-per-use facilitates a ramp-up of the activity often offered with an original price offer.

-Service charges: This model is based on two charges. The first is the fixed costs which will be billed by the site for the traveler. This levy will correspond to the share that the traveler in addition to the use of the service. The second charge for the owner is the commission. At the level of the different platforms as a rule it is the host which sets the rise with the fees and partly the commission is paid to the platform. You should know that the part for the host is lower a commission of 3% and 12% for the traveler.

-Freemium: This model aims to regulate to attract a population as the are some platforms as Spotify, leboncoin. This gratuity may have limits with certain models. The limit could be a quota, many views, or use. It can also be temporary, generally, it is the case that we encounter the most. In this monetization model, the premium model offers additional services or other functionalities in other cases against a certain sum.

-Advertising: This monetization model offers a completely free service with the display of ads while in use. Advertising can be displayed in different ways: Display, affiliation, etc. Many platforms and sites have used this strategy, for example, Leboncoin.fr, Freecycle, Vinted, it is not very profitable. Profitability will depend on two factors: the number of visitors and the inconvenience caused. The higher these factors, the higher the profitability will be. However, if the user experience is too disrupted by the ads, the user may abandon the product.

-Don / Grants: This model is the closest to the original philosophy of the model economical to the collaborative consumption. It is not widely used, the Freecycle.org association is one of the best known. Plus, the platforms that choose this form of monetization are mainly associations, institutions. They are not for profit and they operate by sending donations from users and state subsidies.

1.5.2 States places

More than 500 digital initiatives, according to Novel (2017). The strong magazine has put the revenue generated for individuals at \$ 3 billion. There is a fairly considerable lack of hindsight to quantify. So regarding the offer as the request.

- The offer: According to a report by DGE Française (2015), nearly 9,000 start-ups make up the global collaborative economy market. A recent study by the PWC (2016) concerning the collaborative economy in Europe for five key areas namely: hosting peer-to-peer, transportation between individuals, domestic services to the demand, professional services to the application and collaborative finance) has 275 platforms spread across countries (France, Belgium, Germany, United Kingdom, Poland, Spain, Italy, Sweden, Netherlands). These initiatives have generated in 2015, 28.1 billion euros of C A, of which 3.6 billion euros in revenue 12.8% for the intermediate platforms (Feuillée, 2019). Compared to 2014, transactions increased by 77% in value and platform revenues by 9%. The most important sectors are accommodation in terms of the value of transactions and e transportation peer-to-peer in terms of profit and platforms. The business models of the platforms vary widely. The PWC report (2016) states that the turnover of the collaborative economy on a global scale could reach 570 billion euros by 2025.
- The application: According to a study carried out by TNS for the European Commission (EC, 2016) from 14,050 respondents from 28 Europe, younger respondents are more likely to be aware of and use these platforms. It is also interesting to note in this study that nearly a third of respondents who have already visited collaborative platforms say they have provided services on these platforms (9% a single time, 18% several times per year and 5% at least one time per month).

In France, according to Nomadies (2015) and TNS Sofres (DGE, 2015) studies, 89% of the population declared in 2014 to have already practiced collaborative consumption at least once in their life. Equip 74%, get or get help 55%, feed 47%, travel 42% and dress 42% are the most popular practices. Plus, more than 20% of them consider using delivery of products between individuals, shared taxis, or exchanging their house/apartment in the months to come up. The DGE report concludes that in France there is a tremendous resource for the use and exchange of objects between individuals (Obsoco, 2013).

1.6 The creation of value

Obsoco (2013) and Ertz and Durif (2017) note that there are four values are common between users:

- Trust and sharing: are the major pillars. A collaborative economy shows that consumers are less confidence in the current economic system. Now, the consumer is looking for more confident. Collaborative consumption platforms provide a solution to a marginal issue to coincide supply and the demand and make sure to create more in addition to the system of notation of way to it that the confidence in these systems exchange " Peer to peer ", remains intact. Thus, trust arises from the sharing of a good, a service, or a knowledge
- Environment issues are a major concern of the active members of collaborative consumption. Obsoco (2013) shows that 90% of French people think that our way of consuming is harmful to the environment. It then considers the alternative, turning to collaborative consumption. In car-sharing, the idea to share a car for the transport of several individuals, allowing them to have reasonable prices. It is also about reducing CO2 emissions. The environment justifies a higher price for them.
- Social link: through several forms of sharing, people seek to expand their networks. Some focus on the personal relationships layout. This comes under the " product - service " system which allows a product to be transformed into service. For example, BlaBlaCar and Uber in the transportation services bring a new solution to various car-sharing needs. The users of these platforms want simpler relationships by using social networks as a means of connection.
- Citizen engagement: This commitment is partly linked to environmental awareness. Above all, a questioning of existing brands on the market, and in connection with the forms of food waste and often planned obsolescence of objects that is beyond us. Refusing any form of systematic consumption, these consumers are in the search for meaning in their acts of consumption and change the pattern of consumption of mass.

2. METHODOLOGY

As a reminder, given a large number of platforms present today, it is difficult or even impossible to study them in the same panel. In this section, we will illustrate the creation of value, describe the logic operation, and provide explain how the company Uber creates value for its customers, delivers this value, and the result of how she captivates the return value. To deepen our research

we will make a conjunction of four actors with different systems. Then, we will build an evaluation grid from the various criteria that will constitute the aspect of value creation for the actors, but also to be able to highlight the common characteristics of the users. This analysis will be based on the data existing on the website of these actors, supplemented by opinions from users of the platforms, and also informal interactions on the pages of Youtube influencers.

2.1 Presentation of the company Uber

Founded in 2009 in San Francisco, soon the company has changed dramatically due deserves manner firstly to the technology. Indeed, the company has a global platform available in more than 70 countries, 5 million users have chosen to use the platform regularly to make money, i.e. around 7 billion trips during the year across the world. Must upstream we will say that none of this will would be possible without the trust. Thanks to this trust, Uber can offer continuous mobility services.

2.1.1 Description of the business model

The consumer society is changing and disrupting our habits. Collaborative consumption is therefore a practice that attempts to meet new consumer expectations in terms of trust, health and respect for the environment. This research will illustrate a world of transportation that is changing by the Uber revolution. A brand which, thanks to its application on Smartphone, is shaking up trends in the world and especially the world of taxis. Should we be worried, the right question is how Uber has succeeded in boosting the standards of the world of work and transport?

The model describes: SERVICES P2P ("On-Demand Services"), with this system the observed exchange phenomenon, is a service, unlike the model Product-Service that provides access to a physical resource by the means of exchange between especially without transfer of ownership (Airbnb, Lokéo, Bla Bla Car), or that of the redistribution that organizes the transfer of ownership of property between private (Leboncoin, the Accorderie, Yerdle). Uber has developed a technological activity that connects drivers and passengers "on-demand". The service brings a new dimension to meet the standard transport service and is positioned as an ideal alternative solution.

2.1.2 Using the Uber app

- Step 1

The passenger opens the application.

The passenger enters their destination in the Where are you going? The field examines the available options (vehicle size, price, estimated drop-off time), chooses their trip, and then confirms pick-up.

- Step 2

The passenger is put in touch with a driver.

A nearby driver accepts the passenger's ride request. This is automatically informed about a minute before the driver arrives.

- Step 3

The driver supports the passenger, the driver and passenger check their surname and the destination. The driver then begins the race.

- Step 4

The driver drives his passenger to his destination.
The application allows the driver to access a detailed route.

- Step 5

The driver and the passenger give each other a rating and a comment. At the end of each ride, drivers and passengers can give each other a rating of one to five stars.
Passengers also have the option of complimenting their driver and leaving a tip directly in the app.

2.2 Approach by the Business Model

To better respond to the problem, we have two possibilities. First, an approach by the business model in the sense of Demil and Lecocq’s (2008) studies. This model described by Daniel and Lecocq (2008) highlights three factors that determine which are: the resources and skills, the creation of value and the organizational structure. The first-factor analysis of how the resources and skills, internal and external to the company are matched to give birth to design service to meet a need and the meet and therefore an essential way of creating the economic value. The second factor looks more at the value creation aspect to understand how it was created (Subscription, pay-per-use, service charges, Freemium, Resale, Advertising, Donation / Grant) and for which target (public or private). The third factor gives an idea about the mobilized organizational structure to create the marching value through the first factor.

2.3 Analysis grid with the Daniel and Lecocq business model approach

Table 2. Analysis grid/business model approach Daniel and Lecocq

critereon	Content
Resources/skills	- Resources External / Internal - Where is the point of gravity? (focal company or external partners? (Loussaïef et al., 2018).

Valuable creation	<p>Nature of the added value of the actor studied:</p> <ul style="list-style-type: none"> - Getting in a relationship - Trust: on the quality of what is exchanged [certification, compliance] and exchanging + which creates the trust (intermediary, individual, or community?) - Payment security - Visibility / showcase - Market liquidity (building a community and optimal management of network externalities) - Logistics (optimization of flows and stocks) <p>Pricing:</p> <ul style="list-style-type: none"> - Free / paid ? - Who pays ? - How ? (per act, auction, subscription) <p>Type of income for stakeholders (excluding platform): Is it additional or main income (the distinction between professionals and occasional)? (Loussaïef et al., 2018) .</p>
Organizational structure	<p>How is the articulation of resources/skills organized (nature of the organization in a platform</p> <p>[centralized vs . decentralized + distinction between supplier and sponsor of the platform] (Loussaïef et al., 2018).</p>

2.4 Business model Canvas approach

The Business model Canvas was imaged by Alexandre Osterwalder in 2004. This book was co-created by over 400 entrepreneurship professionals in 45 countries and has been translated into around 30 languages. It is quite simply a tool that allows you to structure and visualize an economic model. It is composed of 9 parts that describe the economy of a company and covers the 4 large sizes of the company: the customer, supply, infrastructure and the viability financial.

We'll choose the model of Alexender Osterwalder that we seem fairly complete to show the structure of the model economy of Uber and by the following explain how Uber generates value money, the benefits competitive, and the strategies of differentiation.

2.5 Micro model analysis

2.5.1 Creation of value

Uber is the value of the higher private companies in the world of collaborative consumption more than Airbnb, BlaBlaCar, Lyft, Djump. Uber is so successful because it is so convenient to open the application and select the standard or the luxury. Plus, Uber is a fast way to earn extra money from the job, and about 60% indeed have other primary income. With Uber you have some freedom, the drivers decide when to work what to wear and so on.

Akley and Co (2020) mention NEET that the value proposition in the business model canvas in the heart of the company said that:

- For passengers: " We will always accompany you when you need it "
- For drivers: " We will always give you passengers when you want them "

Uber primarily uses service fees as a monetization system across its products. We will limit our analysis only to real-time carpooling. It has certainly been noticed after using Uber services, the travel price will include:

- Reservation fees: proportional to the location (geolocation)
- Price of the distance per mile: the mile traveled is taken into account and prices tend to change depending on the location. The customer will be billed in local currency.
- Travel time rate: the travel time is also taken into account in addition to the mile. Taxes: are proportional to the local location.
- Waiting time tariff: the driver will wait for the customer for a free period, if the driver waits more than the normal duration an additional charge will be applied.

After these subjective elements that precede the journey, once the customer to Uber debits the amount charged in the light of these elements, and continues to deduct its commission percentage, tax on the income and pay the balance on the bank account of the driver. The commission of Uber is about 25%, logically by the following drivers will receive about 75% of the total price of the trip.

We note that Uber Ride services are not billed in the same way depending on the car. In addition to the Uber Ride, Uber now offers a range of services to its customers to evolve in a changing market and attract new demographics. The most important are:

- Uber Eats - Uber food delivery service for businesses
- Uber Health Freight Uber.

2.5.2 Differentiation strategy

The blog of the channels on the supply and the demand that is made via the mobile application. So even claims to be a technology component and not a transport company, it is very important because they treat them ours as independent contractors and not as employees. So in terms of internal processes, their drivers are seen as key partners on the web of the business model and not as resources.

In addition, the software that immigrated allows them to innovate on the income model and with rising prices, it automatically increases prices when demand is high and supply is low and both drivers and the business can thus earn more money. This is called dynamic pricing and it is one of the innovative pricing strategies. So, the most attractive features of the model for their customers are the innovative design of the service and the lower prices, as Uber's internal processes are different from those of the traditional taxi industry or other platforms of carpooling like BlaBlaCar. Uber offers better customer service and lower prices.

Differentiation in the model economy of Uber would be key partners. Drivers are considered partners and not employees. If they were employees, it would not be as profitable for them as they would have to be much more taxable. And so it would also be more expensive for their customers. So, even he is constantly navigating the complex legal landscape on the slippery slope and it can be very dangerous right now even if it works

2.5.3 Competitive advantage

The innovation part of the value proposition block shows the fundamental difference between the supply of Uber compared to market standards. When you need a ride, just pull out your cell phone and push the button to order a car. The phone's GPS knows exactly where you are, the driver knows where you are going because you also enter the address on your phone and the app to your credit card number, so there is no financial transaction between you and the driver. The design of the service is the path customer the easiest and the most convenient services for the order up your delivery destination. It is already a rule to remember for any business, reduce the steps that your customer has to take to get the most from your service.

Those steps that were taken away from the traditional taxi industry before you needed to find a taxi company phone number that was already a huge hurdle, then talk to an operator and tell them your address, then there you will send a taxi to come to pick you up, but she could not know exactly when we were coming and finally you need to make a payment and to manually use the end of the straight.

In the BlaBlaCar model, for example, the step is as simple we will say three in total. The travelers search for their route by specifying their destination, place of departure and the desired departure time with the possibility of contacting the drivers only through the platform before booking. The second step would be to book by paying for his seat after his the traveler will receive all the necessary information about the trip and the driver as a phone number for example.

2.5.4 Comparative table of the four main models

We are going to compare four providers on collaborative consumption platforms who are key players with different systems and monetization models. The previous parts show us that there are several typologies in the collaborative economy that represent key values for users.

The following table provides a visual on the one hand on economic criteria adopted and on the other hand on the evaluation criteria of the values specific to the users of these platforms.

This evaluation of values for users will be done in two parts. In the first part, we will evaluate based on a personal appreciation with a scale going from 1 to 10 for each component of the criteria retained to describe the relevance of the values for the users. In the second part, we will summarize the important common characteristics that the different values take on in the 4 main models of collaborative consumption.

Table 3. Comparison of the four main models

	Main criteria	The good corner	Airbnb	Uber	AMAP
Economic aspects	Turnover	Yes	Yes	Yes	No
	Macro model	Redistribution	Product - Services (Eco. feature)	On-demand	cooperative local systems
	Resource exchanged	Products	Services	Services	Products
	Economic models	Freemium, Advertising, Subscription	Service charge	Service charge	Donation / Grant, Advertising
	Terms of the exchange	Monetary	Monetary	Monetary	Non-profit
	Nature of offers	P2P	P2P	P2P	P2P
	Mainly interface	Digital	Digital	Digital Wide EU	Low-Intensity Digital
Aspects Values	Social link	3	5	3	10
	Sharing	10	5	5	9
	Commitment citizen	8	2	2	9
	Quality	5	2	5	9
	Trust	9	10	8	9
	Environment	8	2	2	10

2.5.5 Observation

For companies, value is created when it derives a palpable benefit from collaborative consumption, through a monetary model specific to each platform. Two groups could help us assess this value creation by companies:

- The first will allow the exchange and the sharing across the platforms. As an example like our case study Uber, Blablacar or Airbnb, etc., will take a commission on the exchange. We will call this the intermediate strategy. This model is an alternative and a way to eat cheaply for the users. It is observed that civic involvement and environmental protection are not very strong or relevant.
- The second is more a matter of cooperative local systems, which will facilitate the meeting as in the case of AMAP or RQDO example. This model does not necessarily part of the logic of economic efficiency. Funding will not necessarily depend on this meeting. We observe the trimming of know-how, purchasing groupings, etc. which are relevant values in this model. So that we can say that this model creates the opportunity to meet but does not impose the meeting as the first model and shows that the consumers share the values as citizen enjoyment, the environmental concern, binds Social, unlike the first model.

For users, there is a value when they share common values with all members, namely: sharing and trust, civic engagement, environmental concerns and social ties. These users can be grouped into two kinds following our observation:

- Users only platforms that focus more on trust and the sharing
- Collaborative lifestyle users who focus on the five values in general.

Seven main characteristics show the common values of this economic model of collaborative consumption which differentiates it from the traditional model:

- Optimization of benefits: With the internet, we open up the possibility and expand the number of people who can access goods or services. The geolocation tools we have today allow us to go into an age of a multitude
- The mutualization of properties: which necessarily when one favors the use on the property, the logic consists in widening a circle of person which one would never have been able to touch with the screen.
- The extension of uses: numerous surveys show us today that the French are sensitive to the issue of food waste and planned obsolescence. This economy places this logic of circulation by reusing these objects for their data a second life.
- Reducing carbon emissions and materials: if we extend the user if the mutualizes if repairs are necessarily consumed less CO2 and reduce the resources used there will be less impact on the environment.
- The socialization of experiences: the followers of these new lifestyles appreciate agree to pool their uses for primarily economic reasons. But this will lead to social ties. This socialization is important, it allows to reintroduce a shot of confidence within the company.
- The co-Project -creation: We mentioned open source. This feature allows us to create things that would not have to screen.
- The co-creation and the open collaborative and innovative are also at the heart of this new economic model and ultimately alter the business models related to the circularity in the feature that is posed new challenges to the economy of tomorrow.

3. RESULTS AND DISCUSSION

3.1 Observation and result

Following the business model approach of Uber, we can say that this giant is a sure value for both partners and passengers. Our observation of the economic model will allow us to assess in the broad sense an economic value. The economic model is based on the service fee monetization system. This monetary system can both raise the rates and lower the commission. Which highlights Tariff vs Commission. On the tariffs, there are drivers and passengers. On the one hand, we have noticed a strong desire on the part of Uber's drivers or partners to maximize their income, and on the other hand, passengers want to minimize the prices to be paid for travel in real-time.

We notice two customer segments at Uber. The first segment is made up of customers willing to pay more to access a premium service. Uber offers the service Uber Confort to meet this

demand in French cities. With this offer, the prices are higher with a better quality service. The second segment is a safe and reliable service to make trips regardless of the make of the car.

On Uber's side regarding commission and service charges, partners and passengers do, which is Uber's main source of remuneration. This business model based on service fees ensures the development of Uber by:

- ✓Creating a strong brand,
- ✓Giving the possibility to create shopping applications for the customers,
- ✓Providing the ability to maintain the reliability of the application,
- ✓Maintaining support for the users and passengers

Uber's offer as well as several platforms that are based on major values for users, namely: trust and sharing, the environment, social ties, civic engagement. Uber through its differentiation strategy that is based on dynamic pricing. This innovation has monetary value for the partners and allows them to increase their income.

This strategy consists of adding to the pricing basis dynamic that will complement that varies depending on the application. Often perceived as a surplus from a customer point of view, it is the amount to pay to pass a fairly high priority request following a strong request. The attractiveness through the pricing of this fact ensures value creation for all the different players.

3.2 Plan of action

Before putting action plans in place, we review the effects qualified as gray area effects that will precisely highlight the points of failure with this new model of collaborative consumption. Even, if the principle is positive, it is not free from flaws if many recycle and use second-hand objects, a practice that falls within the circular economy according to the typologies described by the NGO Friends of the Earth, or that of the functionality which facilitates the use on the property. There are these effects that result from it. Indeed the users by the savings which they make with this practice can buy other good, and those who derive an income from it tend to similar.

In addition, housing platforms like Airbnb undoubtedly make it possible to reduce accommodation costs. These savings allow other users to go further see to fly to other destinations without much notice we lose the ecological gain one of the great values of this economy collaborative.

The big question of the wage side is the subject of several current debates. Certainly for some, this presents an additional income. The jobs created in collaborative consumption are often temporary according to the collective imagination and not guaranteed. There remain all the questions related to taxes and these revenues that are not subject to AFSCA standards, and also security for hotels, or the license for taxis. This generates unfair competition, but also a threat

for certain traditional players. Thus the emerging phenomenon offers an alternative to the effect of a double-edged knife.

Turning to the action plan, we raise our points of view in favor of the collaborative economy with the values that have made this model a viable alternative. Nevertheless, some confusions do not allow to settle. In our case study, we will not be able to say that Uber pop front part of the collaborative economy. As a result, certain components should be favored, such as those which fall under the “ collaborative lifestyles ” system.

3.3 Requires an individualization increased

Economic models involve almost all categories of the economy that could be called traditional economy. We see a trend that consumers are discharged from liability that deflects the basic problem is present at any collaborative consumption is in the process of providing a solution that is based on a managerial problem. We remark that the users of these platforms have had with the consumer society. This implies an individualization that is our first pillar for the action plan.

3.4 Make way for companies with intermediate status

We suggest a work of convergence to do by leaving room for dialogue especially between the current consumer economy and the collaborative solidarity economy or quite simply collaborative consumption. An example to illustrate this, consider the case of the model "collaborative lifestyles ' or the individuals share expertise by contributing to the creation of value as software free or car concession project, but to live it will work with the capitalist economy. This means finding an investment. These actors are often confronted with a standardization such as the compulsory possession of a patent. But in another sense, this model could have a deflationary effect that could go beyond the small initiatives like AMAP or the RQDO. None of this would be possible without taking macroeconomic considerations into account.

By collaborating with other actors from another sector, we can develop much more important experiences. We argue that we will be more in a system of competition by-product and we will come together with a new life solution. The radical change would be to place life at the center of the mechanism. This will give birth to a major ideological change because we will no longer be focused on the profile of the brands. With this system of margin force, the current system is self-destructing with the increased competition and the multiplication of projects. Thus, the margins are becoming increasingly low with the traditional models. Nowadays, these intermediary companies or at least a visible alliance by adapting the traditional model with the factors of collaborative consumption emergence one could quote SNCF and the MAIF insurance which wants to adapt the insurance to collaborative consumption.

An alliance makes it possible to reinvent attitudes as well as in values, but also in the concept of business in general and its function which is quite reduced to the old model which boils down to the sale of product and service. This alliance will bring new social implications about the values of collaborative consumption and will promote life. Plus, this alliance does not remain

at the level of stakeholders and it must rise in economic decision-makers. This alliance takes the form that will convince people and the voters if we stay where we are.

The model described in this recommendation will be like that of the author Micheal Bauwens in his book: Saving the world: towards a post-capitalist economy with peer- to-peer,

-The company as production value of creative space. Here we do not simply have the idea of an autonomous individual who self-organizes.

-The ethical economy that is to say an economy that is more purely geared towards the research of one hand profile, on the other hand, it will require a partner state in the direction or it helps finance more solidarity participations.

CONCLUSION

The collaborative economy, which certainly does not have its uniform definition, remains a practice that is part of a particular social concept. The terminologies used remain vast, for example, connected consumption, solidarity system, sharing economy, etc. We retain from the collaborative economy that it is an alternative in the digital age to the turns of individuals who exchange either a good, know-how, or expertise in return they receive money or another service. As it should be with an alternative, one finds a whole housing, traditional or time-sharing carpooling, financing, etc. The main thing is to profit by making better use of the existing available resources, one pays less, or one earns additional income.

This research shows that all sectors have been jostled such as real estate agencies, commerce, banks, and justice. In the historical overview, we have seen that individuals can easily benefit from goods and services with just a few clicks. The energy sector does not remain spared today, in the USA it is the current site of the boss of general motors. It would now be possible to resell the surplus energy to neighbors on a connected network. This collaborative economy system becomes an alternative to consume cheaper between individuals.

Collaborative consumption systems differ on one point, that of Botsman and Rogers (2010) include the " Product services " and the " P2P / services On- Demand " is then found " Product Service Systems " in addition to two other systems namely "redistribution systems" and "collaborative lifestyles". Unlike the mapping of Ouishare models and offers, we find four systems that do not combine the " product and services " and the " P2P services " in the same panel, so we can differentiate the system of Uber and that of Blablacar. The first relates to traditional carpooling and the second to real-time carpooling. On the other hand, we find the three actors in the same works.

The same comment about the forms of collaborative consumption, like Jenna Warthan in New York, suggests distinguished two forms: the forms or we regrouped, and the forms or they get organized. The first form brings together my actors of " collaborative lifestyles ". This form is marked by P2P relationships. The second form organizes the loan, the gift, the barter, or the exchange. Also in their book, Anne Sophie Novel and S RIOT define 4 major forms namely: carpooling, co-development, barter, and cohabitation.

This synthesis of the literature allowed us to be able to cite the 6 most monetization strategies used in collaborative consumption are the subscription, the payment for use, service fees, freemium, advertising and in the end Don / Grant. These different models provide value palpable money for the companies. We will say that the platforms get their share *Écots* or monetary value to each transaction but pay little the offerers who do are not sufficiently insured. The traditional actors who mulch employees and submit to regulations see this as unfair competition. Using these platforms is like wanting to take power and wanting to create your value from a user point of view; there is a form of value.

Regarding the creation of value within certain companies like Uber, Blablacar says of the collaborative economy are losing their collaborative DNA to disguise themselves as a commercial company. The business model of Uber is not easy to theorize and change month by month, we discover a limiting value.

This probable limitation is due to the business model that we have studied previously. This form is purely commercial. In our grid evaluation, it is not easy to achieve because it requires a combination of different styles and a selective choice of some platforms in a panel, we noticed shown the membership of Uber in the system 'Service products'. It facilitates the use of the property, the noticed exchange is a service with a system of monetization like the service fees. The nature of the offer is between particular hence the peer-to-peer on a mainly digital interface. Apart from these aspects which represent the economic criteria, the evaluation gives us visibility of the common values which one finds in the works which are specific to this collaborative economy are little marked according to the systems.

In practice, it has to be noted that the creation of value profits more platforms to market types to users who are sharing the crumbs. The social bond is slightly marked, for example, it always Uber the customer segment in the business model Canvas includes: the passengers and the drivers are often forced to throw the dressing with the rating system that could have consequences and even see access to the service. This ensures the quality and the safety of a hand. Citizen engagement is very low with a high level of trust. We could have taken the example of another actor such as the AMAPs or the RQDO that are in another particular system of the collaborative economy. The results of the evaluation will be contradictory to the evaluation carried out in the grid.

Following this very true assessment, the initiatives of the merchant systems will not be able to cope with the initiatives that fall under the "collaborative lifestyles" that bring together all the values that make up the DNA of the economy collaborative. Our assessment nevertheless allows us to see initiatives that are likely to have inherent benefits for the economy as a whole. For example the initiatives of the actors in the local cooperative systems. An initiative that should be supported and requires macroeconomic consideration as described in our recommendations.

The evaluation teaches us that we must not allow confusion between the different systems on the one hand, and on the other hand, seek a step back to better deepen the quantitative data, and to support the systems " styles cooperative life " at the macro level for the economy of tomorrow

with the society as a space for creativity and production value and the DNA values of this economy at the center of future business model.

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Covid-19 Pandemic Impact on World Economy

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ABSTRACT

This study is carried out when the Coronavirus spreads over the world and causes a massive economic crisis in 2020. This research answers topics like how many countries are afflicted by coronaviruses and how much their economic activity is affected. What international monetary and fiscal policies are the most successful in dealing with the crisis? Is the monetary and fiscal policy being used as a preventative measure to avoid the global economy collapsing? Many countries are being affected by coronaviruses and decrease their economic activities.

By obtaining information from the International Monetary Fund and different sources, this researcher attempts to explain the influence of the Coronavirus on the world economy. According to the findings of the exploratory investigation, the global economy is being challenged by two crises in nature. millions of people have died and the economy is in shambles as a result. People must be saved from death in the first dilemma, while the cosmos must be saved from economic disasters in the second. A social distance policy is implemented and the country is shut down if people want to preserve their lives. But even if we can save our population, the economy will collapse quickly because all of the companies in the country have been shuttered and the economy will collapse quickly.

However, even if the economic crisis is averted, millions or billions of people would lose their jobs, which will have a negative influence on the global economy. Physicians and health care providers should work together to come up with solutions that will assist both those who are suffering and those who are trying to avoid it.

Keywords: Covid-19, Global Economy, Monetary and Fiscal Policy Measures, Liquidity Provision

INTRODUCTION

In 2019, a virus called SARS-CoV-2 will produce a Coronavirus. Wuhan, China, was the first place to report the incidence of this respiratory ailment. Dr. Li was the first person to notice the coronavirus epidemic in the early days of the outbreak (Wu et al., 2020). While doing research, he discovered that there is a virus-like SARS that caused a global epidemic in 2003. Victims were quarantined in hospitals after contracting the illness in the Hunan seafood market.

According to the Chinese authorities, millions of people traveled through Wuhan and contracted the Coronavirus. For this reason, Coronavirus spread so quickly, infecting millions within a day. This quick expansion sparked alarm at the national and global levels, and within weeks, the World Health Organization (WHO, 2021) in Wuhan identified it as an epidemic, which was swiftly spreading to 200 countries around the world. Currently, according to World Master Info, the total number of Corona instances is 175,232,818, of which 3,778,635 are fatal, and 158,762,858 are reversible.

The Worldmeter provides a list of confirmed coronavirus cases, including death cases and recovered cases, around the globe (Worldmeter, 2021). Following is a list of select few countries of confirmed cases, deaths, and cases that have been recovered.

Table 1

Countries	Confirmed cases	Confirmed death	Recovered cases
World	175,232,818	3,778,635	159,059,327
USA	34,264,727	613,494	28,254,091
Spain	3,715,454	3,715,454	3,501,083
Italy	4,237,790	126,767	3,936,088
France	5,725,492	110,202	5,458,349
Germany	3,715,870	90,187	3,563,800
China	91,337	4,636	86,285
UK	4,535,754	127,860	4,281,627
Turkey	5,306,690	48,428	5,179,833
Afghanistan	85,892	3,356	59,871
Pakistan	937,434	21,529	871,669

Source: World meter statistics 10 June 2021

REVIEW OF PREVIOUS STUDIES

Worldwide integration is the effect of globalization. If something happens in one region of the world, it will have a medium or high impact on economies in other regions. Most of the world's economies, and particularly China's, have a considerable impact on others. China is the world's second-largest economy, behind only the United States. It has a market capitalization of \$13.6 trillion. Approximately 16 percent of the world's gross domestic product is generated by China. It is the largest exporter in the world. For backward and forward connectivity, most of the world's major corporations rely on Chinese companies.

According to (Bentolila et al., 2018; Morana & Bagliano, 2010) the causes of the world economic recession because of coronavirus in huge amounts. However, the world recession 2020, which is called a recession due to (covid-19) is new in modern history. A major decline in income is 60% because of COVID-19 (Mahmud & Riley, 2021). Several studies stated that most factories were shuttered, affecting the global economy (Malik et al., 2020; Nestour et al., 2020; Rahman & Matin, 2020) because of lockdown and stay home to reduce the potentially harmful effects of COVID-19 (Arndt et al., 2020).

According to Radelet & Sachs (1998), currency plummeted in 1997, which sparked an economic recession and financial crisis throughout Asia. Also in 2008, there was a financial crisis due to an unstable monetary policy, a loose regulatory structure, and excessive leverage in the banking sector (Allen & Carletti, 2010).

Oil prices plummeted in Nigeria during the 2016 recession, which was brought on by a balance-of-payments deficit. Our study will examine the impact of the Coronavirus on various economies in various parts of the world.

COVID-19 IMPACT ON WORLD ECONOMY

The 2020 crisis (Covid-19) will not only be severe, but it will also have a global economic impact due to supply and demand shocks in every industry (El-Erian, 2020).

All countries are detached from one another, which reduced the aviation business (Elliott, 2020; Horowitz, 2020). Along with the cancellation of major sporting events such as the PSL (Pakistan Super League), the sports sector suffers.

China's economy, according to the US Federal Reserve's Monetary Policy Report, (2021), will have a significant impact on the global economy and the United States, the report states Global GDP contribution from China is 13.6 percent, second only to the US economy's 16.8 percent contribution. As a result, some experts estimate that the developed economies' GDP will grow less in 2022-2021. Covid-19 will be dealt with by the government.

Global GDP is expected to shrink from 2.9 in 2019 to 2.5 in 2020-2021 (World Bank, 2021). This shows a negative 0.5 decline in global GDP. According to Tao Zhang, (2021), the world economy is currently facing three major problems, including trade tensions, financial and fiscal risk, and how to create inclusive growth. He believed that the world economy was still in good shape. However, the world's two largest economies, the United States and China, are engaged in a trade war, and a variety of models are being used to assess both the economic effects of a potential trade war and the effectiveness of proposed countermeasures. However, condition truth is far more complicated than the model expected.

On all critical occasions, differences or conflicts must be resolved cooperatively. If not, trade tensions will wreak havoc on the global economy. For financial or fiscal risk, Zhang explains that the total global debt in 2016 was \$164 trillion. However, it is now higher than the level recorded in the 2008 crisis in 2021. Countries must become more aware of their financial circumstances to continue economic growth. Some countries take the policy of full employment, and government spending will almost certainly lessen the danger of sustainability. Economies should concentrate on creative ideas, including the potential for financial technology, and put these ideas into action to improve efficiency.

The rapid spread of the virus in China has resulted in over 3000 deaths and over 80 thousand afflicted persons, implying that the country's domestic and international travel is restricted. Which harms China's economy and, as a result, the global economy? According to the S&P rating agency, China accounted for 20% of global industrial output in 2018, but that figure is

predicted to drop to 5.7 percent this year because of a coronavirus outbreak. To stimulate the economy, the Chinese government poured 1.2 trillion Yuan into the financial system by lowering interest rates.

Furthermore, China dropped tariffs on US imports by half, and taxes were reduced by 5% instead of 10%, and now it is decreased even further from 2.5 percent to 5%. The Fed has noted that the spread of the Coronavirus will have an impact on Asian economies. Virus intimidation, according to the head of the European Central Bank, is a new risk to economic policy, replacing the China-US trade war (Lagarde, 2021).

a. COVID-19 IMPACT ON TOURISM INDUSTRY

The Coronavirus has infected people in over 200 nations. The entire planet is in a state of terror. All governments prohibit their citizens from traveling excessively, whether domestically or internationally. Tourist visas, residency visas, and work visas have all been halted in most nations. Millions of people every year travel to Makah which is a holy country for all Muslims around the world (the Saudi Arabian city) to undertake Hajj, one of Islam's five pillars according to the Kingdom of Saudi Arabia (KSA).

According to Saudi government figures, roughly 2.5 million Muslims from all over the world will visit for Hajj prayer in 2019, just before the corona. However, during Coronation, the Kingdom of Saudi Arabia stated that Hajj applications will be suspended to deter individuals from performing the pilgrimage (covid-19). Similar to other governments that have outright banned inbound and outbound travel (Saudi Arabia National Portal., 2021).

Government-imposed travel restrictions that have a global impact on passengers of airlines, such as the Polish Airlines and the Baltic Airlines, have ceased operations because of a decrease in passenger numbers. These travel restrictions will have a global impact on the tourism industry, with losses of up to \$200 billion expected. According to IATA, (2021) estimates, the aviation industry has lost over 113 billion dollars. American Airlines is suing for \$50 billion in damages.

According to the estimation of the World Tourism and Tourism Council about 50 million jobs were lost in the travel industry as a result of the coronavirus epidemic (WTTC, 2021). 10 percent of the world's gross domestic product comes from the tourist business. The tourism business needs 10 months to recover from the coronavirus epidemic. As a result of this, WTTC stated that Asia is the most affected region.

The senior manager director Virginia Messina, (2021) said tourism restrictions affect medical supplies delivery and medical expert's travel. Messina added that every month, roughly 850,000 European residents travel to the United States. A monthly contribution of \$3.4 billion to the US economy would be comparable. About 30 million lost jobs were in Asia, 7 million in Europe, and 5 million in the Americas and other regions, according to her estimates.

According to the WTTC, countries should simplify visa procedures, reduce taxes on travel, and introduce incentives when the epidemic has passed.

b. IMPACT ON HOSPITALITY INDUSTRY

The hospitality industry was affected because of the coronavirus epidemic situation. Various country's government announced the slogan "social distancing" and "Stay at home". To prevent

the spread of covid-19 globally lead to shut down the restaurant and hotels, cafes, and parks. Booking cancelations worth billions of dollars were seen in hotels all around the world, and the hotel industry received a \$150 billion bailout. Executives in the restaurant and hotel industries have lost their jobs and are looking for new opportunities.

Weekly surveys from Smith Travel Research (STR, 2021) suggest that metrics are continuing to deteriorate because of the pandemic Covid-19. This data is based on 9.2 million rooms and 68000 properties located all over the world. The tenancy is down almost 95 % in Italy, 67 % in the United Kingdom, 68 percent in China, 59 percent in the United States, and 48 % in Singapore, according to reports.

As we all know, China was one of the first markets to deal with the Coronavirus, which it fortunately defeated, and the Chinese hotel industry is now on the mend. In the last two months, 87 percent of hotels in China have opened, compared to only 40 percent in the previous two months.

A tenancy is seen favorably. In May, it was 10%, but by the end of June, it had risen to 22%, and by the beginning of July, it had risen to 30%. However, if we look at the rest of the globe, the hotel business will continue to deteriorate until Covid-19 is phased out. The tenancy is still above 30% in the United States, which is not a healthy sign.

Tenancy in the US hotel business did not decline as soon as in other countries like China and Italy; the reason for this is that the US government did not adopt a lockdown policy. Even in the United States, people do not adopt social and physical distance. As a result, the rate of coronavirus infection in the United States is substantially higher than in other nations.

According to information from the Revenue per available room (RevPAR, 2021) performance indicator in the hospitality business, the hospitality industry is presently down more than it was during the financial crisis of 2008 and the terror attack on September 11th. Rev.PAR in China has dropped by up to 85%, while it has dropped by 69.5 percent in Europe and 44 percent in the United States.

According to STR, Rev.PAR has broken the 30-year decline record. The overall occupancy of the top 25 markets in the United States has dropped from nearly 66 percent to 26 percent. and a decrease in Rev.PAR from 80% to 27%. In his assessment, STR stated that occupancy had dropped. According to Jasper Palmqvist, STR regional director, the recovery phase is expected to take approximately 6 months, similar to the SARS crisis (RevPAR, 2021; STR, 2021).

c. EFFECT OF CORONAVIRUS IN THE GLOBAL SPORT INDUSTRY

Coronavirus has a significant impact on the sports business. The global sports value analysis(2021), the sports market currently provides US\$756 billion yearly, out of which United States accounting for US\$420 billion and Europe accounting for US\$250 billion. China has the fastest-growing sports industry, with annual revenue of US\$4 150 billion. All major sporting events around the world such as athletes, leagues, teams, the media, and broadcast, are canceled or postponed due to covid-19.

Football leagues in Scotland and England have stated that all matches would be postponed immediately. The National Basketball Association (NBA, 2021) in the United States halted their season, resulting in a revenue loss of between 350 and 450 million dollars. The Olympic

Games, the world's largest sporting event, are scheduled to take place in Tokyo at the end of July 2021, but the International Olympic Committee (IOC, 2021) has postponed the event until 2021 because of the coronavirus. It will now take place from July 23 to August 8, 2021. Japan loses approximately 597 billion yen, which it had previously spent to organize this sporting event.

The marathon race was originally scheduled for 26 April; however, it was postponed until October. The 2021 World Athletics Championships are scheduled to take place in August. However, it has been postponed until July 2022 to avoid clashing with the Olympic Games calendar. Because of the coronavirus, Formula One has also halted its events. The government of Portugal declared a state of emergency in the countryside, postponing the Motorsports game and other activities.

The World Snooker Championship has been postponed as well. Because of the coronavirus, Pakistan's PSL (Pakistan Super League) has been postponed. In the golf industry, the LPGA rescheduled their event, resulting in a billion-dollar revenue loss. According to (SimonDenyer), CEO of television and internet sports streaming, it is the largest disaster in the sports sector in 75 years.

d. IMPACT OF COVID-19 ON EDUCATION SECTORS

Coronavirus covid-19 has harmed roughly 290 million students or teachers, according to the United Nations Educational, Scientific and Cultural Organization (UNESCO). For the time being, most countries have shuttered their educational institutions to prevent the spread of the Coronavirus. It costs the education industry \$600 billion in lost revenue every year. Education has been shut down countrywide or completely in 188 countries, according to UNESCO's findings. There are also local closures in five additional nations. Student populations around the world are impacted by 99.4% of the total number of students in the world (UNESCO, 2021).

Exams for all levels have been canceled by Cambridge International Examinations. In schools where there was no online education platform, the Coronavirus had a devastating effect on students. Moody's downgrades the United States education system, which is a sudden shift from stable to negative. It's because more than 30% of universities and colleges in the United States have poor operating results. Consequently, adapting to the academic and financial changes essential for coronavirus management is difficult for these institutions. Spain and Italy Among the countries that have closed all of their schools are Nigeria; France; Israel; and Egypt; while Australia has closed some of its schools. This deterioration in the educational sector has resulted in a large number of instructors losing their jobs.

A temporary suspension of all exams for students was also ordered by the Dutch government. As a result, online and remote learning have greater importance, yet very few universities offer online educations. According to the latest statistics, just 15 percent of undergraduates in the United States took online classes in 2019 and graduated. Because international students drop out of school and return to their home countries, other countries such as Canada and the United Kingdom lose billions of dollars in education revenue.

Deloste reports that the cancellation of the Federation of English Language Teaching Organization (FELTOM) has resulted in a monthly financial loss of approximately Euro 1.4 million, while Malta's monthly economic cost is roughly Euro 3.4 million.

e. EFFECT OF CORONAVIRUS ON HEALTH

Same like other sectors of countries, Hospitals are on the front lines of the coronavirus (covid 19). The hospital industry is dealing with a supply chain issue and revenue losses because of the cancellation of elective surgery. Most countries have boosted services in response to rising demand but for testing, private institutions have more equipment. China has closed all of its hospitals in Wuhan, while hospitals in Iran are battling the coronavirus more aggressively. To combat the spread of the coronavirus, the Spanish government nationalized all private hospitals and healthcare institutes. To combat the coronavirus, Singapore has adequate equipment and health facilities.

Moreover, the Ministry of Health (MOH, 2021) in Singapore strictly advised doctors in the private and public sectors to refuse to accept any patient from outside the country.

The pharmaceutical business has suffered a loss of billions of dollars because of supply chain disruptions. Ingredients for making drugs are imported from Chinese companies by major pharmaceutical corporations. Before the Corona outbreak, China produced over 60% of the world's pharmaceutical components. Because of a variety of factors, all pharmaceutical ingredients were halted during the Coronavirus outbreak. China had shut down its drug-making factories first. Second, there is a major supply chain issue; third, several countries have ended their contracts with China to purchase these chemicals. Excessive reliance on or faith in.

The emergence of Covid-19 revealed that Chinese manufacturers pose a significant threat to the global pharmaceutical sector. When it comes to the health industry, according to S&P, it decreased by up to 7 percent at the beginning of March 2020, indicating that health investors were affected hard. According to Moody, cash flow is relatively low compared to last year. The Coronavirus Covid-19 has been degraded from a stable to a negative cause in the nonprofit and public sectors of healthcare, he said.

2. POLICY RESPONSE TO COVID-19

The governments of different countries have established different policies to support their countries' economies such as monetary policies, fiscal policies, policies for human health and control. The Covid-19 affected over 200 nations. The air-base shutdown, the sea border, and the land border include human control policies imposed by all countries affected. Some governments release the prisoner temporarily from an overcrowded jail. All Universities, colleges, and schools have been shut down nationally to break the infection cycle.

Some countries implement a "Curfew" across the board, with the slogan "Stay at Home." For a limited time, countries have halted all tourist and residence visas. Some countries prohibit travel both within and beyond the country. Public quarantine, border quarantine, stay-at-home rules, and social separation are all examples of public health policies. It is impossible to understand the responses of all countries around the world to monetary and fiscal policy. The study picks a few developed and developing countries at random and explains their policies in light of the Covid-19 predicament.

3. DRAWBACKS IN POLICY RESPONSES

After the coronavirus outbreak, the afflicted countries implemented monetary, fiscal, human control, and healthcare strategies. There are a few drawbacks with these methods that prevent them from being able to halt the recession. In the first place, monetary policy refers to a system in which the central bank, or International Monetary Fund, lowers interest rates to boost the quantity of money in the marketplace. People are staying home and companies are closed, yet

the need for money is not strong. Entrepreneurs do not want to take out a loan, no matter how cheap the interest rate may be.

A stay-at-home campaign and social alienation discouraged people from going out to shop. If there is no customer or consumer, there is no business, and if there is no business, there is no need to invest capital. Banks are willing to lend money, but they can't find anyone to take advantage of the low-interest rate. That's why it's counterproductive for the global economy.

In his opinion, monetary policy is not a panacea for averting a recession. A variety of monetary policies were used by different governments to stimulate economic activity. Because of this, the government also ordered people to stay at home and socially isolate themselves. All economic agents are powerless to interact with one another regarding economic activity as a result of this.

This year's Covid-19 has become a major political problem in various countries when it comes to their fiscal policies. When it comes to fiscal policy, it's difficult for the government to determine which industries are more vital than others. This problem is currently hotly debated in both rich and developing economies, such as the United States and the United Kingdom. Now, every sector of the industry is striving to acquire additional packages from the government to stay afloat in the face of covid-19.

Big corporations say the government favors the banking, education, and health industries over the entertainment and hotel industries. There was a protest against the administration, asking why other sectors like the entertainment and hotel industries were not considered important contributors to the economy.

4. CONCLUSION AND RECOMMENDATION

The coronavirus, which has infected over 200 countries, has expanded worldwide as a result of the movement of people. According to the World Health Organization (WHO), the Coronavirus is spreading around the world and is easily passed from one person to another as a preventative measure. Keeping your distance from one another is a good rule of thumb. The coronavirus must be avoided by staying at home, according to the researchers.

As a result of the Coronavirus, the entire world has been shut down. Every industry in the world has gone into lockdown mode instead of generating basic goods.

Worldwide, the central bank's policymaker and other major institutions who are implementing new policies to ease the global economy are under severe pressure. The preceding 2008 crisis is a challenge to tackle the financial crisis. Now, however, the crisis Covid 19 is dual that is first to save individuals and the second thing is to save the economy. Every measure is tough to achieve since we cannot preserve the economy globally. When we want to save people, we take the steps that we want to remain at home, socially distant, shut down the country to protect our people from death.

As all companies shut down, this shutdown is hurting from lower pay workers to managers and the economy is dropping. However, if we save the economy, the government needs to overlook the precautions of Covid 19. No social distancing and stay at home. No countries shut down. Maybe our economy will grow with this second phase but we cannot save people's lives; millions of people are likely to die if they have caught this coronavirus.

However, in the long term, millions of people's death will also directly affect the fall of the economy. But if we save our people, it is a chance we can boost our economy near future. The policymaker faces a great task in taking such measures that not only save the people but also save the economy. It's a time for cooperation. All policies have failed without health precautions. Doctors, economists, policymakers should sit down and apply the dual measures that not only save individuals but also save the economy.

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Assessment of Damages During Global Pandemic in UAE from The Legal Perspective

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ABSTRACT

As governments around the world push out guidelines to help prevent the spread of coronavirus in uncommon ways. In a chain response of unforeseen occasions, breach of a contract in a pandemic circumstance effectively turns into a typical event with parties endeavoring to abide by government conventions or regulations to maintain health and security during the global pandemic. While the world, on one hand, is trying their level best to stay safe during the pandemic and wait until the vaccine is issued, on the other hand, is trying to mitigate the losses or damages incurred during a breach of contractual obligations due to pandemic. Corporate Lawyers of Dubai agrees to the fact that there are various categories of damages available for the parties in the event of a breach of contract, which critically depends on the type of breach and under what circumstance. Through this article, we will elaborate on the different types of damages and the issues concerning the entitlements of such damage. While examining potential damages, liabilities, and entitlements, different concerns must be attended to. What is the pertinent legally binding commitment, and has it been fulfilled? What harm has been endured? Is there a causal connection between the breach of obligation and the damages suffered by the party? These models must be fulfilled so as to recuperate damages. Primarily, we shall consider whether performing the special obligations outlined in the contract is an obligation of the relevant party, if yes, what shall be the consequences of any failure to perform such obligations. To demonstrate this fact, it is pertinent to elaborate on Article 386 of the UAE Civil Code, which gives that: In the event that it is incomprehensible for an obligor to give specifically perform the obligations referred under the contract, except if it is demonstrated that the difficulty of execution emerged out of an external reason wherein (the obligor) had no influence, whatsoever.

Keywords: Potential Damages, Liabilities and Entitlements.

INTRODUCTION

While the world, on one hand, is trying their level best to stay safe during the pandemic and wait until the vaccine is issued, on the other hand, is trying to mitigate the losses or damages incurred during a breach of contractual obligations due to pandemic. Corporate Lawyers of Dubai agrees to the fact that there are various categories of damages available for the parties in the whirligig of a violation of contract, which critically depends on the type of breach and under what circumstance. Through this article, we will elaborate on the different types of damages and the issues concerning the entitlements of such damage.

While examining potential damages, liabilities, and entitlements, different concerns must be attended to. What is the pertinent legally binding commitment, was it been fulfilled? What harm were gregiously endured? Is there any underlying connection between the violation of obligation as well as the misfortune of the damages by the party? Those models adequately need to be fulfilled so as it will recuperate those irreparable misfortunes.

Primarily, we shall consider whether performing the special obligations outlined in the contract is an obligation of the relevant party, if yes, what shall be the effect of some impediment to such duty. To demonstrate this fact, it is pertinent to elaborate on Section 386 apropos of the UAE norms and custom, states that:

In the event that it is incomprehensible for an obligor to give specifically perform the obligations referred under the contract, except if it is demonstrated that the difficulty of execution emerged out of an external reason wherein (the obligor) had no influence, whatsoever.

So in case of a breach of an agreement, the obligor is unable to fix the situation or the damages suffered by the other party, the contract will oblige the obligor to compensate for the damages caused, except if the difficulty of execution is inferable from an 'external reason'. Nevertheless, what is an 'external reason'? It can incorporate nearly anything where the respondent had no impact in causing the misfortune of the agreement. Simply put, such external reasons may include acts committed by any third party, the claimant himself or any act of God, or unavoidable casualty In these conditions, none of the vandalization are unpaid. However, every event causing the failure of one party to fulfill his contractual obligation differs from the other due to different circumstances. Yet, Corporate Lawyers of Dubai desires to outline the impact of COVID-19 on contracts signed within the country and the liability of party's to pay damages for the failure of performance.

According to section 249 of the UAE norms and custom offers law room to adapt to any exceptional circumstances and amend the duties to be performed by either party in the contract. The said provision does not directly relieve the obligor from his contractual obligations, however, it issues the courts any authority to review the exceptional circumstances and reduce the contractual obligations of the respondent or obligor to a reasonable extent so as to preserve the interest of both parties. It is apparent the foregoing provision does not clearly allow one party to set aside his responsibility under the contract due to the presence of an exceptional event, therefore Free Reprint Articles, it is pertinent to seek the advice of Civil Lawyers of Dubai to always be one step ahead of the other contractual party.

The CORONAVIRUS has aired unparalleled degree of unpredictability in all manufacturing or businesses, and there is no distinct in the construction industry. Undertaking parties are looking

forward to their agreement to evaluate their entitlement - and possible duty and responsibility or answerability – in the event of violation of agreement.

In rules, there are numerous of panacea are made ubiquitously available for violation of agreement depending on the essence of the violation. referentially to the effect of CORONAVIRUS, take a look at our section here on the possible availability panacea in consonance to construction agreement. Sectionally, our focal point on matters eschewing entitlements to and claims for vandalization. Succinctly, we will out rightly see some of the considerations:

The rudimentary condition for setting up a privilege or right to vandalization

The effect of 'exterior motive of the cause'.

The effect of oddity of the state of affairs.

The myriads forms of vandalization and the needs to be diaphanously espoused in recovering them.

The measure of vandalization and insolvency vandalization.

Rudimentary Conditions

The least performing leadership or any public administrator attract the least attention, scrutiny and criticism I'm a country with a millions of self-proclaimed objective activist, critics and fault finders. Therein lies in the falsity of such claims to objectivity and speaking the truth to power. Also, millions of self-proclaimed objective activists, critics and fault finders who cannot make clear analysis informed from a perspective of knowledge, separate logic from optics, make objective and reasonable positions, rather make noise, shout, rant, complain and gloat. Therein lies their sought of willingness of acceptability as concerned citizens and youth of the country, passionate about growth and development. Living under illusion, do not have a discerning heart, but a reactionary hand and mouth with potency of sharp condemnation. They are the aspiring leaders of tomorrow. Empty in brain and of idea to make UAE great. Millions of them. Millions. Mere scaredy pant! Shame!

CONTRACT IN THE TIME OF COVID-19 IN THE UAE

For example, on February 16, 2017, Professor Osinbanjo presided over the first National Economic Council (NEC) meeting of the year and directed the Central Bank of Nigeria to review the foreign exchange policy. The meeting also resolves that fresh \$250 million be injected into the Sovereign Wealth Fund (SWF). The CBN subsequently released about \$500 million through the interbank market were the 23 banks bought \$371 million. Cut the chase, dollar to naira crashed drastically bringing a new lease of life to the economic well-being of Nigeria.

FREEDOM OF CONTRACT

The doctrine of freedom of contract has always been respected by the Law, which allows parties to provide for the terms and conditions that will govern the relationship. Under UAE, matters of freedom of contract which was the primary ratiocination why the contractual terms which in any case have been hereinbefore handled with Olympian aloofness and magisterial pontification, have now been completely abandoned, jettisoned and forgotten completely as the

discourse in respect of the effect of the CORONAVIRUS is a contractual praxis and matrix affairs should commence with the the term of applicable contract.

I am still too dazed, benumbed, flabberwhelmed and overghasted at the needless opprobrious miasmatic apoplexy and eechewable political hermohage oozing from UAE. That I am still not gladiatorially hambilimented speaks cornucopiously to the fact that the leadership of the UAE needs to rejig and provide vital life force of the Freedom of Contract to make it a winning machine against the backdrops of its palpable calamitous outing that cut across the length and breath of the UAE.

Pressing further, it is the height of irresponsibility, preposterousness and disservice to humanity for senior academics who should know better to downplay the reality and severity of the deadly CORONAVIRUS. Those virulent and parasitic politicians and their gullible followers may be pardoned but not those knowledge producers, inventors and suppliers. All this has what had stampede the holistic development and human capacity building in regards the freedom of contract.

When there is freedom of contract:

- It scrutinize a failed state in political analysis of a state that can't feed her population (agriculture)
- It scrutinize a failed state that can't stand independent (economy).
- It scrutinize a failed state with external interference (political matters).
- It scrutinize the failed state in respect of the public policy and fiscal federalism of the state.

DOCTRINE OF FORCE MAJEURE UNDER UAE LAW

Section 273 and 287 of the UAE norms and customs are the codified precepts of force majeure under UAE law:

Article 273.-

(1) In contract tightening the parties, the supervenes the performance of the agreement contrariety the corresponding duty shall withdraw, and the agreement shall be automatically be annulled.

(2) whilst the case of one-sided contrariety that particular part of the agreement which is not realistic might be put out, and in turn shall apply due time contrariety in continued agreement, and in those two it shall be allowed for the oblique to annul the agreement demonstrated that the obligee is so informed.

Article 287.-

if aftermath a dysfunctional state were macro-economies could not work it would occasion youth restiveness, separatism, disunity, instability and as matter of fact it has been the concomitants of failure of leadership. This in turn could lead to a lack of provision of legal acrobatic and amongst other.

IMPREVISION UNDER UAE LAW

The truth remains is that, if the imprevision under the UAE law must make progress, they must dissolve powers and if you want mentomspeak on specificity of devolution of powers and remove it from this nebulous realms and hanging garden of Babylon, I would say straightaway that I am of the same view that the fundamental objectives and directive principle of UAE policies in their constitution should be given a legal teeth, it becomes a high time where they should make justiceable.

"It is a legal, ideological and philosophical absurdity to rely on a constitution to which you seek to destroy or protect a right to destroy, to protect a right to destroy the same constitution! The constitution must inherently and naturally protect and defend itself by denying any person or agitator any right that is inimical to its existence.

So, the imprecision under the law, those agitating to divide the UAE under the imprecision law cannot seek the protection of the constitution; it will not avail them. They can only seek to actualized their demands outside the purview and protection of the 1999 constitution by whatever means that they deem fit "External Causes".

I see in this malodorous scripts the hand of Esau, though the voice of Jacob and this is certainly on eechewable socio-political asphyxia cascading into a Frankenstein monster that does not dignify the UAE under CORONAVIRUS and the makossa dance must stop forthwilt.
'Exceptional circumstances'

Their collective failure to discern the political undertones underpinning all the bitter and bloody civil, ethnic and militia rivalries in UAE discounts on our desire to bring an absolute halt or end to them.

Throughout the ages, the height of struggle for power is propagated through the tunnel of religious faith, an effective route into the heart of the masses whose hope is pinned in the Utopia of afterlife, having been seemingly disenfranchised from the good things of life (so they think). Nevertheless, let us not undermine the pestilential and insidious role of political contractors, carpetbaggers and mercenaries who have warned themselves to the power sanctum of the exceptional circumstance.

QUANTIFICATION OF DAMAGES AND LIQUIDATED DAMAGES

Do we think political theories and philosophical thoughts don't bring progress, what happened with the Enlightenment movement? Does the Scientific Revolution not owe much to the proceeding culture of philosophical sophistication?

Our comment shouldn't reflect the age-long Marxist suspicion that everything about politics and philosophy is for material gain of the rapacious elite and bourgeoisie, I think that's inaccurate history-telling.

Although, being in the sciences, particularly health sciences make my sympathy to lie towards the sciences too, however "influence" in this context is subjective and one needs to be careful about giving too much credit to the sciences ability to exist independently. I think of them as complementary and overlapping domains not independent contenders.

IMPACT

Since I am an apostle of the apothegm by The Bard of Avon, William Shakespeare, to the effect that what concerns us most, we lastly attend to, permit of me in the circumstance, to venture an opinion ab ovo, on some global Kantian categorical imperatives, hoping that we will learn utilitarian lessons therefrom. As sardonic, lugubrious and sepulchral the Covid discombobulation has become (and am in a state of lachrymoseism for all those that have

yielded and transited under its quietus jugular), the lessons inter alia that The Great Architect and Geometrician of the Universe is teaching humanity here, boils down to the unipolar and sacrosanct fact that “sceptre and crown shall tumble down and in the dust be equal made with poor crooked, scythe and spade.” In fact, the Covid incubus and succubus has pulverized the earlier assumptions that “when beggars die, there are no comets seen but heavens themselves blaze forth the death of princes.”

Indeed, princes and kings and every political, social and economic strongman the world over have bowed and submitted to the pandemic. It’s my sincere hope that political and economic strongmen all over the world and particularly in Africa and Nigeria are imbibing the necessary lessons which is the desideratum for a national rebirth on governance issues. But it does not appear to me that the spiritual lessons have been particularly impactful on our political leadership here in Nigeria against the backdrop of the way and manner they are still plying their asphyxiating prebendals. Need I say how democratically satiated I was when I watched with delight and glee how Uncle Sam cornucopiously and ebulliently showcased itself to the world as the bastion and bulwark of democracy?

True, former President Trump made the point that it’s not yet eureka for America when it comes to sit-tightism, political strongmanism and governance megalomania verging on monomania as is characteristic with Africa but Americans made the point in caboodle that their democratic institutions were resilient enough and have been sufficiently forged in the furnace of a democratic salamander to resist political strongmen.

What a political lesson again for Africa and Nigeria! I would asseverate from mountain Olympus that the triumph of American democracy over Trumpism was SUPERCALIFRAGILISTICEXPIALIDOCIOUS. Now to the elusive Pax Nigeriana of our dreams. A poetic and philosophical homo sapiens was once quoted as saying, “...See me lakayanalakaboy, shokolokobangoshe.... was the language of the white man to abuse the UAE colonial mentality and their lifestyle still sustains that abuse.” How very true.

I have bestirred and ensconced myself in my mystical and alchemical laboratory, preferring to engage on matters that redound and conduce to the evolution of my soul personality in this incarnation because Nigeria is fast becoming a damnosa hereditas-God forbid — peregrinating the trajectory of a FLOCCINAUCINIHIPIILIFICATION by the purposeless purposelessness, conscienceless consciencelessness and directionless directionless directionlessness of its largely supine, indolent, philistine, somnolent and rudderless political leadership.

How can we ever justify the sheer criminal lawlessness, arrant cost of education and living and deprecable brigandage openly perpetuated by pastoralists against farmers all over the country and with harum scarum bravado and recusant braggadocio? Farmlands are being daily ravaged, pillaged and farmers kidnapped and eviscerated by herders and yet the response of the coercive apparatus of state is one of Olympian aloofness, lackadaisical complacency and shilly-shally predilection?

In the midst of this seeming state of anomie, a state governor is regaling himself with incendiary rhetoric and verbally hurling combustible projectiles. And yet we are being told that these are no incipient signs of a failed state, especially when various geo-political zones and states now

have to resort to self-help? It is on public record now that the former Chief of Army Staff, General Tukur Buratai, pontificated only a few weeks ago that it would take an aeon to defeat Boko Haram and its dastardly activities in our country. So, what about the tales by moonlight from the arm's propagandic orifice that Boko Haram has since been militarily defenestrated?

CONCLUSION

Are they of this economic recession from the effect of CORONAVIRUS? For me, the answer is a very simple one and it can be found in how our ragged among the people and the proletariat and lumpen proletariat are interfacing with the day to day economy and not in the gobbledygook from the air-conditioned offices of official high priests. In the midst of all these security challenges, there has been a new outcry for state police. That appears very attractive, especially since the federal security agencies seem to have been overwhelmed by their constitutional duties. But I hold the view with a sense of deep reflection that state police at this point in time would tantamount to the apple of Hesperides. One federal Gordon medusa is still certainly better than adding another state gorgon medusas to it. His character, bridge-building capacity, ideological grasp of issues, sense of local, national and international dialectics and more will count heavily.

I assure you that God and the Cosmic giving the UAE life and health, they will be at the frontline of the political barricades for that struggle, for this country belongs to all of us. Permit of me the leader to retire back into the cocoon of their alchemical and mystical laboratory from whence their avuncular and patriotic concerns roused them with the sui generis privilege of feasting with you on very high and noble matters pertaining to our nation-state.

I hope that through this kind graces, their soulmates they eloquently spoke about will have the opportunity as usual of knowing that UAE need to dutifully respond to their patriotic summons.

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Enerji Güvenliđi Perspektifinden Azerbaycan'ın Enerji Stratejisi ve Bölgesel İşbirliğinin Önemi

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ÖZET

Çağdaş Dünyada hızla artan enerji ihtiyacı ülkeleri çeşitli kaynak arayışlarına yöneltmektedir. Ancak dünyada gelişmekte olan yenilenebilir enerji kaynakları enerji güvenliği sorununa çözüm olamamaktadır, bunun içinde ülkeler yeni tedarikçiler arayışındadır ve çeşitlendirmeye yöneltmektedir. Günümüz dünyasında Orta Doğu'dan sonra dünyanın en zengin enerji kaynaklarının bulunduğu ikinci bölge Hazar Havzasıdır . Hazar Havzasında bulunan zengin petrol ve doğal gaz kaynakları bu bölgede yerleşen devletleri 21.yüzyılın enerji üretiminde önemli hale getirmektedir. Bu amaçla Avrupa Birliği ülkeleri de Rusya Federasyonu dışındaki kaynaklara yönelmektedirler. Rusya Federasyonu topraklarını ve coğrafisini kullanmadan zengin enerji kaynaklarına ulaşmanın önemini çok iyi bilmektedirler. Bu çalışmada , Enerji Güvenliği Perspektifinden Azerbaycan'ın Enerji Stratejisi ve Bölgesel İşbirliğinin Önemi, Bölgesel Enerji Güvenliğinde ve Avrupa Birliği'nin enerji arz güvenliğinin sağlanmasında Azerbaycan'ın rolünü incelenmektedir.

Anahtar Kelimeler: Azerbaycan, Uluslararası Sistem, Enerji güvenliği, Petrol ve Doğal gaz, Enerji Politikaları, Boru Hatları, Hazar Havzası.

Energy Strategy of Azerbaijan from the Perspective of Energy Security and The Importance of Regional Cooperation

ABSTRACT

The rapidly increasing energy need in today's world leads countries to search for various resources. But developing renewable energy sources can't solve the energy security problem and lead countries to diversify their suppliers. Caspian Basin is considered to be the second richest energy resource region in the world after the Middle East. Caspian Basin seems as a focus point of energy production in 21th century with it's substantial oil and natural gas reserves. For this purpose, EU understands the importance of accessing resources outside Russia without using Russian territory. In the post-soviet space, the emergence of new independent states and their transformation into important actors of regional and global developments are examples of these changes. In this study, Azerbaijan's Energy Strategy and the Importance of Regional Cooperation from the Perspective of Energy Security, the role of Azerbaijan in the Regional Energy Security and the energy supply security of the European Union are examined.

Keywords: Azerbaijan, International System, Energy Security, Oil and Natural Gas, Energy Policies, Pipelines, Caspian Basin.

1.GİRİŞ

SSCB'nin çökmesiyle 1991 yılında bölgede yeni bir süreç yaşanmaya başlandı. İki bloklu bir yapıya dayanan dünya düzeni yıkıldı. Ekonomik ve politik bir nitelik taşıyan yeni dünya düzenin oluşumu gündeme geldi. Sovyetler Birliği'nin dağılması ve "Soğuk Savaş"ın sona ermesi uluslararası ilişkiler sistemde nicel ve niteliksel açıdan değişikliklerin yaşanmasına neden olmuştur. Enerji kaynaklarının kullanımı dünyada insanlık tarihi kadar eski bir olgudur. Geçmişten bu günümüze insanlık, enerjiyi ısınma, beslenme gibi temel ihtiyaçlarını gidermek için istifade etmiştir. Enerji endüstri faaliyetlerinde daha sonra aktif bir şekilde kullanıldı. Endüstri Devrimi' birlikte üretim sürecinde yaşanan büyük dönüşümler, enerjiyi ülkeler için en stratejik gereksinimlerden biri haline getirdi. Enerji insan yaşamının bütün alanlarında ihtiyaç duyulan en önemli faktörlerden biri haline geldi. Enerji faktörü dünyada hem enerji kaynakları zengini olan, hem de enerjiye kaynaklarına ihtiyaç duyan devletler tarafından enerji politikalarının belirlenmesinde kendini farklı bir şekilde ortaya koymaktadır. Dünyafa enerji kaynaklarının üretilmesi zorunlu olan bir faktör olmuştur. Devletlerin vatandaşlarının günlük ihtiyaçlarının karşılanmasında ve toplumun refah seviyesinin yükseltilmesinde göze çarpan bir etken olarak kendini göstermiştir. Soğuk Savaşın bittiği 90'lı yılların başından itibaren Azerbaycan Cumhuriyeti'nin etrafındaki gelişim ve dönüşümler, Azerbaycan'ın güvenlik konusunda daha hassas dengeler üzerinde seyreden bir strateji izlemesini gerektirmiştir. Çağdaş dünyada yeni dünya düzeni oluşmaktadır. Bunun için Azerbaycan Cumhuriyeti, üç nedenden dolayı dikkatleri üzerine çekmeye başlamıştır. 1.Azerbaycan Cumhuriyeti jeostratejik yönden Orta Asya ve Kuzey Kafkasya'ya giriş kapısı olması nedeniyle, 2. Orta Asya devletleri için Avrupa'ya geçiş noktası olması nedeniyle ve Azerbaycan Cumhuriyeti'nde çok büyük miktarlarda petrol ve doğal gaz rezervlerinin olması, bu faktörlere bağlı olarak da ciddi ekonomik potansiyele malik olması nedenidir. Azerbaycan'ın tarihi , jeopolitik konumu ve coğrafi önemi Güney Kafkasya'ya küresel ve bölgesel çapta ilginin artmasının da başlıca nedenlerinden biridir.

2. ENERJİ GÜVENLİĞİ

Enerjinin kullanımı dünyada insanlığın tarihi kadar eski bir olgudur. Geçmişten bu günümüze insanlık, enerjiden istifade etmiştir. Enerji endüstri faaliyetlerinde daha sonra aktif bir şekilde kullanıldı. Endüstri Devrimi' birlikte üretim -tüketim sürecinde yaşanan büyük dönüşümler, enerjiyi ülkeler için en stratejik gereksinimlerden biri haline getirdi. Yaşamımızın bütün alanlarında ihtiyaç duyulan en önemli faktörlerden biri haline geldi enerji. Enerji faktörü dünyada hem enerji kaynakları zengini olan, hem de enerjiye kaynaklarına ihtiyaç duyan devletler tarafından enerji politikalarının belirlenmesinde kendini farklı bir şekilde ortaya koymaktadır. Dünyafa enerji kaynaklarının üretilmesi zorunlu olan bir faktör olmuştur. Devletlerin vatandaşlarının günlük ihtiyaçlarının karşılanmasında ve toplumun refah seviyesinin yükseltilmesinde göze çarpan bir etken olarak kendini göstermiştir. Soğuk Savaşın bittiği 90'lı yılların başından itibaren Azerbaycan Cumhuriyeti'nin etrafındaki gelişim ve dönüşümler, Azerbaycan'ın güvenlik konusunda daha hassas dengeler üzerinde seyreden bir strateji izlemesini gerektirmiştir. Çağdaş dünyada yeni dünya düzeni oluşmaktadır. Bunun için Azerbaycan Cumhuriyeti, üç nedenden dolayı dikkatleri üzerine çekmeye başlamıştır. 1. Azerbaycan Cumhuriyeti jeostratejik yönden Orta Asya ve Kuzey Kafkasya'ya giriş kapısı

olması nedeniyle, 2. Orta Asya devletleri için Avrupa'ya geçiş noktası olması nedeniyle ve Azerbaycan Cumhuriyeti'nde çok büyük miktarlarda petrol ve doğal gaz rezervlerinin olması, bu faktöre bağlı olarak da ciddi ekonomik potansiyele malik olması nedenidir.

Güvenlik konusunda hassas dengeler enerji güvenliği üzerine çalışan bilim insanlarının ortak düşüncesi birinci düşüncesi olarak, enerji güvenliği kavramının tanımlanmasının çok zor olduğu düşüncesidir. Bu bakış açısı enerji güvenliğinin unsurlarını petrol arzı, talep merkezleri, jeopolitik ve piyasa yapıları olarak tanımlamaktadır (Çelikpala, 2014). Devletlerin enerji kaynaklarını verimli kullanılabilmesi bütün devletlerin ulusal güvenliğini temelden etkileyen bir faktörlerden biridir. (Yılmaz, 2009). Enerji güvenliği, devletlerin ulusal güvenliğinin yapısal unsurlarından biri olarak belirleyici bir yere ve role sahiptir.

Enerji güvenliğini günümüz dünyasında petrolün, doğal gazın kesintisiz bir şekilde akışının sağlanması ve çeşitlendirilmesi enerji güvenliği olarak tanımlamak yeterli olmamıştır ve değil. Temelde enerji güvenliği, enerjinin elde edildiği yani çıkarıldığı bölgelerden, makul bir fiyat üzerinden, kesintisiz bir şekilde ve yeterli miktarda alıcı olan devletlere sağlıklı bir şekilde ulaştırılmasıdır. Bu çerçevede, petrol boru hatlarının korunmasından, denizlerdeki petrol ve doğalgaz platformlarının korunmasına ve petrol ile doğalgaz taşıyan tankerlerin izledikleri rotaların güvenliğinden, depolama tesislerinin korunmasına kadar geniş bir alanda, çok boyutlu ve kapsamlı bir tanım üzerinde her zaman durulmaktadır. Enerji güvenliği konusu böylece bütün boyutlarıyla 21. yüzyılın öncelikli konusu haline gelmiştir gelmeye devam etmektedir (Kocaman, 2018 : 155).

Güvenlik konusu dünyanın politikasına son yıllarda damgasını vurmuştur. 1648 yılında yapılmış olan Westphalia Barışı'ndan bu yana güvenlik kavramı dünya siyaseti kadar ekonomisi, insani ve devletlerarası ilişkileri açısından çok önemli bir anlam ve içeriğe sahip olmuştur. Amerikalı siyasetbilimci ve düşünür Henry Kissinger'in bin sayfa bulan "Diplomasi" eserinde güvenlik kavramına ve onun uluslararası siyasetteki yerine önemli bir yer ayrılmasına şaşırılmaması gerekir ve son derece önemlidir.. Henry Kissinger kitabında dünya siyasetçilerini bu tanımdan kurtulmaya seslemiştir ve güvenlik kavramını politik bir hedef olarak benimsemediğini iddia ettiği öne süren ABD'nin de siyaseten "güvenlik" anlayışının dışında kaldığını savunmakta zorlandığını itiraf etmiştir (<http://newtimes.az/tr/views/6052>). .

3. AZERBAIJAN'IN ENERJİ STRATEJİSİ

Azerbaycan Cumhuriyetinin bölgesel enerji güvenliğinde etkin bir devlet konumuna gelmesi çok yeni bir hadisedir. 2011 yılında Avrupa Birliği ve Azerbaycan arasında enerji siyaseti kapsamında ilk anlaşma yapılmıştır. Dünyanın enerji tüketiminde Avrupa Birliği (AB) önemli bir yer tutmakta devam etmektedir. Avrupa Birliği dünyada endüstri üretiminin 4/1 oranından çoğunu karşılayan çok önemli enerji kaynaklarına her zaman ihtiyacı vardır. (<http://newtimes.az/tr/views/6052>).

Azerbaycan'ın enerji sektörü gelişiminin dönüm noktası olarak kabul edilen gelişme, kısaca Asrın Anlaşması olarak anılan anlaşmadır. 20 Eylül 1994'te Gülistan Sarayı'nda tarihi bir törenle Hazar Denizi'nin Azerbaycan Sektöründeki Azeri ve Çıracık Yatakları ile Güneşli Yatağının Derin Deniz Kısmının Ortak İşlenmesi ve Üretim Paylaşımı Hakkında Anlaşma

imzalanmıştır. Taraflar arasında üç yıl süren görüşmeler yapılmıştır ve 12 Aralık 1994'te bu anlaşmanın yürürlüğe girmiştir (Azerbaycan Respublikası Prezidentinin Katibliyi, 2007: 7). Bu konsorsiyumda 7.4 milyar dolarlık Azerbaycan Cumhuriyeti de dahil yedi ülkeden (Azerbaycan, ABD, Birleşik Krallık, Rusya, Türkiye, Norveç, Suudi Arabistan) 11 petrol şirketi yer almıştır (AMOCO, BP, McDermott, UNOCAL, SOCAR, Lukoil, Statoil, TPAO, Pennzoil, Ramco, Delta) (Şahin ve Hasanoglu, 2018: 216).

Azerbaycan Cumhuriyeti'nin enerji stratejisinin en temel dinamikleri ve temel ilkeleri 20 Eylül 1994 tarihinde imzalanan "Asrın Anlaşması" (Əsrin Müqaviləsi) adlı senette açıkça yazılmıştır. "Asrın Anlaşması" bağımsızlık sonrası Azerbaycan tarihinde önemli bir yer tutmaktadır ve aynı zamanda yeni enerji stratejisine doğru atılmış olan önemli bir ilk adımlardan biri olarak tarihe geçmiştir. Bu anlaşmanın en önemli sonuçlarından birisi, Azerbaycan petrolünün dünya pazarlarında tanınması olmuştur (https://insamer.com/tr/azerbaycan-enerji-politikalari-ve-turkiye-ile-is-birligi_430.html).

Azerbaycan Cumhuriyeti'nin enerji politikası, stratejisi, dünyada mevcut olan enerji taşımacılığındaki güzergâhların çeşitliliği üzere oluşturulmaktadır. Bu çeşitlendirme stratejisinin uygulanabilirliği hem ekonomik hem de politik açıdan Azerbaycan Cumhuriyeti'ne önemli avantajlar sağlamaktadır.

Azerbaycan'da son yıllarda, ekonominin sürdürülebilir kalkınması için doğal kaynakların verimli kullanımının önemi konusunda daha derin bir anlayış ortaya çıkmıştır. Azerbaycan'ın bu yöndeki ana ortağı Avrupa Birliği'dir. İstatistiklere göre Azerbaycan'da diğer Doğu Ortaklığı ülkelerinde olduğu gibi bir birim mal veya hizmetin üretim sürecindeki enerji tüketimi Avrupa Birliği'nden daha fazladır. Azerbaycan Cumhuriyeti Devlet İstatistik Komitesi'nin verilerine bakarsak, 2010 yılında ülkenin enerji iletim sistemindeki kayıpların toplam üretimin %3,8'ini ve dağıtım sisteminde - %16,6'sını oluşturduğunu görebiliriz. Bununla birlikte, 2017 yılında iletim sistemindeki kayıplar %1,6'ya ve dağıtım sistemindeki kayıplar -%7,6'ya düşü. 2016 Stratejik Yol Haritasına göre Azerbaycan, 2020 yılına kadar kayıp seviyesini Bakü'de %7'ye ve bölgelerde %8'e düşürmeyi hedefliyor. Dolayısıyla gelişmiş ülkelerde ortalama kayıp %5-6'dır (www.euneighbours.eu).

Azerbaycan enerji stratejisinin temelleri 3 ana başlık ile öngörülmektedir. Birinci olarak, enerji kaynaklarının işletilmesi, ikinci olarak, enerji pazarlarına ulaşımı ve üçüncü olarak, pazarlamasıdır. Bu çerçevede enerji kaynaklarının işletilebilir hale getirilmesi ve işletilmesi için dünyanın çok önemli petrol devi şirketlerle önemli anlaşmalar yapılmıştır ve petrol ihtiyacı olan ülkeler bu anlaşmaların esas garantörü olmuştur. Enerji piyasalarına ulaşım konusunda Rusya ve Türkiye önemli bir misyon üstlenmiştir ve Yeni Dünya Düzenindeki yeni politikaları çerçevesinde enerji ticareti yapabilir bir konuma gelmiş bulunmaktadır. Uluslararası enerji pazarlarına ulaşım konusunda da Rusya ve Türkiye arasında bir denge sağlanmıştır; erken petrol Rusya, asıl kaynak ise Bakü-Tiflis-Ceyhan Boru Hattı ile pazarlara ulaştırılmıştır. Bakü-Tiflis-Erzurum Doğal Gaz Boru Hattı ile de doğal gaz dünya pazarlarına ulaştırılmış ve yeni projeler devam etmektedir. Rusya Sovyetler Birliği döneminden kalan boru hatlarını kullanarak, Türkiye ise uluslararası destek ile Bakü-Tiflis-Ceyhan Petrol ve Bakü-Tiflis-Erzurum Doğal Gaz hatları ile Azerbaycan'ın petrol ve doğal gazını uluslararası pazarlara ulaştırmada etkin rol almıştır (Yılmaz, 2015).

İki stratejik ve kardeş olan devletler arasında tüm alanlarda ilişkilerin dinamik bir biçimde gelişmesinin kanıtı olan küresel ekonomik projeler - BTC petrol, BTE doğalgaz ve BTK demiryolu projeleri bölgede barışın, güvenliğin ve işbirliğinin sağlanmasına katkı sağlamanın yanı sıra, iki ülke halkının yakınlaşması bakımından da fayda sağlamaktadır (Hasanoğlu ve Memmedov, 2019).

Azerbaycan'ın Türkiye Cumhuriyeti ile birlikte yürüttüğü enerji diplomasisinin, stratejisinin bir ayağını Azerbaycan ve Hazar havzası petrol ve doğal gazını dünya pazarlarına ulaştıracak boru hatlarının yapımı ve güzergahının belirlenmesi oluşturuyor. Azerbaycan Cumhuriyeti ve Türkiye Cumhuriyeti bu yönde 1993 yılında ortak çalışmaya başlamışlar. Çok yoğun bir diplomatik mücadele sonucunda günümüzde dünya enerji güvenliği açısından çok önemli olan ve vazgeçilmez sayılan BTC, BTE, TANAP gibi projelerin gerçekleşmiştir. 9 Mart 1993 yılında Azerbaycan Cumhuriyeti ile Türkiye Cumhuriyeti arasında Azerbaycan petrollerinin dünya pazarlarına taşınmasını sağlayacak boru hattı güzergahının belirlenmesi ile bağlı görüşmeler yapılmıştır. Bu görüşmeler zamanı Azerbaycan Cumhuriyeti ile Türkiye Cumhuriyeti yapılacak petrol kemerinin Türkiye'den geçmesi yönünde mütabakat sağlanmıştır (Tağiyev, 2013:33).

Azerbaycan, Türkiye ve Gürcistan Hazar havzasında bulunan enerji kaynakları ile Avrupa ve Akdeniz bölgesinde bulunan devletlerin enerji ihtiyaçlarını karşılayan çok önemli üç dost devletlerdir. Bakü-Tiflis-Ceyhan petrol boru hattı ve Bakü - Tiflis - Erzurum boru hattı, TAP ve TANAP projeleri ile bugün Avrupa ve diğer uluslararası pazarlara Azerbaycan ve Orta Asya'nın petrol ve doğal gazını ulaştırmaktadır. Bu önemli projeler Azerbaycan, Gürcistan ve Türkiye'nin kalkınması ve refahına hizmet etmiştir, etmektedir ve bölgenin güvenliğini sağlamada çok önemli görevi üstlenmişlerdir.

TANAP Projesi, Hazar Denizi'nin Azerbaycan sektöründeki Şah Deniz-2 sahasından ve Hazar Denizi'nin diğer bölgelerinden doğal gazın Türkiye'ye ve dolayısıyla bu ülkeden Avrupa'ya taşınmasını öngörmektedir. TANAP, Güney Kafkasya Boru Hattı (SCP) ve Güney Gaz Koridoru'nun bir parçası olan Trans-Adriyatik Boru Hattı'nın (TAP) ortak projesidir. Türkiye'nin Gürcistan sınırında bulunan TANAP, Ardahan, Kars, Erzurum, Erzincan, Bayburt, Gümüşkhana, Giresun, Sivas, Yozgat, Kırshahar, Kırıkkale, Ankara, Eskişehir, Bilecik, Kütahya, Bursa'nın Posof ilçesine bağlı Türkgözü köyünden başlıyor. Edirne'nin İpsala bölgesi de dahil olmak üzere 20 ilden geçmektedir (<https://www.socarmidstream.az/az/project/tanap/#overview>).

Azerbaycan'ın Yeni Petrol Stratejisi"ndeki önemli konulardan biri de enerji kaynaklarının dünya pazarına ulaşım yollarıydı. Ulusal lider Haydar Aliyev'in petrol stratejisinin bileşenlerinden biri de petrol yollarına alternatif oluşturmaktı. Petrol yollarının çeşitlendirilmesi sadece Azerbaycan'ın herhangi bir devlete ekonomik bağımlılığına son vermekle kalmıyor, aynı zamanda ülkemizin ulusal çıkarlarını da karşılıyor. Şu anda Azerbaycan'ın enerji kaynakları çeşitli yollarla dünya pazarına ihraç edilmektedir. Bunlar Bakü-Novorossiysk, Bakü-Supsa, Bakü-Tiflis-Ceyhan petrol boru hatları ile Güney Kafkasya Boru Hattı, Güney Kafkasya Boru Hattı, TANAP (Trans-Anadolu Doğal Gaz Boru Hattı) ve TAP (Trans Adriyatik Boru Hattı) gaz boru hatlarıdır.

Yeni Enerji Stratejisi" doğrultusunda Azerbaycan'ın enerji potansiyelini dünya pazarlarına kazandırmak için birçok başarılı projeye imza atılmıştır.Zengin hidrokarbon kaynakları sayesinde enerji güvenliğini şimdiden tam anlamıyla sağlayan ülkemiz, Avrupa'nın kalkınmasına önemli katkılarda bulunmaktadır. Uzun yıllar enerji güvenliği.Günümüzde uygulanan enerji kaynaklarının doğru ulaşım stratejisi sonucunda Cumhuriyetimiz dünya enerji piyasasındaki rolünü önemli ölçüde güçlendirmiştir (<https://azerbaijan.az/related-information/133>).

Azerbaycan ile Türkiye arasında TANAP-Trans-Anadolu doğalgaz boru hattı konusunda 2012 yılında imzalanan anlaşma, Güney Gaz Koridoru'nun uygulanmasına güçlü bir ivme kazandırdı. 2012 yılında Türkiye ve Azerbaycan'ın siyasi liderliğinin kararlılığı sonucunda Trans Anadolu Boru Hattı'nın inşası konusunda anlaşmaya varıldı. TANAP projesinin onaylanmasının ardından, Trans-Adriyatik Boru Hattı (TAP) ana ihracat rotası olarak seçilmiştir ve Güney Gaz Koridoru'nun hatları zaten görünür durumdadır . TANAP, Azerbaycan, ardından Gürcistan, ardından Türkiye Gürcistan sınırındaki Ardahan'ın Pasof ilçesine bağlı Türkgözü köyünden başlayan boru hattı, Edirne'nin İpsala ilçesindeki Avrupa ülkelerine doğalgaz taşıyacak olan TAP'a bağlanıyor. (<https://fed.az/az/makro>).

Güney Gaz Koridoru'nun uygulanmasına katılan ülkeler:

1.Azerbaycan, 2.Gürcistan, 3.Türkiye, 4.Bulgaristan, 5.Yunanistan, 6.Arnavutluk, 7.İtalya.

Azerbaycan, Avrupa'nın güvenlik şemsiyesinin temel direklerinden biridir. Bu tarihi olay bağlamında, Avrasya'nın enerji haritasının zenginleştirilmesine temel bir stratejik katkı sağlayan Azerbaycan'ın Avrupa'nın enerji güvenliğini sağlamadaki rolünün artacağını belirtebiliriz. Bu öncelikle Azerbaycan'ın pragmatik enerji politikasından, diğer yandan da ülkemizle etkin işbirliği bağlamında yeni işbirliği platformlarının oluşmasından kaynaklanmaktadır. Güney Gaz Koridoru Danışma Konseyi bünyesinde yapılan bakanlar toplantısında bu noktalara değinen Cumhurbaşkanı İlham Aliyev, “Enerji kaynaklarının çeşitlendirilmesi şu anda uluslararası kuruluşların ana arenasında tartışılıyor. Azerbaycan çeşitlendirmede rol oynuyor. Çeşitlendirme dediğimizde sadece rotaları değil kaynakları da çeşitlendirmekten bahsediyoruz. Rotaları çeşitlendirmek de önemli ama kaynak aynı olunca durum pek değişmiyor. Kaynakları çeşitlendirmek önemlidir. Bu durumda Hazar Denizi'nden gelen gaz - Azerbaycan gazı - önümüzdeki yıllarda Avrupalı tüketiciler için tek yeni gaz kaynağı olacaktır (<http://www.yeniazerbaycan.com>).

Genel olarak, bölgesel ve uluslararası güvenliğe önemli katkılar sağlayan Azerbaycan ile enerji ortaklığı, önemli stratejik kazançlar vaat ediyor ve çok yönlü bir ortaklık açısından oldukça değerli. Çünkü Azerbaycan'ın pragmatik enerji politikası, bölgesel ve küresel düzeyde enerji güvenliğine özel önem veren önde gelen ülkeler için önemlidir. Öte yandan, Azerbaycan'ın dengeli dış politika stratejisi, bölgenin siyasi ve ekonomik yanı sıra enerji güvenliğinin sağlanmasına da doğrudan katkı sağlamaktadır. Bugün dünyanın önde gelen devlet ve kuruluşlarının Azerbaycan'ı Güney Kafkasya'nın güvenliğinin garantörü ve kalkınmasının kaynağı olarak adlandırması tesadüf değildir. Böylece dünya toplumu Azerbaycan'ın siyasi önemini takdir etmekte, Güney Kafkasya ve Hazar bölgesinde enerji güvenliği alanında paha biçilmez bir ortak olarak ülkemizin büyük değerini kabul etmektedir. "Hazar Petrol ve Gaz-

2017" XXVI Uluslararası Sergi ve Konferansı'nda ifade edilen görüşler bunu söylemek için temel oluşturmaktadır (<http://yap.org.az>).

Bugün Azerbaycan Cumhuriyeti, zengin enerji kaynaklarının verimli kullanımı ile uluslararası düzeyde enerji güvenliğinin sağlanmasında kilit oyuncularından biri haline gelmiştir. Ulusal çıkarlar doğrultusunda izlenen pragmatik politikanın bir sonucu olarak ülkemiz, bölgesel ölçekte ve küresel öneme sahip ulusötesi projelerde merkezi bir oyuncudur. Bugün bölgede Azerbaycan'ın katılımı olmadan hiçbir projenin uygulanmaması tesadüf değildir. Azerbaycan'ın enerji politikası bölgede güvenliğin güçlendirilmesinde stratejik bir faktördür. Karşılıklı yatırımların artması, yeni işbirliği platformlarının devreye girmesi, enerji kaynaklarının, hidrokarbon kaynaklarının uygun ve güvenli güzergahlarda taşınması, bölgesel düzeyde mevcut işbirliğinin verimli sonuçlarıdır (<http://yap.org.az>).

Bölgede zengin petrol ve gaz kaynaklarına sahip bir ülke olan Azerbaycan, hem bölgesel hem de uluslararası düzeyde enerji güvenliğinin sağlanmasında önemli bir rol oynamaktadır. 1990'ların ortalarında dünyanın önde gelen enerji şirketleriyle stratejik öneme sahip, ileriye dönük petrol sözleşmeleri imzalayan Azerbaycan, petrol ve gaz kaynaklarının dış pazarlara taşınmasında ulusal çıkarlara dayalı stratejik bir çizgi izliyor. Bu hat, herhangi bir güzergaha bağlı olmayıp, enerji kaynaklarının taşınması için birden fazla güzergah bulunması esasına dayanmaktadır. Bölgenin enerji kaynaklarının çeşitlendirilmiş ulaşım yolları, hem Azerbaycan'ın hem de Azerbaycan petrol ve gazının büyük alıcılarının yanı sıra bir bütün olarak Avrupa kıtasının çıkarlarını karşılamaktadır (https://www.azerbaijans.com/content_1030_az.html).

Azerbaycan'ın enerji politikası bölgede güvenliğin güçlendirilmesinde stratejik ve önemli bir faktördür. Karşılıklı yatırımların artması, yeni işbirliği platformlarının devreye girmesi, enerji kaynaklarının ve hidrokarbon kaynaklarının uygun ve güvenli güzergahlardan taşınması, bölgesel düzeyde mevcut işbirliğinin etkili sonuçlarıdır.

4. SONUÇ

Azerbaycan Cumhuriyeti enerji güvenliği üzerindeki rolünü çok önemli ölçüde gerçekleştirebilmiştir. Azerbaycan'da enerji güvenliği için gerekli olan tüm koşullar hâlihazırda mevcuttur. Azerbaycan'ın bölgesel ve küresel enerji güvenliği konusunda etkin bir devlet konumuna gelmesi çok yeni bir olgudur. Azerbaycan'ın zengin enerji kaynakları onun ekonomik potansiyelini güçlendirmektedir ve bölgesel işbirliğinde çok önemli bir rol oynamasına neden olmuştur.

Dünya mevcut olan ülkelerin enerji ihtiyaçları her yıl daha da artmaktadır. Amerika Birleşik Devletleri dünyanın en büyük enerji tüketicisidir. Avrupa Birliği ülkeleri, ABD'den sonra dünyada en büyük 2-ci enerji tüketicisidir. Avrupa ülkeleri iç kaynakları yeterli olmadığından dolayı ihtiyaçlarını karşılamak için petrol ve doğal gaz boru hatları ile ve petrol ve sıvı gaz olarak tankerlerle diğer ülkelerden ithal ediyorlar. Avrupa ülkelerinin enerji ihtiyaçlarını karşılayan en önemli ülkelerden biri ise Rusya'dır. Rusya Federasyonu da, ülkenin enerji kaynaklarını dış politika alanında bir araç olarak kullanmaya çalışıyor.

Azerbaycan Cumhuriyeti , Orta Doğu ve Hazar Havzası olmak üzere, dünyada mevcut olan doğal gaz kaynaklarının yaklaşık 72%'inin ve ispat edilmiş petrol kaynaklarının yaklaşık 73%'inin bulunduğu bölgede varlığını sürdürmektedir. Avrupa'nın enerji güvenliği açısından Azerbaycan'ın genel olarak iki önemli özellikleri bulunmaktadır. Bunlardan birincisi Azerbaycan'ın petrol ve doğalgaz kaynakları bakımından zengin bir ülke olması, bir diğeri ise Avrupa Birliği'nin en büyük enerji teminatçısı olan Rusya ile ilişkilerinin bozulması ve Azerbaycanın hem kendi kaynakları sayesinde hem de strateji yerleşim alanı sayesinde Orta asyadan gelebilecek enerjiye köprü olabilecek durumda olmasından dolayı bu asılılığı giderebilecek potansiyelinin bulunması.

Azerbaycan, Türkiye ve Gürcistan Hazar havzasında bulunan enerji kaynakları ile Avrupa ve Akdeniz bölgesinde bulunan ülkelerin enerji ihtiyaçlarını karşılayan çok önemli üç dost devletlerdir. Bakü-Tiflis-Ceyhan petrol boru hattı ve Bakü - Tiflis - Erzurum boru hattı, TAP ve TANAP projeleri ile bugün Avrupa ve diğer uluslararası pazarlara Azerbaycan ve Orta Asya'nın petrol ve doğal gazını ulaştırmaktadır. Bu önemli projeler Azerbaycan, Gürcistan ve Türkiye'nin kalkınması ve refahına hizmet etmiştir, etmektedir ve bölgenin güvenliğini sağlamada çok önemli görevi üstlenmiştir.

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Communication and Utility of Scientific Knowledge in Social and Human Sciences

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ABSTRACT

This paper examines the triad that make up the social communication of science, mobile science, and "politicized" science in the Latin-American context, to find common ground and differences and establish possible roles and practices of university researchers in terms of communication paradigms. science, mobile science and politicized science and their alternatives for social action related to the construction, publication and utility of scientific knowledge.

In addition, it was sought to describe and examine the practice of these research groups in terms of informative, communicative and social use of knowledge cultures linked to the social communication of science, mobile science, and "politicized" science.

The purpose that started this project was to search for contextual action frameworks and possible roles and actions of researchers in the promotion and commitment to scientific knowledge and its communicative deployment. It describes what happens in the research in social and human sciences in the Faculty of Human Sciences of the Universidad Nacional de San Luis, using for this, a qualitative questionnaire proposed to key informants, such as the Directors and Co-directors of Projects of Social and Human Sciences in the Universidad Nacional de San Luis, Argentina.

The concepts referring to the communication of science, mobile science and politicized science have agreements and disagreements, although they advocate different alternatives for social action referring to the construction, dissemination, communication, publication and subsequent action of scientific knowledge in context.

Universities create a great deal of knowledge, but only a fraction of it is mobilized in a shared and utilized way. This lack of knowledge sharing is contributing to a gap between research, policy and practice, hampering social innovation and slowing progress.

Keywords: Communication; Social Science; Scientific Knowledge

1.INTRODUCTION

This paper examines the relations between the social communication of science, mobile science, and "politicized" science in the Latin-American context, to find common ground and differences and establish possible roles and practices of university researchers in terms of communication paradigms. science, mobile science and politicized science and their alternatives for social action related to the construction, publication and utility of scientific knowledge.

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The purpose that started this project was to search for contextual action frameworks and possible roles and actions of researchers in the promotion and commitment to scientific knowledge and its communicative deployment.

There are suspicions that researchers and university centers do not have sufficient communication and interaction with the societies that support them. Society does not know what research centers and universities do and they do not promote the knowledge produced towards it. In this regard, in the book "La Universidad Nacional de San Luis en Prospectiva" (2010) has stated that "communication with the media, the educational community as a whole observes an important deficit, since it is expressed that the community ignores the strengths of the UNSL due to the fact that what is not communicated or disseminated properly it is done in it" (Trocello, Pedranzani and other authors, 2010, p.106).

On the other hand, the UNSL Self-Assessment Report (2014) highlights that one of the aspects that most attracts attention in the differentiation of faculties is the implicit policy of disclosure of research results. While the exact and natural sciences faculties opt, almost exclusively, for publication in international English-language journals, the social and human sciences faculties disseminate their results in their own magazines. The report points out the convenience of establishing a differentiated publication policy from the university, for exact and natural sciences and for social and human sciences, aligned with the characteristics and specific objects of both.

However, beyond the characteristics and objects that the various sciences suppose, there are in all of them, serious and prestigious publications, "online" or digitized from Argentina and international publications to which teacher-researchers can send their contributions and submit to the rules and scrutiny that the scientific publication has. These online publications are maintained with great effort and dedication of university professors and sometimes it can be noticed in them, a lack of human and economic resources of their faculties or rectorships, compared to the specialized task of publishing scientific writings periodically.

It is precisely the development of the social and human sciences, technological innovation and social transformations, which have occurred vertiginously and have made possible the passage from an industrial society to a knowledge society, progressively moving from the analog to the digital face.

1.1 RESEARCH AND PROJECTS

The Universidad Nacional de San Luis and its faculties have a long and prolific tradition in scientific research since its inception. In the case of the Faculty of Human Sciences, the participation of research groups has been notable in the last ten years. The following table brings together in a 2019-2020 timeline the Consolidated Research Projects (PROICO) and the Promoted Research Projects (PROIPRO) that were developed within the Faculty of Human Sciences at UNSL.

Table 1 Research Projects in the FCH of the UNSL 2009-2020

Year	Number of Projects
2009	40
2010	40
2011	44
2012	44
2013	27
2014	30
2015	30
2016	36
2017	39
2018	39
2019	41
2020	36

The difference in the number of projects from 2012 to 2013 can be explained in the new organization suffered by the Faculty of Human Sciences, when the career of Psychology was separated and it constituted its own faculty. As the career migrated, research projects related to psychology topics also migrated.

1.2 COMMUNICATION AND SCIENCE

This inquiry provides answers to the following questions. In the first place, we ask ourselves the question of knowing what they believe is the role and social action of research professors in the social communication of knowledge in the field of social and human sciences. This analysis is proposed within the scope of the FCH of the Universidad Nacional de San Luis and seeks to obtain information through a qualitative questionnaire to key informants.

Second, we seek to describe the most common practices for promoting and disseminating scientific knowledge. Third, within the framework of the Faculty of Human Sciences of the UNSL, based on the practices of promotion and dissemination of scientific knowledge, we ask

ourselves what connections exist between what is known as social communication of science and mobile science in the framework of social and human sciences at UNSL?

It was also sought to know, if these proposed categories are present with the analysis of the interviews that were carried out with some of the Directors of the Research Project in Social and Human Sciences of the FCH, UNSL, and fourthly, we will try to reflect on what possibilities, encounters and criticisms grants and can provide the category of politicized social science (Naidorf and Perrota, 2015), in light of the expressions found in the context of the social and human sciences at the FCH, National University of San Luis, in the period 2009-2019.

The point of view that we intend to incorporate in this work is not the general claim of university extension or transfer, understood as that the university is going to seek the community and extend itself to it, offering it some good that it believes that people need. . The idea that encourages this effort - Knowledge Mobilization - is to promote an idea of relations of equality between the university and the community and its actors, an interaction that must be recreated in the heat of collaborative work, where none of the actors "impose" on the other, certain conditions. It is a beneficial partnership for both partners in the achievement of common projects. The community contributing to the university (beyond taxes and regulations) and the university recognizing its "local" place, its history and belonging to a community in transformation.

2.SOCIAL COMMUNICATION OF SCIENCE

The social communication of science brings together informative practices related to scientific journalism and the dissemination of science. Alcibar (2015) understands the Public Communication of Science and Technology (CPCT) as an umbrella notion, that is, a concept that covers a myriad of activities related to science and technology in society.

The SCS has become a communicative specialization that promotes the dissemination and promotion of the scientific work of research centers and universities towards society.

Scientific communication research matures as an academic field and as such has increased the number of scientific communication articles in academic journals significantly during the last four decades, especially research studies, and particularly in the last 15 years. The number of countries and institutions that contribute articles has increased, characterizing "Social Communication of Science" as pluralistic in its research as well as in practice. The mix of institutions, techniques and disciplines contributes to its diverse status, although the absence of a clear theoretical framework can be perceived (Gerber, 2020).

3.MOBILE SCIENCE

One of these terms is what is known today as knowledge mobilization, proposed at the beginning of this century by the Social Sciences and Humanities Research Council in Canada (SSHRC) and conceived as a way to allow the flow of researched knowledge, both within the

academic world and between academic researchers and the broader community. Despite academic efforts, the term as such has found wide acceptance in universities and academic institutes, not only in North America but also in the United Kingdom. There is not yet a single interpretation of it shared by the different users, specifically with regard to the meaning of the concept of mobilization.

The authors speak of "science" in general and propose that it is necessary to have the production of a type of knowledge ready for action and establishes an additional function of the researcher by having to find ways that link the production of knowledge with the use of knowledge. same by society. It is about knowledge "mobilizing" towards citizens and interacting with them. For this, it is necessary to create channels of relations and communication with society and the social knowledge produced in universities must be ready to be used by citizens.

In Thinking about Knowledge Mobilization, canadian author Levin (2011) broadly defines knowledge mobilization as the relationship between research and practice, justifying the use of the term given mobilization. the multi-dimensional, long-term and often political nature of the work being performed. The concept of knowledge mobilization also accounts for the actions projected towards promoting the use of research results and their usability by the groups or communities to whom it is addressed. These university practices are currently common in different Canadian universities.

4.POLITICIZED SOCIAL SCIENCE

Politicized social science is a concept that Naidorf and Perrota (2015) have begun to develop in Argentina, who investigate the possible actions that researchers could find to link the production of knowledge with the various groups or communities that could know it and use it.

These formulations about politicized science are taken by Naidorf (2001) from the postulates of Oscar Varsavsky's Latin American thought. Criticisms pointed to what Varsavsky called scientism, characterized as a way of doing science unrelated to politics and, ultimately, society, and which leads him to define politicized science as that linked to social commitment and willing to methodologically review the parameters that are part of the scientific building in terms of social change. In the already famous work of him Science, Politics and Scientism, published in 1969, Oscar Varsavsky started a great controversy around the subject of scientific research and university in Argentina. A debate still unfinished, and not lacking in topicality.

5.CONCLUSION

When the professors and researchers were consulted about four possible alternatives on supporting the promotion of scientific publications or dissemination within the university, they considered that they believe that 74.1% of the stimuli for their realization may come from other organizations outside the faculty and the university, although they expressed that "it should be like this", "digital scientific publications lack support in general", "there is little support in the promotion of scientific or popular journals" and "there is no support in general". The communication strategy of the contributions and developments of the project is fundamentally

a scientific and epistemological (70.4%) political decision (c) and secondly - a scientific and political decision - option (b) with 25.9%.

When asked about the nature of the publications, that is, if the writing and presentation of articles or drafts was individual, collective or joint, the surveyed group answered, in a majority, 63% that the publication projects were group and individual, that they were group in 33.3% and individual 14.8%.

Regarding the question to the researchers, how did they consider that the knowledge produced in the universities with public funds could have a social use in the community where the university belongs. The responses indicated a great predisposition of the teaching-researchers of the FCH of the UNSL to link the fruit of their research with the community, especially with the identification of organizations and collaborative activities and with the publication of publications aimed at a non-public university and general.

Regarding the existence of links with the desired or desired community of the research projects, the responses indicate that 63% would like to have a good link and 33% of the projects would like to have a strong link. Research groups are expected to have a strong and good relationship with the community where the university is inserted.

Regarding the possibilities of working with the community, the groups stated that it is a possible alternative in 88.9% and that perhaps it is possible in 11.1%, which indicates that all projects can work together with the community. Subsequently, it is clarified that in some cases the nature of the link may depend on the disciplines depends on what the project addresses, constant interaction is perceived as beneficial for the project and the community and specific activities (such as workshops) that a project develops with clear wishes to do it with the community.

Finally, a majority of the projects (92%) indicated that there should be training or postgraduate courses on science communication and knowledge mobilization to make the establishment of links with the community on an equal footing possible and more effective.

From the responses to the surveys, we infer that the link between the FCH research projects with the community is currently weak, although the teachers express their desire to have greater links and that training or updates in this matter that illuminate aspects are desirable. alternatives for the production of knowledge and its social use. The provision of social use of knowledge transcends the activities of dissemination and social communication of science. The production of informative publications by the faculties or universities could be taken as part of the extension activities. In other words, the university tells the community, the citizens, part of what it does with public funds. Although this happens in some cases, the paradigm of the social use of knowledge is deeper and more encompassing.

However, in our crisis contexts, we would need a science that interacts with the community in an equal relationship creating new synergies. A university science that makes the concepts and results reached by researchers known to the community, but that invites it to participate in the participation scenarios as an actor on an equal footing, since this community is the last beneficiary of the processes and products of science.

Research projects often feel pressure from the evaluating bodies in which the Argentine science system is organized, which often forgets citizens as relevant actors.

It is a challenge for the university to implement and develop a new strategy that promotes the mobilization of knowledge, taking as actions the promotion and facilitation of the use of research among the users of knowledge, they are the stakeholders: decision makers, responsible

for formulating policies, professionals, community members, patents, etc. This paradigm encompasses a wide range of activities related to the production and use of knowledge generated from research, such as the synthesis, dissemination and also co-creation of knowledge by researchers and users of knowledge that is conceived as an integrated knowledge mobilization.

The level of interactions between researchers and knowledge users (community) during the “knowledge mobilization” process varies in complexity and intensity depending on the nature of the research, the results and the needs of the knowledge users, which excludes marketing. A Knowledge Mobilization strategy is aimed at increasing the effectiveness and impact of your research efforts and to plan a strategy, questions such as: what, why, who, how and when will be evaluated in terms of objectives and indicators are sensitive.

5.1 OTHER CONCLUSIONS

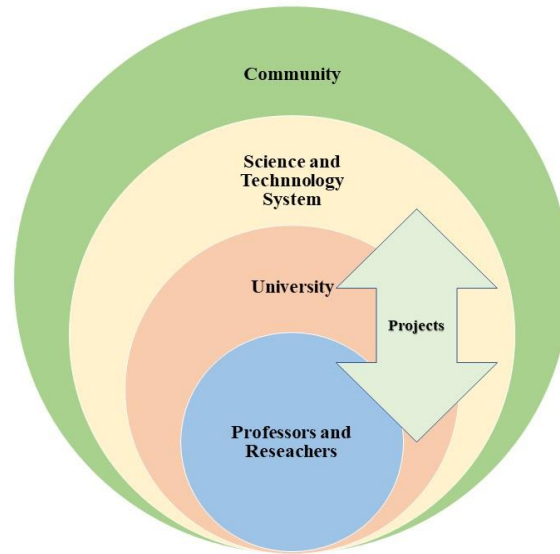
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Basically, the research professors produce papers - drafts - articles to be consumed by other academics, within the framework of a system of organization of science and merits, already established by scientific organizations such as CONICET, in the Argentine case. On the other hand, publications of general dissemination dedicated to citizens tend not to be evaluated by these organisms nor do they serve to rank scientists within the science system.

However, in our crisis contexts, we would need a science that interacts with the community in an equal relationship creating new synergies. A university science that makes the concepts and results that researcher reach the community known, but that invites it to participate in the participation scenarios as an actor on an equal footing, since this community is the last beneficiary of the processes and products of science.

Research projects often feel pressure from the evaluating bodies in which the Argentine science system is organized, which often forgets citizens as relevant actors.

Diagram N ° 1 Community Relations, Science and Technology System and University
(author's elaboration)



From this diagram it can be inferred that the university system has growing and developing relationships between the teaching-research triad and science and technology systems, and less developed with the rest of the actors.

It is a challenge for the university to implement and develop a new strategy that promotes the mobilization of knowledge, taking as actions the promotion and facilitation of the use of research among the users of knowledge, they are the stakeholders: decision makers, responsible for formulating policies, professionals, community members, patients, etc., This paradigm encompasses a wide range of activities related to the production and use of knowledge generated from research, such as the synthesis, dissemination and also co-creation of knowledge by researchers and users of knowledge that is conceived as an integrated knowledge mobilization.

The level of interactions between researchers and knowledge users (community) during the “knowledge mobilization” process varies in complexity and intensity depending on the nature of the research, the results and the needs of the knowledge users, which excludes marketing.

A Knowledge Mobilization strategy is aimed at increasing the effectiveness and impact of your research efforts and to plan a strategy, questions such as: what, why, who, how and when will be evaluated in terms of objectives and indicators are sensitive.

Levin (2011) pointed out that we are still witnessing multiple barriers that prevent the best use in practice of the available knowledge, among them: difficulties in accessing evidence, lack of confidence or interest in it, lack of skills to use it profitably. the evidence, lack of infrastructure to promote the results of the investigations, in addition to all the pressures and tensions that arise between the different groups involved in the process. In addition, there is a need to expose and understand the pressures and limitations under which university teachers work, exacerbated by the Covid-19 Pandemic and the development of virtual education in universities.

A Knowledge Mobilization strategy involves the pretense of relations of a certain equality between all the actors in the process and advances on the ideas of extension or transfer from the

university to the community. On the other hand, it is necessary in university teaching, in the body of researchers, to develop knowledge, skills and values oriented to the mobilization of knowledge and to learn to select and apply tools and techniques in order to put knowledge into action. The scientific community creates a large amount of knowledge, but only a small amount of it is mobilized in a shared, used and applied way. This lack of knowledge sharing is contributing to a gap between research, policy and practice, hampering social innovation and slowing progress.

The Knowledge Mobilization scheme must organize the access and mutual trust of the actors involved, and the infrastructure in promoting the research results.

The idea of the existence of a politicized social science concept developed by Naidorf and Perrota (2015), which also recommends possible actions that researchers could find to link the production of knowledge with the various groups or communities that could know and use it.

According to Naidorf (2014), the category of politicized social science is useful for the discussion and debate of scientific policies, since the concept accounts for a science committed to social transformation with autonomous and emancipatory characteristics, especially in social sciences. Undoubtedly, projecting the university and its research as a relevant actor in social changes requires it to establish symmetrical relationships with the community and its actors, away from traditional university ideas of extension and / or transfer.

It is also about going back to Oscar Varsavsky's Latin American thought that he advocated as a way of doing science linked to politics and, ultimately, to society, and which leads him to define politicized science as one linked to social commitment and willing to methodologically review the parameters that are part of the scientific structure based on social change.

Naidorf has described a vigorous metaphor where he accounts for the mobilization of knowledge as a permanent action of raking the earth, placing the seeds, and ensuring that those seeds flourish, with three dimensions: agenda, evaluation and mobility. The mobilization of knowledge is for Naidorf and Perrota (2015), an additional function of the social science researcher to find ways that link the production of social knowledge with the use of the same knowledge produced. Undoubtedly, the proposed mission is the progressive incorporation into the consciousness of university research of concepts linked to the mobilization of knowledge and a politicized social science that accounts for links of equality and synergies between the university and the community.

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Some Important Aspects of Financial Stability in the Context of the Coronavirus Pandemic

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ABSTRACT

The current pandemic has exacerbated contradictions throughout the international economic system, particularly affecting the global financial system. The pandemic of coronavirus infection has led to an unprecedented decline in economic activity and increased risks to global financial stability.

The pandemic COVID-19 caused an unprecedented crisis in human resources and health. The measures required to contain the spread of the virus provoked an economic downturn. At the moment, there is great uncertainty about its depth and duration. The latest issue of the Global Financial Stability Report shows that the financial system has already suffered a severe blow, and further worsening of the crisis could affect global financial stability.

The purpose of our study is to assess the risks of global financial stability in the context of the coronavirus pandemic on the example of two components, namely public debt and inflation, the dynamics of which in our opinion are fundamentally important for both economic development and growth and post-pandemic recovery.

Keywords: Financial Stability, Coronavirus Pandemic, Monetary Policy, Public Debt

INTRODUCTION

Since the outbreak of the pandemic, prices for risky assets have fallen sharply. This decline in the prices of risky assets was more significant and significant than the similar decline during the 2008 and 2009 global financial crises. For example, in both large and small countries, the stock market has seen a 30% drop in prices. Credit spreads have increased, especially for low-rated companies. Significant signs of stress have also emerged in the largest short-term financing markets, including the US dollar in the world market.

The implementation of decisive monetary and fiscal policy measures mitigated short-term risks by easing global financial conditions and maintaining credit flow to enterprises, but as a result of these measures, vulnerability factors deepened in the medium term.

If the current economic downturn continues or turns out to be deeper than expected at the present stage, vulnerability factors could exacerbate the financial conditions they cause, leading to greater destabilization and a deeper financial crisis.

Thus, many trends in the development of the world financial system are being re-understood. It should also be noted that the tightening of external financing conditions, the deterioration of financial markets since the beginning of the pandemic, which was reflected in the volatility of stock prices and rising prices for many risky assets. The reaction of the central banks, which was reflected in the reduction of interest rates and tax-fiscal policy measures, was stronger than it would have been under normal conditions, which contributed to the easing of conditions in the world financial markets.

The purpose of our study is to assess the risks of global financial stability in the context of the coronavirus pandemic on the example of two components, namely public debt and inflation, the dynamics of which in our opinion are fundamentally important for economic development and growth.

MAIN TEXT

It is well known that many countries, including developed countries, have accumulated large-scale public debt in recent years. For example, according to experts, the UK is facing the deepest recession in the last three hundred years, when the country's public debt already exceeds 100% of gross domestic product (GDP). (Mazzucato M., Sharpe S. 2020).

All of this is largely explained by the shortcomings of economic policy, which is based on the assessment of statistical instruments, in particular, the analysis of benefits and costs. At the same time, the use of such tools does not allow us to assess and predict the need to stimulate structural change and innovation in the economy. Inequality and differentiation between regions of the world may increase when investments in the infrastructure of high-productivity sectors are assessed as more important and some regions receive the bulk of new investment, which in turn increases inequality between them. We have found that the policy of selective protectionism of individual sectors and regions will only lead to an increase in inequality and differentiation in their development, and at a later stage it will become necessary to develop appropriate policies to address these shortcomings. Thus, it is first necessary to analyze how the markets themselves work and only then to eliminate the gaps and failures.

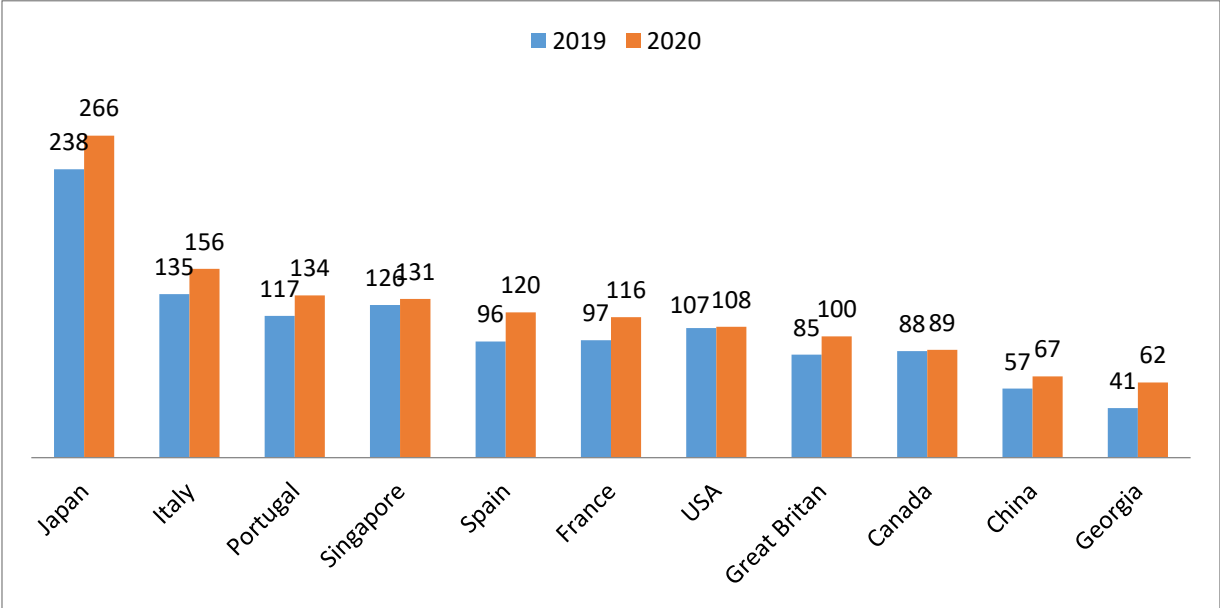
At the same time, the emergence of new digital technologies, in particular the development of smartphones and the Internet, became possible on the basis of state investment, which was aimed at developing fundamentally new capabilities. Thus, it is especially important to select

the direction of the state economic policy, which in the long run will lead to positive long-term results for the national economy and will be beneficial to society. Proper selection of the economic policy vector of the state can ensure the development and sustainability of the world economy as a whole in the future.

The U.S. is also experiencing an upward trend in public debt, and its volumes are likely to continue to grow in the coming years as the Biden administration plans to spend extra on infrastructure development, health insurance and the fight against global climate change. Added to this are the costs of the new rules on health and energy regulation. As for the trade conflict with China, it is likely that trade tariffs will be tightened with this country, which will allow them to re-evaluate the benefits of participating in international trade. Although the country's sustainable economic development has slowed since 2007, experts say there are opportunities to improve it, but the realization of these opportunities is determined by the new challenges of post-pandemic regulation of the economy. (Boskin M.J.,2020)

According to the World Monetary Fund, the sharp decline in production volumes and the reduction of revenues from it, as well as discretionary measures of support have led to a rapid increase in world debt volumes (see Figure 1).

As can be seen from the diagram, in 2019-2020 the public debt to GDP ratio in developed countries increased significantly for example Japan's public debt from 238% of GDP in 2019. Increased to 266% by the end of 2020. Similarly, Georgia's public debt to GDP ratio in 2019 was 41%, and by the end of 2020 it had increased to 62%. According to the Ministry of Finance of Georgia, by the end of 2021 the total volume of public debt will increase to 69% of GDP.



Source: The chart is based on data from Trading Economics

Chart 1. Government debt to GDP ratio in leading developed countries and Georgia (in%)

The main risks to global financial stability due to the increase in dollar liquidity as a result of the global crisis are mainly due to the fact that the potential increase in dollar interest rates will have a negative impact on non-US corporations borrowing in dollars. In developing countries, US dollar-denominated bonds were considered the most risky. Dollar bonds issued by companies in developing countries are most prone to risk. Under the current coronavirus pandemic, companies faced declining dollar revenues and they began to withdraw from the

financial assets of developing countries. But the Federal Reserve (FRS) has eased monetary policy, and key indicators of global liquidity, such as the long-term "world rate," have reached new lows. (Snoy B.,2019)

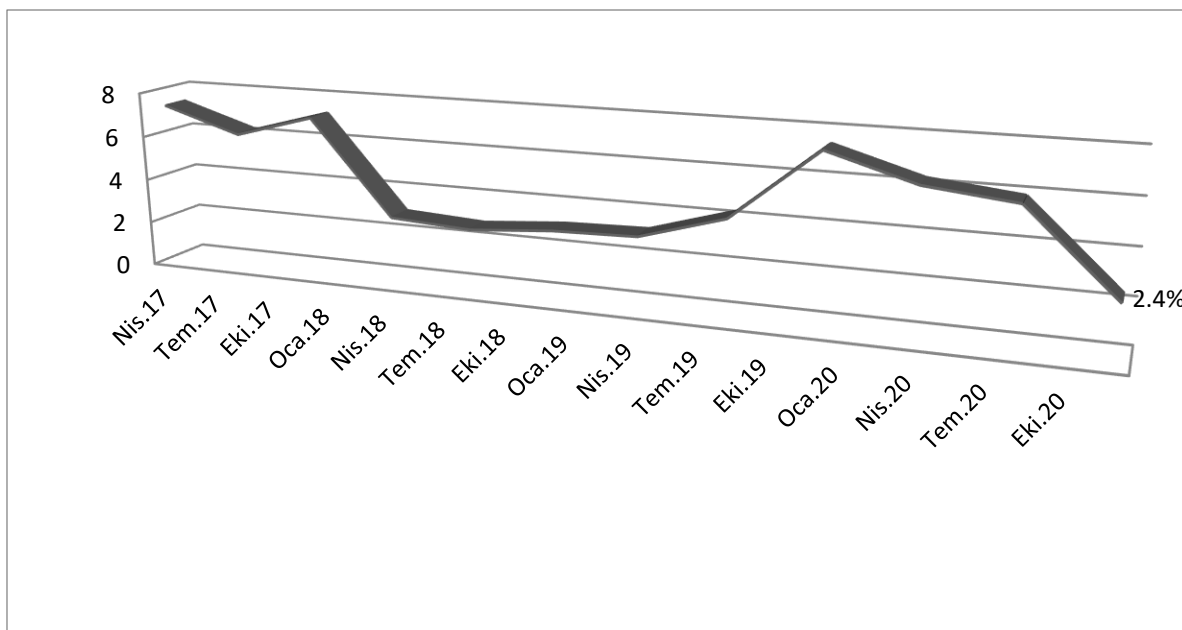
It should also be noted that in international loans taken in foreign currency, loans in dollars never exceed. Because the share of debt in US dollars is higher than the share of exports of the borrowing country to the US, an increase in the dollar against other currencies leads to an increase in the debt burden, and does not always contribute to improving international competitiveness. Therefore, under these conditions, devaluation can become a deterrent, as an increase in payments in local currency on a dollar-denominated loan reduces the expected profit and investment volume of the corporation.

The increase in foreign exchange risks has led to an increase in reliance on foreign exchange instruments, the market of which has been growing rapidly, but liquidity problems have intensified. According to the World Monetary Fund. (Barajas A., Deghi A., Fendoglu S., Xu Y., 2020). Only the policies pursued by the US Federal Reserve made it possible to avoid a growing crisis of dollar liquidity.

An important and comprehensive factor in the analysis of global financial stability is the assessment and forecasting of inflation. When quarantine and other restrictions are finally lifted, price increases for some commodities will have less of an impact on inflation as a whole, as they will have a parallel impact on the economy with deflationary effects such as; Falling prices for so-called contact-intensive services (for example, restaurant services), as well as rising unemployment, which is reflected in demand and so on. On prices. But this kind of deflationary pressure is largely characteristic of developed countries, while in developing countries their currency depreciation and delays in imports lead, in contrast to rising inflation.

One study looked at 107 countries based on cross-sectoral differences in inflation models and the link between inflation and the lifting of quarantine restrictions. The results showed that over the period from March to July 2020, the inflation dynamics in developed countries were negative, while in the group of developing countries such dynamics were typical for every two out of three countries. In addition, weak correlations between inflation dynamics and the severity of quarantine restrictions were observed in all groups of countries. (Ebrahimi E., Igan D., Peria S. M., 2020)

Inflationary pressure depends to a large extent on monetary policy, as it may react very aggressively to high levels of inflation. But credit policy rules that pay significant attention to stabilizing production may lead to high inflation, as there is a negative shock on the supply side. This exacerbates the contradiction between the need to stabilize output and reduce inflation in conditions where inflation is driven by delays in supply during the recovery phase of the economy.



Source: The diagram is based on the data of the National Bank of Georgia

Diagram 2. Gross Inflation

According to the National Bank, Georgia started 2020 with higher data than the inflation target. Which was connected with the cessation of flights from Russia last summer and the devaluation of the effective exchange rate of the lari. Inflation, by 2020, was significantly affected by both demand and supply. Consumer prices were declining due to declining aggregate demand, but under the COVID-19 pandemic, this pressure was offset by supply chain delays caused by rising production costs and GEL depreciation. Inflation has been declining since the beginning of 2020 Inflation was 6.3% in the first quarter, followed by a sharp decline in inflation and its value at 2.4% at the end of December. The significant decline in inflation in December was caused by government subsidies for utility bills (see Figure 2).

On the whole, inflation rates are not characterized by an upward trend, but so far the restrictions have been gradually and consistently lifted, while maintaining significant uncertainty in the economy. The rise in prices can be slowed down by taking appropriate measures such as: great international coordination to help address the shortage of food and medical products; Temporary price control; Increase production of essential products; Reduction of stocks of goods defined in the economy; Reduction of taxes on the production of essential goods.

Although the decline in both demand and supply in different sectors and sectors of the economy has been mixed, an increase in overall inflation is still unlikely. It is also clear that after the end of the pandemic, demand for goods and services will begin to grow faster than supply.

CONCLUSION

With the large volume of loans to Georgian companies and the population in dollar terms, the pressure of the exchange rate on the growth of money supply is intensifying. The problem faced by most developing countries, including Georgia, lies in overcoming the recession, in the need to ease monetary policy without depreciating the national currency. Otherwise, if the national currency depreciates, it will be disastrous for Georgian companies that have foreign currency

loans. Some national banks in developing countries have kept interest rates at the level necessary to protect the national currency.

The selection of monetary policy instruments in developing countries as a whole is becoming increasingly difficult. It is necessary for them to overcome the recession by reducing the accounting rate, but such an approach is limited due to the debt on their companies in dollars. But the development of the Georgian financial market has made quantitative easing more effective in facilitating domestic aggregate demand and the development of the banking system. Central banks are playing and will continue to play a critical role in maintaining the stability of global financial markets. But the crisis affects not only liquidity. It raises the issue of solvency in the first place, in particular at a time when there is a complete stagnation of activity in large segments of the world economy. Therefore, it is vital to pursue the right tax and budget policy in the country.

Thus, the simultaneous conduct of monetary, fiscal, fiscal and fiscal policy measures in Georgia should be aimed at mitigating the shock effects of COVID-19 and ensuring stable and sustainable development once the pandemic is under control. Close and continuous coordination of activities at the international level will play a fundamentally important role in restoring market confidence and mitigating risks to financial stability.

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Active-Reception Development Communication Model and the Public Enterprise Practices in Indonesia: Theoretical Reflections

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ABSTRACT

Ideally, a good communication theory can sustain development. This is especially so in the context of democracy. The active reception model argues that development should be directed at increasing the elements of the people's will by encouraging emancipation and democracy through equal negotiations. This article examines the practice of government and companies in Indonesia with the active reception model with a focus on the relationship between actors and community leaders. What are the differences in the ability of government and private actors in implementing the active reception model, what are the challenges they face when trying to build communication with community leaders, and what are the theoretical implications that need to be taken into account in developing an active reception model in society? This article reviews eight development cases in Indonesia in various contexts. We find that the government is generally able to apply the active reception model but when it is brought to the context of state-owned companies the results are mixed. Private companies appear to be performing worse than the government and SOEs. The implementation of an active reception is faced with four obstacles: the need only arises after a problem arises, the difficulty of identifying community leaders, the difficulty of eliminating the attribute of power, and the tendency to solve short-term problems. To overcome this obstacle, the active reception model must take into account the social exchanges and interactions between trust and power in development communication.

Keywords: SOE, Active Reception Model, Community Leaders, Development Communication, Indonesia

INTRODUCTION

In Indonesia, community leaders and village heads are two different parties. Village heads are administrative and political officials, while community leaders tend to distance themselves from politics and become part of civil society (Bakti, 2013). Community leaders are chosen informally by the community based on their moral qualities and problem-solving abilities. This distinction between community leaders and administrative leaders seems to have its roots in the Dutch colonial period. During this colonial period, the Dutch took community leaders as officials who were then used as extensions of the authoritarian Dutch (Riyadi, 2020). This makes people lose trust in formal leaders and are more willing to listen to informal leaders who are considered not polluted by the colonialists and pay more attention to small communities. In line with this, community leaders play an important role as mediators in solving problems as well as in communication between external and internal community parties (Handayani and Simamora, 2017). The power of community leaders is still felt today. In 2012, for example, community leaders called for a tax boycott as a protest against the government for misusing tax money, leading to a decline in tax revenues in Indonesia (Rahman, 2017).

According to Bakti (2004), development problems in Indonesia are caused by the government using a formal bureaucratic approach and power when carrying out development programs in various islands in Indonesia. If it is related to the origins above, it can be said that this problem can be faced by all post-colonial countries where the government is perceived to use the same method as the colonialists, because it does not listen to their voices which are channeled and understood by community leaders. As a result, the government needs to approach local communication networks using the perspective of community leaders. In this respect, national development is similar to international development, one of which seeks to adapt to local culture (Diallo and Thuiller, 2003). Theoretically, this is guided by the active reception theory. The purpose of this research is to see how the practice of government and companies in Indonesia is approaching and using the voices of community leaders. The government and state-owned companies will be better able to seek active reception than private companies because they are explicitly oriented towards the welfare of the community. What are the differences in the ability of government and private actors in implementing the active reception model, what are the challenges they face when trying to build communication with community leaders, and what are the theoretical implications that need to be taken into account in developing an active reception model in society?

THEORY

So far, the model commonly used to communicate development to the community is the social control model. There are three variants of this model: modernization/diffusion of innovation, dependency/social marketing, and multiplicity/participatory (Bakti, 2013). Two models, namely the social control model based on modernization/innovation diffusion, rooted in the linear communication model; and the dependency/social marketing model, which is rooted in the SMCR and E models, both view the sender as a key element of the communication process. Both models fail because the message does not match the receiver nor does it allow two-way communication. The third model is a multiplicity/participatory model which is rooted in the convergence communication model. This model recognizes the role of the receiver, but the

main emphasis remains on the role of the source. All three models have been applied in Indonesia and have failed throughout history.

Because of these failures, it is very important to use an alternative model to the social control model. Bakti (2004) advocates the active reception model developed by Thayer (1968). According to the active reception model, meaning is constructed by the receiver based on his intention, need, sensitivity, or communication competence (Ravault, 1996). This is because humans can be communicated-to/-with and structure their behavior within their perspective of the world. It is difficult to influence them to think or behave in a way that is contrary to their orientation, values, and beliefs. Without understanding these factors, our understanding of the influence process will not be sufficient (Bakti, 2004).

Compared to the social control model which makes the receiver passive, the active reception model activates the receiver. The reception of the recipient depends on both parties. The receiver is reflexive and trusts the sender. Therefore, the needs of the recipient must be understood. This requires equal negotiation between parties that allows recipients to gain empowerment and emancipation. People move from their culture and past to their future through communication and negotiation. This can be interpreted as the transformation of society from *gemeinschaft* to *gesellschaft* (Tönnies, 2001) or from *badawah* to *hadarah* (Ibn Khaldun, 2015).

The active reception model according to Bakti (2004) is a model that fits the Indonesian context. This is because the active reception model is in line with local wisdom that has long been rooted in Indonesia. In Indonesia, traditional values, including religious values, go through a process of reinterpretation and lead to ideas of communication and development. Programs need to be implemented in ways that do not conflict with individual values. The central individuals here are community leaders, or in the language of Bakti (2004) referred to as opinion leaders. Community leaders as individuals have relatively more universal moral values than other community members. They become role models for the community and can encourage the community to do something as far as these community leaders view it as something good and positive for the development of society. Community leaders need to be invited to reinterpret their values and encourage the development process from within, rather than from outside. For this reason, the negotiation process needs to be held free from bureaucracy and power attributes (Bakti, 2013). Bakti (2013) formulated three steps of development communication based on the active reception model. This step involves understanding the needs, recognizing these leaders, and establishing communication with them without the attributes of power or formal bureaucracy.

METHODS

Researchers reviewed the Google Scholar search engine to find previous studies containing the keywords “opinion leaders” + Indonesia + “state-owned enterprise”. This is in line with the term “opinion leaders” used by Bakti (2013). However, the concept of “opinion leaders” has shifted from community leaders to social media figures (Arief et al, 2018) so we did not get the articles we hoped for. We also used the term “community figures” but did not get any related articles because only three articles appeared. The author uses the keyword "community leaders" and obtains some literature. More precisely, the combination used is "community leaders" + Indonesia + "state-owned enterprise". The literature used is limited to a minimum time of 2017.

Using this method, we obtained eight relevant articles/books. From the existing literature, we learn about the role of community leaders in the development and what impacts are obtained from this involvement as well as the role of SOEs in involving community leaders. Upon further investigation, many of the selected articles did not explicitly mention SOE's relationship with community leaders. Even so, according to the author, this provides an opportunity to make comparisons between SOE's practices and other institutions, especially private-owned enterprises.

RESULTS

Perum Perhutani, a state-owned company responsible for managing forests in Java, has developed a collaborative forest management process with the community through the PHBM (Managing Forest with the community) program. The purpose of PHBM is to improve the welfare and quality of life of the community. PHBM provides communities with more equal access to forest resources, particularly in non-timber forest products. Even so, PHBM does not guarantee that the community will be free from poverty because it only keeps the community from obtaining income from the forest (Lee et al, 2017). The study of Lee et al (2017) found that the level of trust of stakeholders in each other, including community leaders, was determined by individual characteristics, internal factors in community forest management knowledge, and external factors such as forestry extension activities, the role of forest farmer groups, and access to information.

The Ministry of Agriculture has also developed many farmer groups in various places in Indonesia under the name GAPOKTAN. Community leaders here act as channels to inform marketing, production, and other latest information about programs or guidelines from the Ministry of Agriculture to GAPOKTAN members (Haryati et al, 2018). However, it is recognized that finding high-spirited community leaders is difficult even though their role is considered vital in encouraging farmers to improve their farming methods to better match market standards. Farmers are generally conservative in implementing traditional farming practices and find it difficult to accept new technologies. Haryati et al (2018) suggested that the team of facilitators assess the status of the community leaders whether they are still respected or liked by the community and whether they are dedicated to their positions. If not, the team needs to push for the selection of new leaders slowly by approaching other community leaders. Bakti (2013) argues that the choice of who and how many community leaders need to refer to the assessment of extension workers, namely people who come from within the community, are not members of the bureaucracy, and have volunteer status.

Darmasaputra (2017) tells the case of PT Garam, another state-owned company engaged in the salt business on Madura Island. Before 2015, PT Garam viewed salt farmers as their rivals. The poverty of the salt farmers around the company is ignored while PT Garam itself has difficulty meeting consumer demand due to low production. The government then builds cooperation with the community for mutual benefit, one of which is by building strong relationships with community leaders. Community leaders became PT Garam's communication channel with the community so that the community accepted the invitation for cooperation from PT Garam. PT Garam formed a task force involving various stakeholders, especially these community leaders. In addition to this task force, the company's highest leaders also do not hesitate to go to the community to emphasize their seriousness in working with the community. In this way, the

production of quality salt nationally has increased due to the active participation of the salt farming community assisted by the quality management system of PT Garam. PT Garam's target was achieved and the community became more prosperous.

Mixed results were found in the case of SOE which built several *Balkondes* (village community enterprises) in Borobudur, Central Java (Rembulan et al, 2020). The Ministry of SOEs implements a CSR program that provides material and non-material assistance to villages around Borobudur so that they can participate in tourism in this area through the establishment of *Balkondes*, which are generally homestays. Previously, there were protests from this village community about the injustice they received from the management of this tourist destination. Even though it is located in an international tourist area, the Borobudur district is one of the poorest districts of the 21 districts in the Magelang Regency. Community leaders in villages in this sub-district understand the tourism industry better than the general public and through these leaders, the Ministry of SOEs can encourage the establishment of various balconies in villages in Borobudur District. Even so, there are still *Balkondes* that are inactive and misuse of BUMN donation funds for *Balkondes*. One of the problems is that the *Balkondes* are in the hands of the village head who is not transparent while on the other hand, SOE's CSR managers tend to be arrogant.

At the local government level, the Surabaya City Government has developed Bappeko (Development Planning Agency) whose function is to coordinate all government agencies in Surabaya to create long-term plans for the city's development. Bappeko builds cooperation with external stakeholders, including community leaders in the city of Surabaya (Sholihah et al, 2017). For example, Bappeko manages urban waters with a target of 100% access to drinking water, 0% slum areas, and 100% access to sanitation for the community.

The illustration above shows that the involvement of community leaders requires an aspect of trust that is built on exchanges that are both social and economic (Blau, 1964). Community leaders become a bridge between the two parties who want to work together to understand each other's interests. Without an understanding of each other's interests, suspicion can still arise and community leaders, who based on their characteristics are parties who represent the interests of the community, will reject development programs that do not benefit the community.

Sometimes, problems also come from the community itself. In one case, a development project was delayed due to local community demonstrations. The local community demands to be workers in the project while the contractor cannot hire them because the community does not have the skills needed for the job. However, this problem can be solved by communicating with community leaders (Supriadi and Pheng, 2018). However, if community leaders had been consulted from the start of the project, this might not have happened.

The case of Benoa Bay is a case that shows dramatically how the absence of consultation with community leaders has resulted in structural problems. Without considering the interests of local communities, PT TWBI in 2014 obtained a license to invest \$2 billion to build 12 artificial islands in Benoa Bay, Bali (Johnson, 2020). The community together with environmental groups protested against this permit and hampered the development process until the permit finally expired. The community has been traumatized by the previous project, where the reclamation of Serangan Island quadrupled the size of the island in the 1990s. The fishing community's economy is damaged and the marine ecology is destroyed while no economic benefits are received by the community. If the project goes ahead, sand mining activities will

destroy marine life and destroy coral reefs, depleting fish and forcing fishermen to fish further afield, increasing production costs.

The impact of the reclamation of Serangan Island was still felt in 2008 and 2011 where community leaders and the village government of Pakraman Tanjung Benoa submitted a proposal to request assistance for the rehabilitation of Pudut Island which is their village area to the government. Their island became damaged due to the greater current of water to their coast due to the expansion of Serangan island. Together with these currents, large amounts of garbage emerge which litter the beach and make it difficult for fishermen to find fish. In February 2013, a research team came to invite the community to discuss and provide advice on the rehabilitation and development of the Tanjung Benoa coast. The community thought that this team came as the government's response to their proposals in 2008 and 2011. In fact, after being investigated after the research team returned, it turned out that the team was conducting an assessment related to the new reclamation plan, namely the Benoa Bay project (Wardana, 2019).

Not long after that, Bendesa (the village traditional leader) was found to have signed an agreement with PT TWBI (Tirta Wahana Bali International) on behalf of the village community. But this agreement does not relate to the unconditional rehabilitation of Pudut Island. Pudut Island will be rehabilitated and TWBI will also employ local people, build schools and public facilities, including a turtle conservation area, and will also build a toll road that crosses Pudut Island if the community supports the TWBI reclamation project. The most important thing is that in this agreement, the contents of the agreement are confidential. For the Balinese indigenous people, the Bendesa is not a leader but a representative and all important decisions must be made by the customary council, not the Bendesa's own decisions. As a result of this secret agreement, the community lost trust with the Bendesa and immediately held a deliberation that lowered him. The new Bendesa, based on customary deliberations, decided to cancel the previous agreement and decided to reject all attempts to reclaim Benoa Bay (Wardana, 2019). In line with this, when the permit was requested again in 2019, the government decided not to give PT TWBI any more permits. The Balinese government has even made Benoa Bay a conservation area for religious, cultural, and fishery activities.

But when the Pandemic occurred, when Bali's tourism was hit badly due to the absence of tourist arrivals, the Balinese government issued a zoning plan granting sand mining permits and expansion of ports and airports in the area. Their main reason is to accelerate investment to stabilize the economy affected by the Pandemic. However, there is no participatory process in this planning. Representatives from invited environmental activists were not allowed to speak when the draft was decided to become a regulation. Environmental activists and community groups emphasized that policies were taken without sufficient opportunity for input from the community. As a result, resistance continues from the community as well as from environmental agencies.

In the case of Benoa Bay above, there is no trust in the local community that the community will accept the development proposal. The developers are aware that consultation with community leaders will have negative results. On the other hand, the owner of PT TWBI is Tommy Winata, a conglomerate who is closely related to Taufik Kiemas, Megawati's husband, who is the leader of the largest party in Indonesia and winner of the 2014 election, PDI-Perjuangan (Wardana, 2019). According to Luhmann (1979), trust and confidence are two

things that can be contradictory. If a party feels they have a low perception of uncertainty and risk, that party will tend to rely on confidence rather than trust (Williams and Balaz, 2020). The perception of power makes the party ignore input from the other party because this requires trust. PT TWBI has too high confidence based on this patronage and ignores local communities in its business practices.

Not only private companies, but SOEs can also work against the wishes of the community. PT Semen Gresik is an SOE but its efforts to build a cement factory in Sukolilo Village, Pati, Central Java have been strongly rejected by the community (Maryani and Darmastuti, 2017). Instead of interacting with the community on an equal basis, representatives of PT Semen Gresik used a top-down, bureaucratic approach. The people of Sukolilo Village prioritize the attitude of "Guyub" or "Sedulur Sikep" which prioritizes family-oriented togetherness in interacting with each other. In this situation, community leaders who understand environmental issues refuse. They came to people's homes to encourage them to refuse to sell their land to PT Semen Gresik. If someone is forced to sell their land to PT Semen Gresik, then other communities will close the road and also close the land so that it is isolated and cannot be accessed by PT Semen Gresik. This movement is called the "Bakul Carry" movement. This movement was initiated and spread by female community leaders throughout the Sukolilo Village area through a family network system. The reason for the movement's success is that women are taking a non-violent approach. This avoids the occurrence of injuries and fatalities if this movement is carried out by men. However, this movement was effective because the women encouraged their fathers or husbands to refuse to sell land to PT Semen Gresik. This movement was able to lead to a silent demonstration, where the community together plastered their mouths in front of the building when the feasibility study team was about to complete their Environmental Impact Assessment (EIA) document, as a symbol that their voices were not heard in the preparation of the EIA. They also carried protest banners as well as vegetables and fruit as proof that EIA's claim that their land was infertile was false. They also held a parade against the establishment of a cement factory on Kartini Day (April 21) and Independence Day (August 17), the two most popular national holidays in Indonesia.

DISCUSSION

From the results obtained, it can be seen that there are real examples of the stages that have been passed, starting from efforts to identify needs, identify community leaders, and build communication with community leaders without the attributes of power and bureaucracy. PT. Semen Gresik (SOE) and PT. Tirta Wahana Bali Internasional (Private) is a case where the three stages of an active reception were not carried out at all. PT Semen Gresik uses bureaucracy in negotiations while PT TWBI uses power. The result is a direct rejection from the community. The case of contractors in Supriadi and Pheng's (2018) research is a situation where community leaders are only consulted when the community imposes their needs. The CSR SOE case in Borobudur is a situation where the community also insists that needs be identified, but the consultation is not directed at community leaders but formal institutions. Interaction is also strongly influenced by the attribute of power. This also led to rejection, although not in all cases. PT Garam took a more appropriate step, which although supported by its own needs, succeeded in identifying community leaders and establishing smooth communication to obtain positive results. The Bappeko Kota Surabaya represents a relatively successful process of running an

active reception due to the involvement of community leaders and other stakeholders in development planning. The cases of GAPOKTAN and PHBM reflect the success of active reception across a wide spectrum. The PHBM case reflects an active reception that is successful but does not lead to a wider impact, namely poverty alleviation. The case of GAPOKTAN can alleviate poverty but is hampered by the difficulty of finding enthusiastic community leaders.

Learning from the experience above, at least efforts to apply the active reception model are faced with four obstacles: the need only arises after a problem arises, the difficulty of identifying community leaders, the difficulty of eliminating the attribute of power, and the tendency to solve short-term problems. The first obstacle regarding needs only arises after problems arise because development projects are initiated not from community needs, but a program built at the government level or determined by business interests themselves. After the program to build a cement factory emerged, then the community's need for the environment emerged. After Perhutani has a program to manage forests to provide non-tax state income, then the need to ensure that communities around the forest also benefit from forest products emerges. Community needs were not recognized from the start before the program started and were only addressed after it was realized that the program intersects with community needs.

The second obstacle is the inability to recognize community leaders. The case of GAPOKTAN illustrates this situation. Due to the difficulty of identifying these community leaders, program managers turned to the bureaucracy by equating community leaders with administrative figures, such as in the CSR SOE Borobudur case where the village head became a figure who was considered to represent the community. Indeed, in certain cases, the village head is also a community leader. But in many cases, community leaders are different from village heads. Meanwhile, in the case of TWBI, it is the customary leader who is considered to represent the community. PT TWBI is aware of this mistake and has made the contract with the adat leader a confidential contract, which will lead to distrust. In the case of CSR SOE Borobudur, the impact of this strategy is apathy, while in the case of TWBI, the impact of this strategy is conservatism.

The third obstacle is the difficulty of removing the attribute of power in negotiations. The cases of PT Garam and Bappeko were cases where the attribute of power was successfully removed in the negotiations, while the CSR SOE and TWBI cases were situations where the attribute of power in negotiations continued. In the case of SOE CSR, once the program was running, in some cases the power of SOE and the village head became stronger and collided with each other, creating a show of power that led to distrust. In the case of TWBI, there was no negotiation because TWBI from the beginning had used the attribute of the power to unilaterally impose its will. The attribute of community power emerged as a reaction to TWBI's actions.

The fourth obstacle is the orientation of cooperation which tends to be short-term. Even if the needs of the community have been used as the foundation of the program, the program can identify community leaders, and negotiations with community leaders proceed without the attribute of power, the output of the negotiations can be short-term. The identified community needs can be temporary needs such as the need to obtain economic benefits from a destination or the forest, rather than more long-term needs such as poverty alleviation. This is because the government/company has framed the discourse and similarly, the community has been framed by the identity of themselves and the government/company. Communities around the forest cannot look out of the way to benefit from other than the forest and people around Borobudur

cannot look outside from tourism. Communities around the bay also cannot see outside other than catching fish. Open-minded and broad-minded community leaders can see beyond these local needs, but because their role is more reactionary than the original planners, they cannot guide communities and government/companies to pursue long-term development goals that may be more beneficial to the community.

The four obstacles above cannot be separated from social exchange theory (Blau, 1964) and Luhmann's theory of trust and power (1979). Social exchange theory states that humans will have an expectation of getting a gift in return and will have the burden of reciprocating economically or socially if they get a gift. This has implications for efforts to transact development efforts and generate self-interest in exchange for the interests of the community. Their interests then take precedence and when the interests of the community arise, the institution considers whether it can get a return if it fulfills the interests of the community. Community interests are assumed to be non-existent when the program has not been implemented. In addition, if negotiations are reached, the outcome of the negotiations will be limited to immediate visible and short-term impacts, thereby compromising the opportunity for long-term impact.

Luhmann's theory of trust and power (1979) asserts that trust is a concept that coexists and can conflict with confidence. Trust is interpersonal while confidence is intrapersonal. Trust and confidence are both directed at an action. A party with confidence does not need trust to take an action and accordingly, a party without confidence needs trust to take action. Confidence is individual with the main instrument being power while trust is collective with the main instrument being equality. When one party recognizes his power and the power of the other party as a potentially equal power, then trust can be built. This equality ontology allows one party to identify another party who is also in power with any criteria, such as moral criteria or problem-solving, which are needed to identify community leaders. Conversely, if one party underestimates the power of the other party, the attribute of power comes to the fore in negotiations.

CONCLUSION

Based on the obstacles found in the field, the theory of active reception needs to take into account the theory of social exchange and the theory of trust and power in its implementation in the field. The process of recognizing community needs to take into account the economic and social contribution of the process to both parties. The process of identifying community leaders and negotiating with community leaders needs to adhere to the broad and dynamic principle of equality so that trust can continue to be built and the attributes of power do not emerge. The process of goal formulation also requires a deliberative dialogue, although time-consuming, to obtain the possibilities of long-term social exchange transactions beyond the immediate needs of both parties.

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Poverty, Vulnerability and Violence in Context of Covid-19 in Cameroon

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ABSTRACT

This article examines the relationship between poverty, vulnerability and violence in Cameroon during Covid-19. Poverty acts negatively on economic agents by reinforcing vulnerability and violence within society. The Covid-19 pandemic was an unpredictable shock modifying the behavior of economic agents while disrupting the macroeconomic balances of countries around the world. The containment measures have led to increased unemployment, absenteeism from work in the private sector and in turn reduced income, production and consumption. Africa is the area that has recorded the least infection with Covid-19, but remains the region with the most financial impact. An exploratory household survey to assess the degree of influence of poverty on vulnerability and violence during this period was carried out in the town of the Littoral region. The results show that the resurgence of the rise in poverty leading to vulnerability and violence on vulnerable people in all its forms in the context of Covid-19.

Keywords: Poverty, Vulnerability, Violence, Covid-19, Unemployment, Violence Against Women, Digital Violence

INTRODUCTION

The coronavirus disease (COVID-19) which was declared in the city of Wuhan in China at the end of December 2019 quickly spread to several countries of the world like Cameroon. It has had and will continue to have unprecedented health, economic and financial repercussions worldwide and particularly in Cameroon. This crisis caused by the COVID-19 pandemic has precipitated the global economy to its lowest level since World War II, and comes on top of the woes of an economy already grappling with the pre-2008 UN crisis (2020). Long spared Sub-Saharan Africa experienced its first case on February 27, 2020 in Nigeria. Cameroon declared its first case on March 06, 2020. Since then, the spread appears to be accelerating. The COVID-19 pandemic occurred at a time when Cameroon was making economic and social progress in various sectors such as: health, education and training, access to basic social services. Poverty reduction as well as the promotion of gender equality and non-discrimination made progress through the National Development Strategy (NDS30). These performances will be called into question by the COVID-19 pandemic. Already, the government, which after economic growth of 5.3% in 2019, projected 6.8% in 2020, has sharply revised downward its projections, estimates them at 2.8%. The most affected sectors include accommodation and food services, commerce, transport, and education. Other sectors, in particular those of fishing, breeding and construction and public works are also strongly impacted; and remittances, representing more than 10% of GDP, will experience a significant decline.

All African countries are preparing to face the pandemic and its socio-economic consequences, in particular the drop in GDP is due to the decrease in exports (4% less), private investments (8%), household consumption (6%), the deterioration of the budget balance, the reduction in foreign direct investment (FDI) flows and the decline in tourism (Djiofack et al, 2020; UN, 2020). This finding is supported by that of the UN (2020), estimating that the fall in GDP, the deterioration of the trade balance, the loss of employment and means of subsistence, the decrease in wealth, the increase in health and related spending, disruption of national supply chains, slowdown in economic activity, increased activity in the informal sector, recession, debt crisis and financial difficulties are significant in African countries. They will have important social implications in increasing poverty, vulnerability and violence fostering uncertainties and inequalities within society.

Experts and academics have come up with many definitions over time. For example, we can say that it is about the lack of control over basic commodities, in general (Watt, 1968) or in particular (food and housing). More generally, Sen argued in 1985 that poverty is the lack of "capacity" to function in a given society. All of these definitions refer to poverty as a state where a reasonable standard of living is not achieved. The World Bank (1990) synthesized these various positions by apprehending poverty by the absence of a socially acceptable standard of living or the inability to attain it. The concepts of absence and incapacity emerge from this definition. Absence is the basic situation for defining poverty as one where individuals do not control economic resources. A person will be considered poor if they lack a minimum of food or shelter or, equivalently, if their income does not allow them to buy these basic needs. Yet inability is associated with the failure of the ability to participate in a society, a concept developed by Sen (1985). Roughly speaking, the idea is that the person has a space of "functioning", having either what he can do (functioning carried out) or the alternatives at his

disposal (functioning carried out). The inability to achieve these functions makes the individual poor. Like physical disability, not only limits the ability to earn income (lack of control over resources), but also complicates the conversion of income into operations (although, in terms of income, this conversion is potentially feasible) . According to this view, poverty is a state characterized by capacity levels so low that society considers them unacceptable. Poverty designates in a given society the fact of being in a situation of material inferiority in relation to the most privileged individuals; this is reflected in particular in difficulties in meeting their needs and those of those close to them, but also in stigmatization on the part of richer people.

The concept of vulnerability expresses the multidimensionality of disasters by focusing attention on the totality of relationships in a given social situation constituting a condition which, combined with environmental forces, produces a disaster (Bankoff et al., 2004). Depending on its importance, economic insecurity increases the risks of vulnerability to events. To speak of vulnerability is to speak of exposure, threat, risk, harm reduction and capacity. To be vulnerable is to be exposed to risk factors (personal, social, environmental), putting a strain on a certain number of resources held by individuals, groups and communities in a territory that can lead to violence.

The World Health Organization (WHO) defines violence as the deliberate use or threat of deliberate use of physical force or power against oneself, against another person, or against a group or community resulting in or very likely to result in trauma, death, moral damage, poor development or deficiency. It includes interpersonal violence as well as suicidal behavior and armed conflict, also covering a whole range of acts going beyond acts of physical violence, including threats and intimidation. It involves blows, injuries, suffering, or the destruction of human property or natural elements. According to the typology proposed by the WHO (1996), it is possible to divide violence into three main categories: self-inflicted violence, interpersonal violence including violence perpetrated by a loved one as well as by a stranger (called community violence) and collective violence which can be social, political or economic. Each category encompasses several types of violence defined with reference to the group towards which the violence is directed (child abuse, elder abuse), the relationship between the perpetrator and the victim of violence (domestic violence, family violence). Or, in the environment in which the violence is committed (violence at school, at work), each type of violence can take many forms. The forms of violence refer to the nature of the acts. The forms most often considered are physical violence, sexual violence, psychological and verbal violence, deprivation and neglect. Other forms of violence are specific to specific issues, for example economic violence in a marital context or the financial exploitation of seniors.

The slowdown in economic activities, the containment and shutdown of the supply of goods have had an impact on the labor market around the world (ILO, 2020) and particularly in Cameroon. The effects on the employment and income of the population will contribute to increasing the incidence of the already high income poverty. The persistence of the pandemic has led to an inflation of consumer products. The purchasing power of households, especially the poorest, more affected, accentuating the already significant inequalities within the population causing its impoverishment, vulnerability not to mention violence in all these forms during the health crisis.

This article aims to analyze the influence of Covid-19 on the increase in poverty, vulnerability and orchestrated violence on women and young people during the health crisis. A documentary study on the investigation reports of the United Nations and the National Institute of Statistics (NIS) on Covid-19 in Cameroon will provide a better understanding of the situation in its context. Our study will be structured around the factors that impacted poverty, vulnerability and violence during the Covid-19 period in Cameroon.

1- Poverty in the context of Covid-19

According to data from the National Institute of Statistics (NIS), more than 37% of the population (or over 8.8 million people) live below the poverty line. In addition, a significant proportion suffers from deprivation. Many are unemployed or underemployed (over 90.5% of the working population), suffer from malnutrition (9.9%), do not have access to drinking water (61% of households), do not have access to basic services such as health care (health staff / population ratio was 0.63 per 1,000 inhabitants for a standard of 2.3) and ICT (nearly 70 of the population) and do not benefit from social security coverage (nearly 88% of the working population).

The ILO (2020) already predicted in March 2020 that COVID-19 could lead to the loss of around 25 million jobs. However, the real situation looks more serious and the real job losses could be significantly higher. Travel restrictions have had a significant impact on the airline, tourism and hotel sectors, with the direct consequence of a significant increase in underemployment and unemployment. According to the ILO (2020b), since April 2020, partial containment measures have affected nearly 2.7 billion workers, or some 81% of the global workforce. ILO global estimates as of April 1 show that working time will decline 6.7% in the second quarter of 2020, representing 195 million full-time workers. The loss of full-time equivalent jobs in Africa could reach 20 million in 2020, causing the inability of the majority of the population working in the informal sector to no longer meet their commitments and meet their basic subsistence needs. To illustrate this situation, the UNDP (2000) noted that there are three components of poverty including "extreme poverty", "general poverty" and "human poverty".

This is for example the case of the internally displaced persons of the crisis in the North-West and South-West as well as the atrocities of the Boko Haram sect in the already precarious Far North whose health crisis has accentuated the difficult situation. A fourth variant of poverty is monetary, encompassing extreme poverty (also called absolute poverty) and general poverty (or relative poverty), the nuances between these two types of poverty refer to the monetary or income threshold adopted. Monetary poverty is more a matter for the World Bank, while human poverty seems to be a specifically UN concept. For Sen (1985), human poverty is intrinsically linked to the notion of human development. Human development represents, in the words of UNDP, the expansion of possibilities and choices available to individuals. More specifically, the three essential possibilities are to live long and in good health, to acquire knowledge and knowledge, and to be able to access the resources necessary to live in decent conditions. It is in relation to human development that human poverty is understood by the (UNDP, 1997) as the negation of the fundamental opportunities and perspectives on which all human development rests, namely to live a long, healthy, constructive life, and to enjoy a decent standard of living,

as well as freedom, dignity, respect for oneself and for others. Despite efforts to achieve an average level of human development, the coronavirus pandemic has thrown between 88 and 115 million people into extreme poverty, according to a World Bank report while Beegle et al., (2016) estimated that the absolute number of people living below the poverty line should drop from 280 million in 1990 to 330 million in 2012.

And poor countries could suffer much more. Informality, underemployment and the precarious nature of jobs affect almost all Africans of working age and most jobs are self-employed (80% in Africa) have reinforced this state of affairs. The informal sector most affected by Covid-19 is the mainstay of 71% of Africans' work, posing a significant threat to families, exposing them to food and health insecurity. Poverty and persistent inequalities also pose challenges for COVID-19 containment and responses given the underlying income and other deprivation. Some authors Elbadawi and Sambanis (2000), Collier and Hoeffler (2002), and Fearon and Laitin (2003) seem to attest that poverty could be linked to conflicts in Africa. Work from the World Bank (2015) tends to support this claim by citing, for example, the conflicts in the Central African Republic, the Democratic Republic of the Congo, Madagascar and Nigeria are caused by increasing levels of poverty (ACLED, 2015). In fact, poverty, spatial, gender and income inequalities merge to deprive people of basic socioeconomic rights as well as a role in the system, thus fueling political conflicts that the health crisis has exacerbated.

UN Cameroon (2020) underlines that with regard to the fight against poverty in the strategy document for growth and employment (DSCE), the government has undertaken to reduce the monetary poverty rate from 39.9% in 2007 to less than 25% in 2020, thus reinforcing the fact that the difference in income between the poor and the rich is very significant in Central Africa (Tchouassi, 2011). But this objective was not reached because the incidence of poverty only slightly decreased, going from 39.9% in 2007 to only 37.5% in 2014. The gap between urban and rural contexts is significant raising the poverty rate to 8.9% in urban areas and 56.8% in rural areas. The cities of Yaoundé and Douala have a poverty rate lower than the urban average while 22 departments out of 58 have a poverty rate higher than the national rate. The poorest departments are located mainly in the regions of the Far North and the North West. The influx of refugees could increase the incidence of poverty in some departments of Adamaoua (Djerem, Mberé, Vina), East (Bouba and Ngoko, Kadey, Lom and Djerem), Far North (Logone and Chari, Mayo-Sava, Mayo-Tsanaga) and North (Mayo-Rey). People living in slums and informal settlements are at increased risk of contracting COVID-19. While social and physical distancing and hand washing are essential precautions against the spread of COVID-19, in urban slums where space is limited, rooms are often shared and poorly ventilated, while services water and sanitation are inadequate or absent. It offers the Decade of Action for the Sustainable Development Goals (SDGs) an opportunity to set and achieve new milestones in reducing inequalities and poverty levels and moving towards access to housing suitable for all as well as towards progressive respect for universal human rights throughout the world. To alleviate poverty, local authorities are key players in the fight against the urban impacts of COVID-19 in taking measures to cope with the crisis, but many are facing capacity constraints including a loss of resources financial resources of up to 60% of their income (UNDP, 2020). Vulnerability is the latest cause of poverty highlighted by the World Bank.

2- Vulnerability due to Covid-19

Low levels of physical, natural and financial assets make poor people particularly vulnerable to negative shocks UNDP (1997). According to the UNDP (2020), businesses and urban sectors have suffered drastic cutbacks and closures, especially small and medium-sized enterprises with limited capacity to absorb shocks. A generalized loss of employment income has been recorded, with workers in the informal sector being particularly vulnerable economically. The vulnerability is due to the high risks of eviction and homelessness, food insecurity and inequalities in access to information, especially among women. For the World Bank (2020), food insecurity, lack of medical supplies, loss of income and livelihoods, difficulties in applying health and physical distancing measures, a threatening debt crisis, as well as political and security risks heightened vulnerability in both urban and rural areas.

As Cameroon, Ghana has taken steps to provide sanitation and free water to the most vulnerable, and Botswana has worked to improve the livelihoods of vulnerable households by purchasing food from local people. Many working people in households are said to be forced to choose between the virus and food at home. In addition, nearly 90% of employed women in Africa work in the informal sector and do not benefit from any social protection. Households run by women are particularly vulnerable. African finance ministers and the African Union have called on development partners to make available US \$ 100 billion, of which US \$ 44 billion is for debt relief, to support health systems, to preserve jobs and put in place safety nets for vulnerable groups. If left unchecked, the current economic crisis risks turning into a serious food crisis, potentially having consequences for peace and security. Several major exporters of staple crops have imposed export restrictions on rice and wheat. These measures could worsen food insecurity in Africa and particularly in Cameroon leading to a sharp rise in food prices as well as an increase in hunger and malnutrition.

It is important, in responding to COVID-19, to take into account the links between health, humanitarian issues, peace and development. Africa's 25.2 million refugees, asylum seekers, displaced people and stateless people are among the most vulnerable to the pandemic. Many of them are accommodated in overcrowded camps and in areas where security is precarious, health systems are weak and access to services such as water and sanitation services and of hygiene is limited. Rules such as frequent hand washing and physical distancing must be observed in camps for internally displaced persons or refugees in such situations. The Economic Commission for Africa calls for an effective exit strategy from COVID-19 lockdown to mitigate risks and protect vulnerable people. The current pandemic could have significant negative effects in terms of employment, worsening poverty and exacerbating inequalities within the population. Indeed, it could eventually lead some of the most vulnerable households to disinvestment to meet the expenses caused by the pandemic since most of the population does not have access to a social protection system. Vulnerable people, most dependent on a highly developed informal sector, will be the most dependent on containment measures. It pays particular attention to the vulnerability of this segment of the population in order to guarantee the achievement of the Sustainable Development Goals by 2030.

3- Covid-19 related violence

To combat the spread of the pandemic, the Secretary-General calls for an end to the escalation of violence against women and girls, including domestic violence World Bank (2020). Apart from the health crisis, Cameroon is facing a security crisis in the east of the country on the border with the Central African Republic, attacks by the terrorist sect Boko Haram in the north of the country and the secessionist crisis in the North-West and Southwest and the spread of violence continue to take a heavy toll on the populations. The context of COVID-19 complicates the fight against violence, and Cameroon will need strengthened support to maintain this mobilization on all fronts while combating the pandemic. In the North, we observe the resurgence of acts of violence by the Boko Haram sect and the incursions of Ambazonians perpetrated significant loss of human life. Risks of sexual and gender-based violence, as well as serious violations affecting children, especially in camps for refugees and internally displaced persons and in areas affected by conflict, have increased. This sexual and gender-based violence, in particular domestic violence, has also increased due to confinement (36%) according to the results of the UN Women and Population Census Bureau (BUCREP) survey in 2020, first affecting line women and children. People living with a disability, the elderly, groups of children such as unaccompanied children or those in street situations, nomadic or highly mobile populations such as a number of refugees, asylum seekers and internally displaced persons, etc. are also among the groups whose vulnerability has increased due to the COVID-19 pandemic. Already in 1993, the United Nations tackled the elimination of violence against women by offering a formal definition of violence against women as any act of gender-based violence resulting in or likely to cause physical harm or suffering to women, including threats of such acts, coercion or arbitrary deprivation of liberty, whether in public or private life. Violence against women can be perpetrated by the family, within the community at large and by the state. With the changing world of technology and the expansion of internet access, recent definitions of violence against women have been revised to include digital violence. At July 2018 UN General Assembly resolution recognized digital VAW as a “growing concern,” describing VAW in digital contexts to include: Harassment, stalking, bullying, threats of sexual and gender-based violence, threats of arbitrary or unlawful death, surveillance and tracing, trafficking in persons, extortion, censorship and hacking of digital accounts, mobile phones and other electronic devices, to discredit women and girls and / or incite other violations and abuse against them. The Covid-19 pandemic is most likely to exacerbate two varieties of VAW: intimate partner violence (IPV) and digital violence. Intimate partner violence is a particularly common form of VAW. Globally, it is estimated that 30% of women who have been in a relationship have experienced spousal victims of domestic violence in their lifetime. This form of interpersonal violence is particularly relevant during confinement when families are required to remain within their home. The pandemic is also likely to increase digital violence as the world turns to remote working and increased use of the internet for virtual socialization. Globally, internet use during the pandemic has increased by 50-70%. This facilitates exposure to incidents of sexual harassment, zoombombing, stalking, threats and sexual trolling and digital violence is exacerbated by the Covid-19 pandemic.

As the survey of households and businesses has shown, households and populations already vulnerable before the health crisis have generally been more severely affected by the socioeconomic effects it has engendered. Among them, migrant populations (refugees, internally displaced persons, returnees, etc.) have been particularly affected. In fact, economically, 63% of women have experienced a drop or loss of their income and even of their jobs. The burden of unpaid household chores increased in 68% of women while men spent more time in confinement on intellectual work. Regarding cohesion within households, we note an increase in domestic violence of around 36%. This violence is mainly psychological (17%) verbal (33%) and economic (22%). Women have also been more affected economically than men, because they are in the majority in the informal sector, especially in the small trade, the cessation of activities linked to COVID-19 as well as the mistrust of the populations, the respect of the barrier measures to bring to a complete cessation of activity for many women thus exposing them to more vulnerability and financial violence within households. Containment and curfew measures leading to the deprivation of populations. For (Gurr, 1993), relative deprivation theory focuses on the gap between people's perceptions of their value expectations and their ability to achieve them. According to Kuznets' theory, relative deprivation is expected to increase during the early stages of development, leading to mistrust and frustration, as well as an unusual inclination towards aggression that can lead to acts of collective violence. In such a context, violence emanates from relative deprivation in relation to other people (inequality for example) and serving as a pretext for grievances and frustration caused by disparities in living conditions, by expectations unfulfilled and the ability to use coercive and institutional resources. For (UNHCR, 2020; UNAIDS, 2020) a strengthening of activities to prevent the risks of violence, neglect and abuse of children in the context of COVID-19 with an emphasis on the training of community relay leaders, community sensitization and case management, as well as the empowerment of women in socio-economic activities in order to mitigate GBV-related risks and enable them to cover other essential needs.

CONCLUSION

Before the Covid-19 pandemic, many refugees, asylum seekers and internally displaced people in Cameroon, both in urban and rural areas, were already vulnerable and lived in precariousness due to the situation of forced displacement in which they are located. The pandemic has contributed to accentuating the adverse socio-economic effects in Cameroon. Risks related to loss of income, stigma and social exclusion, family separation, sexual and gender-based violence (in particular domestic violence and early and forced marriages), child labor, reduced access to the appropriate services, etc. have indeed increased and increased pre-existing vulnerabilities and inequalities. For households, it is important to adapt or expand social protection programs in response to COVID-19. Adaptations or extensions of the social safety net program or school canteens would be necessary by redirecting towards the distribution of living for the most vulnerable children. As well as the strengthening of social protection measures for the most vulnerable through the effectiveness of universal health coverage (UHC) to ensure social protection through free care not only for infected people as is the case. But also the collateral victims, the protection of the livelihoods of vulnerable populations can also be ensured by the implementation of subsidy programs for basic

necessities (food, water, soap, disinfectant and protection products and electricity) to preserve the minimum standard of living.

We can imagine that, the involvement of the most vulnerable in awareness-raising work or other types of safer work depending on the context. This is, for example, the case of motorcycle taxi drivers who may be involved in awareness-raising or distribution transport actions. A subsidy (or remuneration) on the basis of the average revenue before the crisis could be committed. Protecting the purchasing power of both the most vulnerable in urban and rural areas is also important. Measures can be put in place to promote direct purchases at producer level. This should be imagined in the case of distributions of living among the vulnerable in urban areas and improving the awareness and capacity of the police and the judiciary to recognize and respond to violence against women.

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Preference and Consumer Safety for Honey Consumption in Albania

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ABSTRACT

Nowadays, the domestic market faces a variety of different brands of honey product offered by local producers but also foreign producers. Domestic or imported products, chosen by consumers, give a scientific orientation to the market. Consumer behavior in the market determines: what and how much; how and for whom will it be produced? This orients manufacturers to make decisions and design certain strategies and policies based on consumer behavior. Seen in this light, consumer preferences constitute a major driving force for manufacturing industries, so identifying the factors that determine consumer choice is very important.

Consumer behavior relates to the study of individuals and the way they use to choose, and purchase products and services in order for them to maximize their usefulness.

Honey product has been and remains one of the most important foods for the great values it has but not all consumers have the opportunity to consume it due to the high selling price and low income that Albanian consumers have. In our market, in addition to the domestic product, the imported product is also for sale. Of course, among them there are many distinctive features such as taste, quality, price, origin of the product, etc. Which product does the Albanian consumer consume the most and why? Which product does the consumer feel most confident about and why? Are there any problems in the honey market? How can some of the existing problems be improved?

Through this study, the answers to the above questions will be given, some of the determining factors of the demand for honey will be analyzed and some of the problems of this production sector will be identified and analyzed.

Keywords: Consumer, Market, Demand Determinants, Market Problems, Market Analysis.

INTRODUCTION

MAIN PROBLEMS AND OBJECTIVES

THE PROBLEM

Consumption of honey product in Albania in recent years has had an increasing trend. Consumers have complete information on the high nutritional value of honey. On the other hand the selling price of honey in the market is high. Domestic production fails to meet market demand so since domestic supply is in short supply, the market immediately reflects an increase in the price of the product. The consumer in the market also faces imported products. But what will the Albanian consumer choose more for consumption and why? How will the consumer's income, the selling price of the product, the quality, the origin of the product, the costs for the basic products of the basket, etc. affect the type and quantity of consumption of the product. Another problem that consumers face is food safety? How safe is the consumer when consuming the honey product, whether this product is domestic or imported?

What should the consumer consider before making his decision to buy the product? The choices that consumers will make will not only give a scientific orientation to the market but will have an impact on politics by orienting policymakers to formulate policies in order to provide solutions to all the problems encountered in all links of the chain since the buyer. and until the product reaches the consumer. During this paper, through analytical and statistical interpretations we will try to answer some of the questions raised in this study.

METHODOLOGY

AIMS

The aims of this study consist of:

analysis of consumer preferences for honey product in our country.

analysis of several factors that influence the change of consumer behavior thus influencing the decision to buy.

as well as the consumer analysis on the food safety of consumption of this product and some of the standards that this product must have before being consumed in order for the consumer to feel safer.

OBJECTIVES

Some of the main objectives on which this study is based are:

- Determination and analysis of determinants in consumer preference for honey consumption.
- Analysis and statistical estimates of consumer preference for honey and some determinants of demand.
- Identify some indicators of food safety standards to increase consumer reliability and safety.

METHODOLOGY

The methods used in this study will be:

Economic method.

statistical analysis

Consumer survey

Official data.

NUTRITIONAL VALUES AND NECESSITY OF HONEY CONSUMPTION

Honey And It's Properties And Use

Honey is a sweet, thick, golden-colored juice that is "produced" by various species of bees, such as *Apis Mellifera*, from the nectar of flowers. It is stored in wax hives and used by bees as a food source to feed both immature larval stages and adult bees during the winter. Approximately 120,000 bees should produce 1 kg of honey and a single bee will produce only about one tablespoon of honey during its lifetime [Thomas and Schumann, 1992].

The use of natural honey as food and medicine by mankind has existed since ancient times. Indeed, the data show that raw honey is the oldest sweetener and has been observed to have been in use worldwide several million years ago [Crane E, 1975]. Natural honey is a sweet food, with many flavors and high nutritional value [White JW, Doner LW 1980]

Honey on the healthy shopping list is growing. The reason for this growing demand for natural honey is due to its popularity for some medicinal uses that this product has enjoyed throughout human history. It has been observed since ancient times that honey is not only important for its medicinal attributes, but also useful as a food sweetener, as a food and a natural beauty agent [Crane E, 1975].

1.2. Where Honey Is Produced In Albania

According to MARD, About half of the amount of honey is produced in 3 regions - Vlora, Korca and Elbasan. Beekeepers in the Vlora region, especially those in Saranda, are more consolidated and more market-oriented. In most other regions of Albania, honey production remains a component of agricultural livelihoods with combined production systems. Only 15% of production is based on producers who have more than 50 beehives. Albanian honey is mainly polyphlore and offers delicious varieties in all parts of the country, for example in Tropoja, Malsia e Madhe, Mirditë, Dibër, Pogradec, Erseke, Përmët, Tepelena, Vlora, Saranda or the mountains of Librazhd!

2. CHAPTER : PROBLEMS OF THE HONEY MARKET IN ALBANIA

2.1. Current Market Situation

Producers in Albania are mostly small. Most producers produce for household consumption, however, some of them manage to provide a higher production than others and sell the surplus in the market. Very few producers have managed to gain access to international markets by exporting the products they receive. The types of honey used for curative purposes are mainly chestnut honey which is produced mainly in the north, in the Tropoja area. The price of chestnut honey is high but the values and quality of honey justify its selling price. Another type is

kocimare honey, whose taste is bitter but which has very high curative values. This type of honey is produced mainly in the south of the country, mainly in the area of Vlora, Saranda, etc.

The honey production and sales market has its own problems like any other market.

First, since the country has few producers, the realized production will not cover the market demand. On the other hand, in the market the consumer to meet his demands faces imported products. Local producers are mainly located in deep mountainous areas, so trading honey in the respective markets makes it a bit difficult as in some areas there are problems in infrastructure and transportation costs become unaffordable. The consumer is interested in buying the product directly from the manufacturer but there is generally a lack of information on the location of the manufacturer as most manufacturers do not have a logo of their product. But how is the product marketed?

Producers generally sell the product to their acquaintances and some consumers buy honey from producers they know by origin. The rest of the consumers who find it impossible to buy directly from the manufacturers, buy their product in the market.

Consumers who buy directly from the producer, buy honey in large quantities to consume it throughout the year, while those who buy in the market, buy a little for lower consumption. But is the consumer confident in the choice he makes?

In general, close acquaintances with the manufacturer increase the safety in consumption, although the product they buy does not have a label where the product logo, qualities, date of manufacture and expiration and other safety elements are marked. So the consumer gains credibility over the consumption of the product based on close acquaintances with the manufacturer. In fact this is a problem as not everyone can know the manufacturer to trust him so the product must be certified and meet all standards. The fact that they are small producers, are not licensed to be recognized by the state and by not being recognized, it becomes more difficult to control the product by the relevant structures and on the other hand these producers do not declare their products and income in the state. In this way the state can not tax them in accordance with the law. These issues must be resolved as soon as possible. The production technologies used are old. This sector needs investment in the creation of modern hives, as well as in extraction, filtration and packaging equipment. Most producers for the fact that they are small producers require attention from the state in order for them to benefit from subsidies and thus expand their activity and use modern technology.

Another problem observed in this sector is that there is a lack of assistance from extension groups in informing farmers how they can and should act according to standards for honey extraction, treatment and processing.

3. CHAPTER : ANALYSIS OF DETERMINANTS OF CONSUMER DEMAND FOR HONEY

3.1. Description Of Some Determinants Of The Demand For A Good

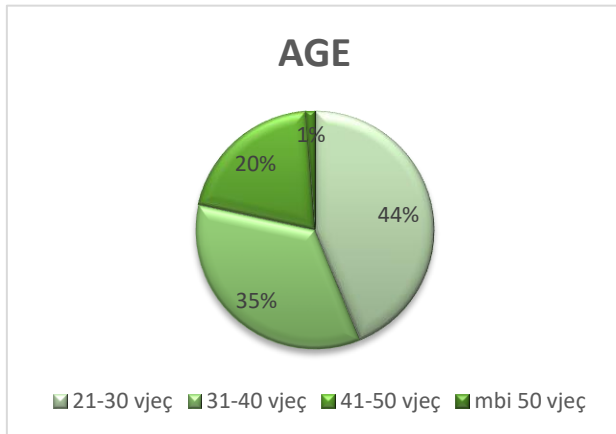
The demand for a certain product is influenced by several factors such as: consumer income, selling price, prices of substitute or complementary goods, consumer expectations, etc.

Each of the above factors affects the choice that the consumer will make, a choice which is completely individual. Below are some demographic data and statistical processing for 99 consumers surveyed.

AGE

Age has a very significant impact on consumer spending as consumption varies depending on age and health problems that appear with each age.

Graph 1: Age of respondents



As can be seen from the graph, the age of the respondents varies from 21-50 years. Generally all ages consumed honey but in different amounts. This change was due to preferences but more affected the level of income where low income dominates and this makes it difficult to consume in large quantities.

The graph above shows that of the total number of respondents, about 44% is 21-30 years old. The age of 31-40 years of respondents is 35% and the smallest part is over 51 years old with only 1%. Ages over 40 years old show more interest in the honey product, as a result of better information of this age towards the product in question and its nutritional values. The use of honey by them was done mainly for curative effects.

Even the age of 21-30 has shown a growing interest in

Table 1: Age of respondents

	Frequency	Percent	Valid Percent	Cumulative Percent
Male	33	33.3	33.3	33.3
Female	66	66.7	66.7	100.0
Total	99	100.0	100.0	

consuming honey as it has been informed on social networks about its curative properties or uses in cosmetics.

GENDER

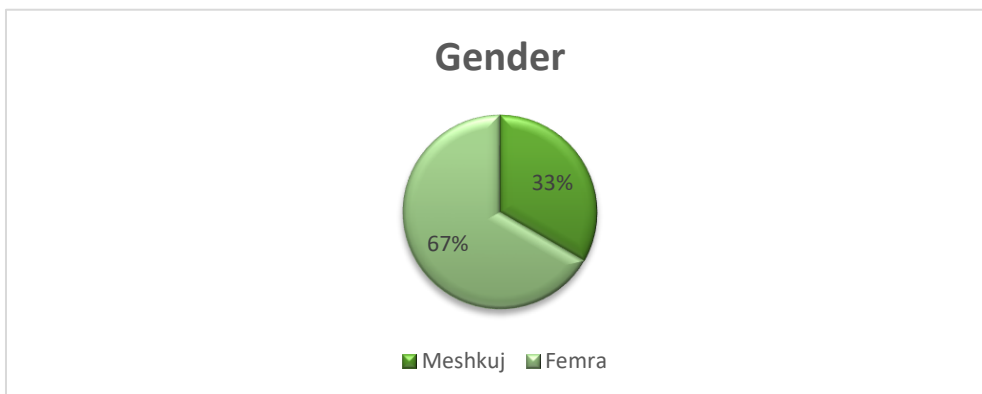
Gender is another important factor that affects the demand for honey. Since women are more oriented towards health and beauty products, we can say that honey is consumed more by

women. However in a family, especially in our families there are information about the values of honey and both sexes consume it, in some cases even if they do not prefer it, but because of its curative values they have added it to their daily consumption. In families with children, it is definitely given to consume honey in different forms, although generally children do not prefer to consume it.

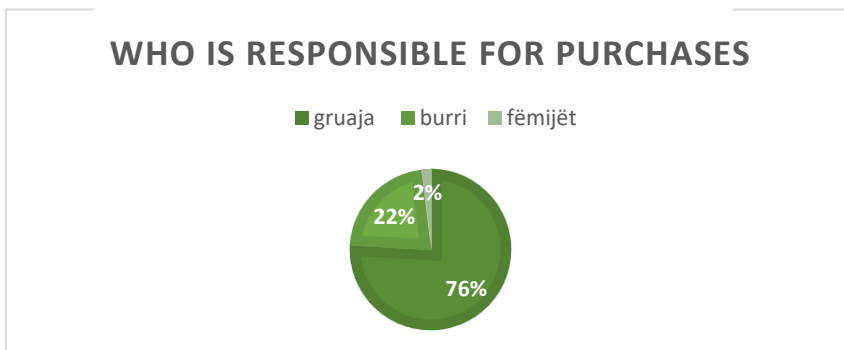
From the graph below we see that the majority of respondents about 67% are female and 33% male.

Women are more interested in using honey mainly in cosmetics but not only.

Graph 2: Gender



Graph 3: Who is responsible for purchases

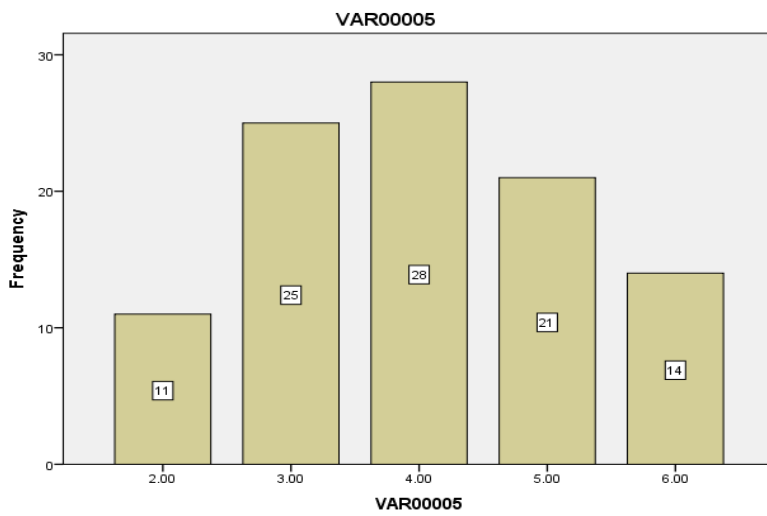


Respondents were asked to choose the male alternative if they are male and are responsible for buying food. The same goes for the female gender and in the case of younger ages, if they are responsible for the purchase to choose the children. In the

graph below with the explanation above we conclude that women are mostly responsible for buying food (76%) and at the same time consuming more especially in the field of using honey for cosmetics as the female gender pays more attention to the aesthetics than men .

A person's economic situation influences the choice of product.

Graph 4: Monthly family income (ALL)



Legend

Graph 4 is the graph that shows the monthly household income in ALL. The columns are as follows:

<10 000	-1
10000-30 000	-2
30000-60000	-3
60000-90000	-4
90000-120000	-5
over 120000	-6

The surveyed consumers generally have an average income, so most of the income goes to the cost of basic products and very little is spent on honey due to insufficient income.

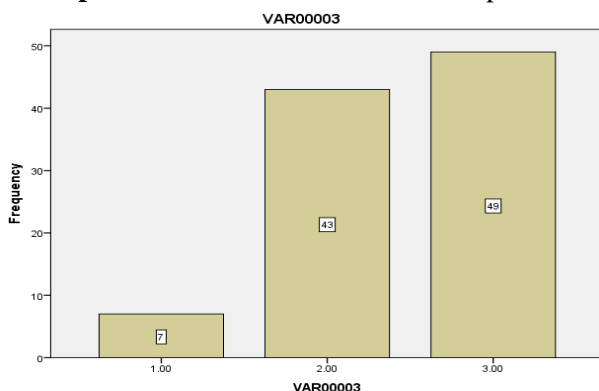
LIFESTYLE

Consumers have different lifestyles, belong to different social classes, differ in terms of preferences, income level, professions, level of employment, etc. The product choice will be made on the basis of the lifestyle that each consumer makes and the other factors mentioned above.

EDUCATIONAL LEVEL

The educational level of consumers affects the type of work and their income. The more educated an individual is, the more likely he will be to find a job from which he can secure a high level of income. The higher the income, the higher will be the alternate consumption of course and with the consumer preference.

Graph 5: Level of education of the respondents



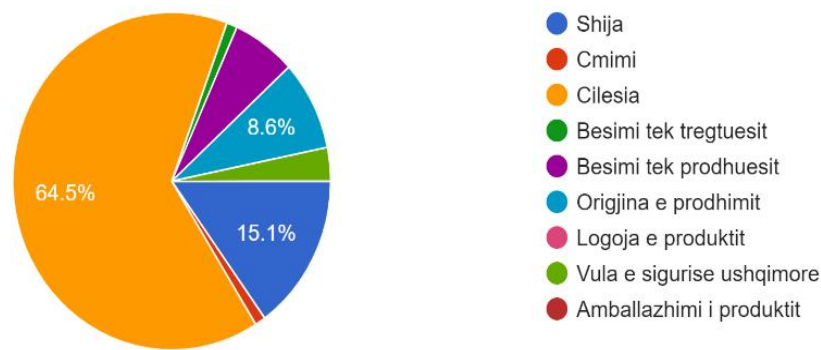
From the graph above we see that 49% of respondents have higher education, 43% secondary education and 7% lower education. Although most have higher education, in our country we have a high level of unemployment. Most individuals fail to get hired on ending profiles.

1.2.Product Attributes

For the consumer, products and product attributes are the main incentives that directly affect consumer consumption and behavior for a

given good. Consumers can value these attributes in terms of the values, beliefs and experiences they may have. Of course the marketing of the product as well as other promotional information influence the choice that the consumer will make for a certain good in order for the consumer to maximize its usefulness. Below are the most valued attributes by the surveyed consumers for the honey product.

Graph 6: Honey Traits That Respondents Value The Most



As can be seen from the graph, 64.5% of respondents value quality more when buying honey, 15.1% value the taste of honey and 8.6% value the origin of the product. Other attributes with lower ratings are then listed.

PRODUCT PRICE

Price is one of the most important attributes that influence consumer behavior towards a product. According to the law of demand we know that if the price of a good decreases then it will reflect an increase in demand for that product and vice versa as there is an inverse relationship between the price and quantity required for a good. But the demand also depends on the replacement and complementary goods that the product has and the type of product.

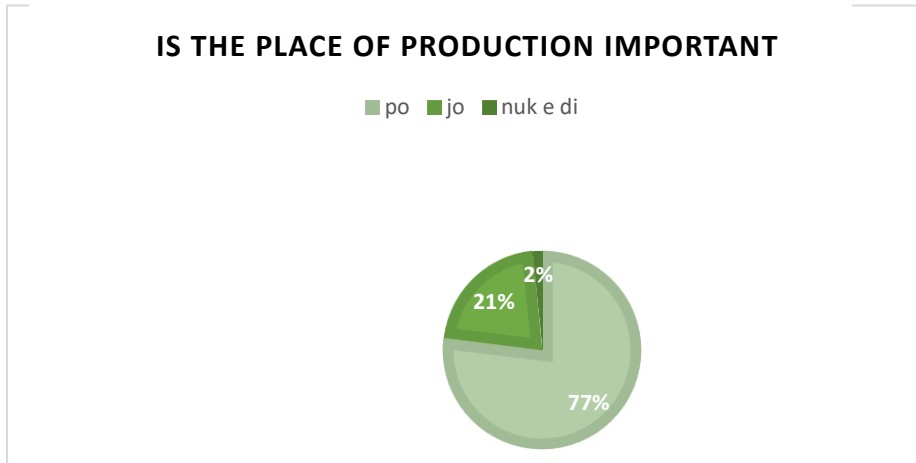
In the case of the honey product, we know that honey has no immediate substitutes and the increase in the price of honey does not always lead to a decrease in demand for it. As we can see in the graph above, in this case the price does not affect the purchase of honey for the surveyed customers because for a better quality they are willing to pay a higher price. Honey is a necessary product in consumption and respondents are willing to buy it regardless of its price. But the amount they will buy depends a lot on the level of income that each family has.

COUNTRY OF ORIGIN OF THE PRODUCT

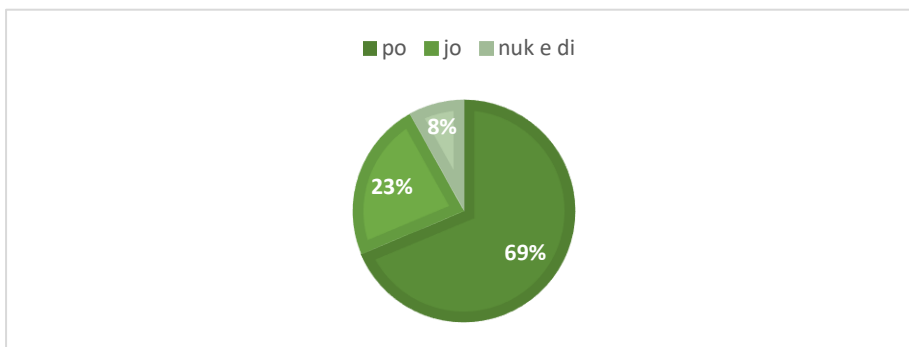
In general, consumers tend to rate the products of their countries as more preferred than those of imports. The place of origin of a product is an important piece of information in the decision-making process because consumers use the origin of the product as a quality signal for the product. Product safety is strongly linked to specific countries and products from these countries often try to take advantage of these links. Sometimes, however, the country of origin can act as

a negative signal, depending on the information the consumer has. 77% of respondents claim that the place of production is very important as it greatly influences their decision to buy or not.

Graph 7: Is the Place of Honey Production Important?



Graph 8: Are Consumers Ready to Pay a Higher Price for the Area Honey They Prefer?



From this graph it results that 69% of respondents would be willing to pay a higher price to buy honey in the area they preferred for honey production.

1.3. Food Safety

Food is the basic element for consumer health. They have the right to choose between the food products that are put on the market, the product that they will buy for consumption. Despite the demands that consumers may place on the market, in no case can product safety be abused because of the demands placed on the types of products on the market. Product safety is generally envisaged by the law on the consumer and more specifically by the law on food. The law on food was adopted in 2008. But although there is a law on consumer protection, it has been observed that the consumer often feels insecure about the product he consumes. If you want the packaging of the product, often the exposure of the product in the sun causes the product to lose its values, a part of the honey product is sold without an accompanying label on which the consumer receives the necessary information, are not controlled and certified as said and a little above most manufacturers are small and not known in the market, and sell their products to their acquaintances.

Pursuant to Article 36 point 1 of the law on food, food must be labeled. The label with which the food is provided must have the following characteristics:

1. To be written in Albanian language;
2. To be distinct;
3. Be legible
4. To be understandable ”

The consumer expresses it as a concern as he feels insecure in the products he consumes so he seeks the intervention of the state to avoid these problems.

4.CHAPTER - ANALYSIS AND STATISTICAL INTERPRETATIONS ON FIELD FINDINGS FOR HONEY CONSUMPTION

4.1 Analysis Of Field Findings On Honey Consumption

In this study, 99 consumers were surveyed, whose selection was random.

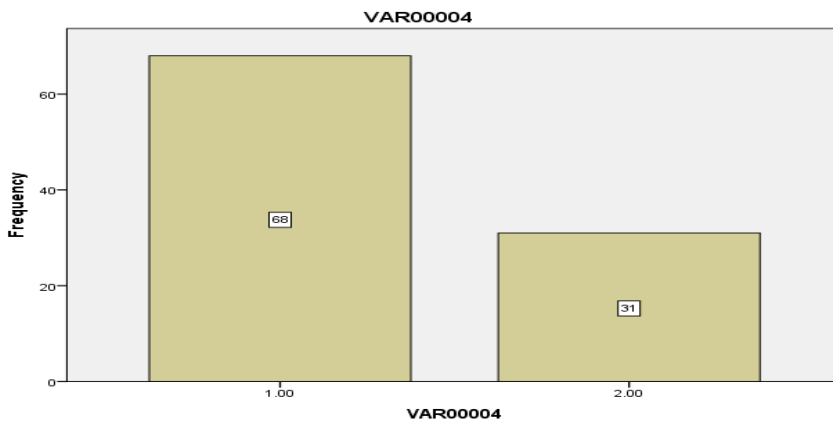
Gender * Level of Education

Table 3: Level Of Education By Gender

		Level of Education			Total
		the lowest education	The medium education	the higher education	
Gender	Male	3	14	16	33
	Female	4	29	33	66
Total		7	43	49	99

The table above shows the correlation of the gender factor with the level of education. From this table we conclude that the majority of men specifically 16 men out of 33 in total are with higher education and 3 men are with lower education. Subsequently, 33 women out of 66 interviewed have higher education.

Graph 9: Residence of Respondents



Legend

Graph 9 shows the place of residence of the respondents.

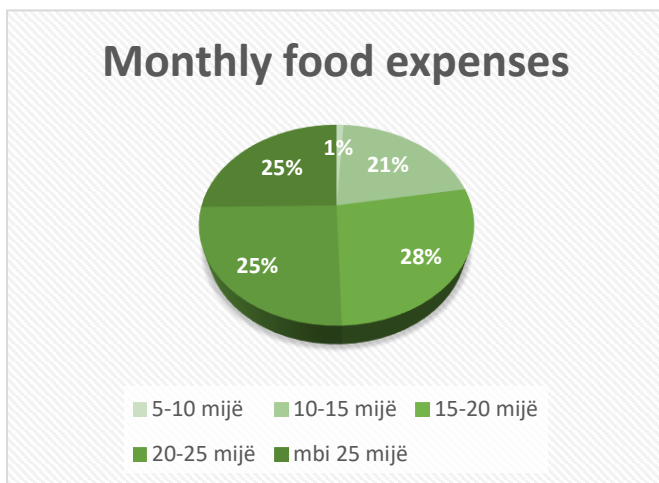
Column 1 - Tirana area

Column 2 - Outside Tirana

From the graph we conclude that most of the respondents specifically 44 of them are 4

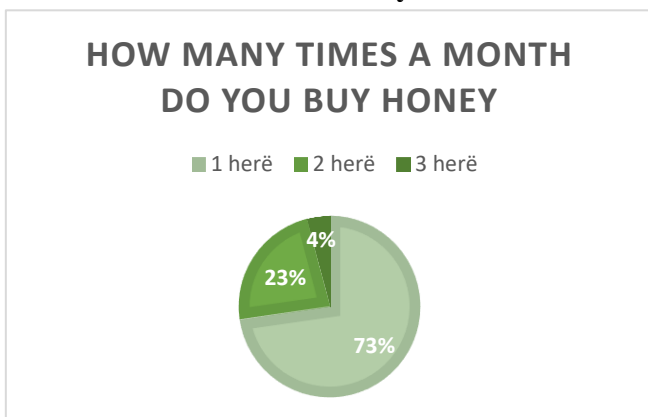
family members, followed by 27 people who have 5 family members.

Graph 10: How Much Do Respondents Spend Per Month On Food



From this graph it results that most of the respondents, specifically 28% of them spend 15-20 thousand ALL per month for food. 25% of them spend 20-25 thousand and 25% of them spend over 25 thousand ALL. We can say that food expenditures occupy a large part of the total expenditures of individuals. Expenditures are higher if individuals have higher incomes. If we have an increase in income, then we can say that their expenditures will increase and vice versa.

Graph 11: How many times a month do respondents buy honey



From this graph it results that for most of the respondents honey occupies a small part of their food expenditures. This happens because as it turned out in the graph above, honey is not consumed in large quantities and for this reason it is often bought once every two or three months.

4.1.2 Statistical Interpretations

HYPOTHESIS:

H0: Income level is not important in honey consumption.

H1: Income level is important in honey consumption.

From the statistical evaluation in the table below it is noticed that the value of F is greater than the value of the security level 0.05%. This means that the Ho hypothesis does not stand as true and the H1 hypothesis stands. So the level of income is important in the level of honey consumption.

Given that the price of honey is relatively high and not everyone can afford it.

ANOVA 1

DESCRIPTIVES

Të Ardhurat

	N	Mean	Std. Deviation	Std. Error	95% Confidence Interval for Mean		Minimum	Maximum
					Lower Bound	Upper Bound		
1.00	7	4.5714	1.51186	.57143	3.1732	5.9697	3.00	6.00
2.00	43	3.9302	.98550	.15029	3.6269	4.2335	2.00	6.00
3.00	49	4.0204	1.36152	.19450	3.6293	4.4115	2.00	6.00
Total	99	4.0202	1.22040	.12266	3.7768	4.2636	2.00	6.00

Table 7: Anova

ANOVA

Të Ardhurat

	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	2.475	2	1.238	6.828	.020
Within Groups	143.485	96	1.495		
Total	145.960	98			

Table 5: Anova

From the statistical processing we notice that the level of income is important for the consumption of honey.

4.1.3 Evaluation Of Monthly Expenses And Purchases

HYPOTHESES

H0: Monthly expenses do not affect honey expenses.

H1: Monthly expenses affect honey expenses.

Anova : 1 Factorial

SUMMARY

Groups	Count	Sum	Average	Variance
monthly expenses	98	346	3.53061224	1.261939827
honey costs	98	168	1.71428571	0.639175258

Table 6 : Anova

ANOVA						
Source of Variation	SS	df	MS	F	P-value	F crit
Between Groups	161.6530612	1	161.6530612	170.0613103	0.0053-28	3.889839044
Within Groups	184.4081633	194	0.95055852			
Total	346.0612245	195				

And in this statistical assessment we notice that the monthly expenses that the consumer makes for other necessary products, affect the amount of expenses for honey.

Table 7: Relationship Between Monthly Expenses And Purchases

		What is the cost of honey?			Total
		Small	Medium	High	
Monthly Expenses	5-10 thousand	0	0	1	1
	10-15 thousand	16	3	2	21
	15-20 thousand	7	5	15	27
	20-25 thousand	11	4	10	25
	25-30 thousand	10	5	10	25
Total		44	17	38	99

Table 7 shows the relationship between honey costs and monthly costs of respondents. The table shows that for monthly costs 10-15 thousand ALL 16 people answered that buying honey occupies a small part of costs, 3 of them average and 2 People with monthly expenses of 20-25 thousand and 25-30 thousand have answered that buying honey occupies a large part of their monthly expenses. Based on the fact that monthly expenses depend on the income of individuals, we assume that Individuals with higher monthly expenditures also have higher incomes. Most of these individuals have stated that buying honey occupies a large part of their expenditures. From this we can conclude which confirms the hypothesis that income monthly affect the purchase of honey. So individuals who have higher monthly income consume more honey.

Table 8: Estimation Of Honey Revenue And Purchases

	Purchases			Total
	small	Medium	high	
<10 thousand	5	2	4	11
10-30 thousand	15	2	8	25
30-60 thousand	9	6	13	28
60-90 thousand	5	3	13	21
90-120 thousand	3	4	7	14
Total	44	17	38	99

CONCLUSIONS

Based on the study conducted on the honey product it can be concluded that the quality of honey in general is the most important factor in the purchase of honey by respondents, but also the taste and country of origin. Most respondents are willing to pay a higher price for a quality product and produced in their preferred area for honey production. This shows that consumers beyond the price of honey pay more attention to their health in product selection. Results show that older ages are more aware of the benefits of honey as food than younger ages. Men also pay more attention to the price of honey, as they consume less than women. It is important to note that the design, size and shape of the packaging are not important in relation to the quality of the honey. The reason for this is that most respondents buy honey directly from beekeepers or from relatives. This also supports the conclusion that honey quality is the most important characteristic for the average consumer who does not want to buy easily accessible and even cheaper products in stores and looking for the best possible quality as he believes he can provide

this with direct purchase from manufacturers. It is clear that the average honey consumer does not believe in the quality of honey offered in stores. Based on the analysis regarding the monthly income and the purchase of honey, it turns out that in most cases the income affects the purchase of honey. Considering the fact that honey, especially quality honey has a relatively high price, not everyone can afford it. However, honey for a middle-income family occupies a small part of the expenses, as generally in these families honey is not bought every month but once in 2 or 3 months and is not consumed every day. Some families can use it honey as a healer in cases when they are sick rather than consuming it in their food diet. Also from the analysis it turned out that the monthly expenses affected the purchase of honey. Generally families with higher monthly expenses as a result of higher income level , also spent more money on honey than lower-income households as their incomes were lower. Despite the high price of honey and monthly income we can say that an average family tries to buy honey, because of its nutritional properties even though it may consume it not very often. In addition to quality, the consumer also demands safety in consumption because in most cases he feels insecure.

RECOMMENDATIONS

Recommendations for honey consumers based on this analysis are mostly related to food safety. Surveys showed that the majority of respondents bought honey directly from beekeepers or in most cases from known people. Considering quality as the primary factor of the product, taste or country of origin, humanity may neglect to receive information on how to produce honey and other information. Most honey products purchased directly from beekeepers or relatives are unlabeled. The marketing of products without labeling deprives the consumer of the right to be informed about the product data. For this reason, many controls of these products should be introduced in order to protect the consumer. The fact that a food product is organic or processed is not a factor that will make a difference in equipping labeled products or not.

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Economizing Function of Language in Communication

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ABSTRACT

The crucial languages have many capabilities, one in every of them is language alternate, however now no longer in its fundamentals like grammar (syntax), however at vocabularies and its meanings (semantics). Also they will upload or delete a few phrases from them consistent with wishes or the tendencies if it's far necessary.

In our contemporary-day generation there are numerous new vocabularies or phrases have introduced to apply it in written language particularly in speaking with every different via the present day communication instruments (social media).

No one can deny the usage of abbreviations and casual patterns in communiqué while we write to every different, like (slang & acronym) which recollect as now no longer English requirements abbreviations in formal (classical) language. Therefore, with the by skip of time we are able to locate ourselves coping with casual written language rather than formal one without feeling approximately that chance in the use of written language, this count is clearly very critical to word and take care approximately it particularly through linguists.

Not all people is aware of and offers with the brand new abbreviations utilized in communicative language, however inside decade or greater can be it is going to be used commonly and not unusual place.

The observe entails 4 sections, segment one consists of an introduction, the trouble, the intention of the observe, and the price of the observe. Section includes features of language and communicative features, slang, varieties of slangs, acronyms, and a few examples and its meanings utilized in not unusual place. Section 3 entails Foundations, Tips, and Advices for great communiqué. Section 4 committed for conclusions.

Keywords: Economizing, Function, Communication.

INTRODUCTION

The communiqué throughout tradition might also additionally emerge as much less irritating if we recognize that specific communicative fashion, and specific norms of social interplay aren't simplest regularly occurring however additionally easy and smooth to recognize. Good communicative results might also additionally pop out of the discount in discriminatory language or dangerous speech, greater powerful mastering of the opposite tradition's language, dialect, or fashion through contributors of each (all) cultures. The roles of communiqué are know-how, accepting, and appreciating cultural variations which incorporates now no longer simplest troubles of nationality, ethnicity, and race, however additionally gender, socioeconomic reputation, age, etc. Communication is a key thing of bridging cultural variations.

Communication is a dynamic problem to multifaceted interpretations, it's far relational manner of making and decoding messages that elicit a few shape of reaction, messages are the center of communiqué; we use verbal and nonverbal messages to get our thoughts throughout to every different. The intention of a communiqué is to switch message from the speaker to the hearer. As describing meanings a part of the manner of know-how utterances, the hearers understand it of their very own price, so there may be nonetheless an opening among describing a that means. We can alternate messages, however we can not alternate meanings, communiqué is a symbolic alternate manner, among those who try to perform shared meanings. Communication does now no longer take location in a vacuum, however in a context.

Non-verbal messages can create move-cultural friction and miscommunication due to the fact:

- (1) The identical nonverbal sign can suggest various things to specific human beings in specific cultures,
- (2) We regularly ship a couple of nonverbal cues,
- (3) There are many show rule versions to recollect, along with personality, gender, relational distance, socioeconomic reputation, and scenario.

1.1. The Problem

Meaning adjustments and varies with situations and conditions wherein all responses is probably each powerful and appropriate. The actual chance in lots of sports which contain communicate is false impression in a huge variety of private and expert contexts which results in miscommunication.

1.2. The intention of the observe

The study objectives at:

Showing the issues of false impression the language utilized in communiqué of various cultural conventions and seeking to deliver the motives and answers for them.

1.3. The Value of the Study

The observe offers a higher know-how to communiqué, identifies reasserts of misunderstandings which cause extreme issues, and allows to lessen those false impression.

FUNCTIONS OF LANGUAGE

Functions of Language has very critical function in each sort of communiqué. Being a linguist scholar you ought to conscious the function of those features. Language is a gadget of speech sounds that is used to speak through public customers. Language itself serves as a method of communiqué and as a method of sharing thoughts and emotions. It is a device this is regularly

utilized in everyday communiqué. Through language, people can switch kind of messages, both for himself or for any other man or woman. Basically, the language has positive features which are used primarily based totally on one's wishes. These features are, can be as a method of self-expression, as a communiqué device, as a method of social cultural relation, and as a method of social manage.

The feature of language in preferred

- The most important feature of language is a communiqué for to bring records
- It has a good deal wider features are as follows:
- For realistic functions: setting up members of the family in day by day existence.
- For creative functions: human manner and use language as beautiful-superbly to the pride of human aesthetic taste.
- As the secret's to analyze different understanding-
- Learn manuscripts to research the heritage of human records for tradition and customs.

Language as a method of communiqué

It serves as a method of communicate among contributors of the public. The feature is utilized in plenty of environments, degrees and pursuits are diverse, for instance: medical communicate, commercial enterprise communicate, place of work communicate, and social communicate, and cultural communicate.

Language as a method adaptation

It is the manner of adaptation, and those can explicit their perspectives collectively. For instance: the reliability of the paintings in an institution, the integrity of the personnel in a department, own circle of relatives honor, the integrity of cooperation with inside the area of commercial enterprise, the integrity of the state and country.

Language as a method of social dominance

Language is a social manage in order that human beings worried with inside the communicate can recognize every different. Every gestures and emblems suggests the route of communicate in society. This manage language may be found out with inside the shape: policies, statutes, legal guidelines – legal guidelines and others – others.

Language as a method to recognize oneself

In constructing the person of someone, he need to be capable of recognize his weakness, strength, talent, intelligence, highbrow capacity, willingness and so forth. A man or woman can recognise himself and different if he knows himself. By know-how of him, a person may be capable of construct person analyze high quality photo to create new vision.

Language as a method to recognize the opposite man or woman

For effectiveness of communicate, one wishes to recognize any other man or woman, along with in know-how him. With the know-how of someone use of language, he can understand diverse matters encompass the circumstance of his very own: the ability biological, highbrow, emotional, intelligence, person, paradigms, the underlying thought, encourage the improvement itself, and others – others.

Language as a method of watching the surroundings around

language is a device to examine the trouble and deliver actual existence answers. For instance what's the heritage for observation, how fixing the trouble, perceive the item being observed,

provide an explanation for how (method) to examine, what the reason of watching how the observations, and what conclusions.

Languages as a Tool for Self-Expression

We use language to explicit the emotions, emotion and, passion. As adults, we use language, each to explicit them and to speak. So, we will write to explicit ourselves. For instance, we might also additionally don't forget while we have been happy, we accumulate our emotions and reports in a book known as diary. As I write something with inside the diary, we do now no longer consider who the readers. We simply cherished our hearts and emotions without considering whether or not it's writing to recognize different human beings or now no longer.

Communicative Functions

We ought to recognise what the communicative features are. Roman Jakobson (1896-1982) factors out specific communicative features:

- Emotive feature it entails the latent presence of the addresser's emotions, attitude, and social reputation.
- Conative feature it entails such subjective capabilities like tone of voice and choice of phrases which has an impact on its receiver.
- Referential feature it is used to bring records.
- Poetic feature it's far used to supply meanings further to poetry.
- Phatic feature it's far used to set up acknowledges, or reinforces social members of the family.
- Metalingual feature it's far used to signify the code of the message.

These features are giving the solutions of the questions who what, to whom, in which, while, how and why it's far said. Danesi provides greater features mystical feature and economizing feature which we are able to consciousness on this study.

"Economization" is a feature of all varieties of communique systems, no longer simply language. It seems in diverse approaches throughout cultures.

Economizing Function claims that messages may be built and introduced with inside the maximum "economical" manner viable with the least viable attempt. (Danesi, 2004:107)

Defining slang

- It lowers, if temporarily, "the respect of formal or extreme speech or writing"; in different phrases, it's far in all likelihood to be taken into consideration in the ones contexts a "evident misuse of sign in".
 - Its use means that the consumer is acquainted with anything is referred to, or with a collection of individuals who are acquainted with it and use the time period.
 - "It's a taboo time period in normal discourse with human beings of a better social reputation or extra responsibility."
 - It replaces "a famous traditional synonym". This is performed in most cases to keep away from pain because of the traditional synonym or pain or annoyance because of having to problematic further.

Slang includes a lexicon of non-well known phrases and terms in a given language. Slang is a phenomenon of speech, instead of written language. It is normally related to a specific organization and performs a function in building our identities.

Slang is regularly taken from social media as a signal of social attention and shared understanding of famous tradition. This specific department of slang has emerge as greater ordinary because the early 2000s because of the upward thrust in recognition of social networking offerings, together with Facebook, Twitter, and Instagram. This has created new vocabularies related to every new social media.

Slang is a superb instance of the dynamic nature of language. Slang refers to new or tailored phrases which are precise to a collection, context, and/or time period; appeared as much less formal; and consultant of human beings' innovative play with language.

Slang includes a lexicon of non-well known phrases and terms in a given language. Use of those phrases and terms is generally related to the subversion of a well-known variety (along with Standard English) and is in all likelihood to be interpreted through listeners as implying specific attitudes at the a part of the speaker. In a few contexts, a speaker's choice of slang phrases or terms might also additionally bring prestige, indicating organization club or distinguishing organization contributors from folks that aren't part of the organization.

Michael Adams feedback that, "[Slang] is liminal language... it's far regularly not possible to tell, even in context, which pursuits and reasons it serves... slang is at the edge." Slang dictionaries, amassing lots of slang entries, provide a broad, empirical window into the motivating forces at the back of slang".

While many varieties of language can be taken into consideration "sub-well known", slang stays awesome from colloquial and jargon phrases due to its precise social contexts. While taken into consideration beside the point in formal writing, colloquial phrases are generally taken into consideration applicable in speech throughout a huge variety of contexts, at the same time as slang has a tendency to be taken into consideration unacceptable in lots of contexts. Jargon refers to language utilized by employees in a specific area, or language used to symbolize precise phrases inside a area to people with a specific interest. Although jargon and slang can each be used to exclude non-organization contributors from the verbal exchange, the purpose of jargon is to optimize verbal exchange the use of phrases that mean technical know-how. On the opposite hand, slang has a tendency to emphasize social and contextual know-how. The expression "down size" is an instance of jargon, at the same time as the adjective "gnarly" is an instance of slang. "Down size" originated from 1990's generation company jargon, as a euphemistic manner to speak approximately layoffs. "Gnarly", through contrast, originates from off-roaders, speaking approximately the maximum treacherous location of a mountain, which in all likelihood might have gnarls of a few kind, however changed into prolonged through this identical organization to intend any type of severe or especially bold act. While colloquialisms and jargon might also additionally appear to be slang due to the fact they reference a specific organization, they do now no longer healthy the identical definition, due to the fact they do now no longer constitute a specific attempt to update well known language. Colloquialisms are taken into consideration greater well-known than slang, and jargon is regularly created to speak approximately factors of a specific area that aren't accounted for with inside the well known lexicon.

It is regularly tough to distinguish slang from colloquialisms or even greater well-known language, due to the fact slang commonly turns into time-honored into the same old lexicon over time. Words along with "spurious" and "strenuous" have been as soon as slang, even though they're now time-honored as well known, even excessive sign in phrases. The literature on slang even discusses mainstream acknowledgment of a slang time period as converting its reputation as authentic slang, as it has been time-honored through the media and is therefore not the unique insider speech of a specific organization. Nevertheless, a preferred take a look at for whether or not a phrase is a slang phrase or now no longer is whether or not it might be applicable in an educational or felony setting, as each are arenas wherein wellknown language is needful and/or whether or not the time period has been entered with inside the Oxford English Dictionary, which a few pupils declare adjustments its reputation as slang.

Formation of slang

It is regularly tough to accumulate etymologies for slang phrases, in large part due to the fact slang is a phenomenon of speech, instead of written language and etymologies that are generally traced through corpus.

Eric Partridge, referred to because the first to document at the phenomenon of slang in a scientific and linguistic manner, postulated that a time period might in all likelihood be in movement for a decade earlier than it might be written down. Nevertheless, plainly slang commonly paperwork through deviation from a well-known shape. This "spawning" of slang happens in a good deal the identical manner that any preferred semantic alternate may occur. The distinction right here is that the slang time period's new that means takes on a selected social importance having to do with the organization the time period indexes.

Coleman additionally shows that slang is differentiated inside greater preferred semantic alternate in that it generally has to do with a positive diploma of "playfulness". The improvement of slang is taken into consideration to be a in large part "spontaneous, lively, and innovative" speech manner.

Still, at the same time as a superb deal of slang takes off, even turning into time-honored into the same old lexicon, a good deal slang dies out, once in a while simplest referencing a collection. An instance of that is the time period "groovy" that is a relic of 1960's and 70's American "hippy" slang. Nevertheless, for a slang time period to emerge as a slang time period, human beings ought to use it, in some unspecified time in the future in time, as a manner to flout well-known language. Additionally, slang phrases can be borrowed among groups, along with the time period "gig" which changed into at first coined through jazz musicians with inside the Nineteen Thirties after which borrowed into the identical hippy slang of the 1960s. The phrase "groovy" has remained part of tradition lexicon given that its popularization. It remains in not unusual place use nowadays through a substantial population. The phrase "gig" to consult a overall performance very in all likelihood originated nicely earlier than the Nineteen Thirties, and remained a not unusual place time period at some point of the Nineteen Forties and Fifties earlier than turning into a vaguely related to the "hippy slang of the 1960s". The phrase "gig" is now a broadly time-honored synonym for a concert, recital, or overall performance of any type. "Hippy" is greater usually spelled "hippie".

Generally, slang phrases go through the identical techniques of semantic alternate that phrases with inside the normal lexicon do.

Social media and Internet slang

Slang is regularly taken from social media as a signal of social attention and shared understanding of famous tradition. This specific department of slang has emerge as greater ordinary because the early 2000s because of the upward thrust in recognition of social networking offerings, together with Facebook, Twitter, and Instagram. This has created new vocabularies related to every new social media venue, along with the usage of the time period "friending" on Facebook, that is a verification of "friend" used to explain the manner of including a brand new man or woman to one's listing of pals at the website. This time period is a good deal older than Facebook, however has simplest currently entered the famous lexicon. Unlike maximum slang, social media slang is regularly now no longer spoken aloud in verbal exchange, however instead written, even though it's far nonetheless now no longer regarded as applicable in a proper setting. Other examples of the slang determined in social media encompass a preferred fashion towards shortened phrases or acronyms. These are particularly related to offerings along with Twitter, which has a one hundred forty person restriction for every message and consequently calls for a briefer, greater condensed way of communicate. This consists of the usage of hash tags which explicitly country the primary content material of a message or photo, along with #meals or #photography.

Types of slang

Internet slang does not now represent a homogeneous language variety. Rather, it differs consistent with the consumer and sort of Internet scenario. The subsequent varieties of slang can be observed.

Letter homophones

Included inside this organization are abbreviations and acronyms. An abbreviation is a shortening of a phrase, for instance "CU" or "CYA" for "see you (see ya)". An acronym, on the opposite hand, is a subset of abbreviations and are fashioned from the preliminary additives of a phrase. Examples of not unusual place acronyms encompass "LOL" for "Laugh out loud" and "BTW" for "by the way". There also are mixtures of each, like "CUL8R" for "see you later".

Punctuation, capitalizations and different symbols

Such capabilities are usually used for emphasis or stress. Periods or exclamation marks can be used again and again for emphasis, along with "....." or "!!!!!!!!!!". Question marks and exclamation marks are regularly used collectively in strings along with "?!?!?!?" while one is irritated at the same time as asking a question. Grammatical punctuation policies also are comfortable at the Internet. "E-mail" might also additionally definitely be expressed as "email", and apostrophes may be dropped in order that "John's book" turns into "johns book". Examples of capitalizations encompass "STOP IT", which could bring a more potent emotion of annoyance rather than "stop it". Bold, underline and italics also are used to signify stress.

Onomatopoeic and/or stylized spellings

Onomatopoeic spellings have additionally emerge as popularized at the Internet. One famous instance is "hahaha" to signify laughter. Onomatopoeic spellings are very language precise.

Keyboard-generated emoticons and smileys

Emoticons are commonly determined in internet forums, immediately messengers and on line games. They are tradition-precise and positive emoticons are simplest determined in a few languages however now no longer in others. For instance, the Japanese equal of emoticons, kaomoji (literally "face marks"), consciousness at the eyes rather than the mouth as in Western emoticons. They also are intended to be examine proper-facet up, as in ^_^ rather than sideways, :^). More currently than face emoticons, different emoticon symbols along with <3 (that is a sideways heart) have emerged. Compared to emoticons utilized in Western cultures along with the United States, kaomoji play a completely awesome social function in on line discourse.

Direct requests

These are determined in chat engines along with Internet Relay Chat or on line games, in which private identities can be concealed. As such, questions along with "A/S/L?" which stands for "age, sex, location?" are usually posed.

Leet

Leetspeak, or 1337, is an opportunity alphabet for the English language which makes use of diverse mixtures of ASCII characters to update Latin letters. For instance, Wikipedia can be expressed as "1|<1p3]14". It originated from laptop hacking, however its use has been prolonged to on line gaming as nicely. <https://wikipedia.org> .

Flaming

Flaming refers to the usage of impolite or profane language in interactions among Internet customers. It may be because of any problem of polarizing nature. For instance, there may be

an ongoing debate among customers of Windows and Mac OS as to that is "superior". Historically, the act of flaming has been defined as an intrinsic excellent of emails because of a lack of visible and auditory cues in laptop-mediated communicate (CMC). Other examples of the slang determined in social media encompass a preferred fashion towards shortened phrases or acronyms.

Acronym

Acronyms are a sort of phrase formation manner, and they're regarded as a subtype of blending. An acronym is a phrase or word fashioned as an abbreviation from the preliminary additives in a word or a phrase, normally character letters (as in NATO or laser) acronym is regularly used to consult any abbreviation fashioned from preliminary letters, many dictionaries and utilization commentators outline acronym to intend an abbreviation this is stated as a phrase and once in a while syllables (as in Benelux).

There isn't any rule on what to name abbreviations whose pronunciation entails the aggregate of letter names and phrases, as it is with JPEG and MS-DOS.

Whereas an abbreviation can be any sort of shortened shape, along with phrases with the center neglected (for instance, Rd for road or Dr for Doctor), an acronym is a phrase fashioned from the primary letter or first few letters of every phrase in a word (along with sonar, comprised of sound navigation and ranging). Attestations for Akronym in German are recognised from 1921, and for acronym in English from 1940.

There isn't any regularly occurring standardization of the diverse names for such abbreviations and in their orthographic styling. In English and maximum different languages, such abbreviations traditionally had restricted use, however they have become a good deal greater not unusual place with inside the twentieth century. Acronyms are a sort of phrase formation manner, and they're regarded as a subtype of blending.

List of acronyms

This listing includes acronyms, initialisms, and pseudo-blends .

For the functions of this listing:

- acronym = an abbreviation stated as though it have been a phrase, e.g., SARS = severe acute respiratory syndrome, stated to rhyme with cars
- initialism = an abbreviation stated utterly or in part the use of the names of its constituent letters, e.g., CD = compact disc, stated cee dee
- pseudo-blend = an abbreviation whose more or neglected letters suggest that it can not stand as a real acronym, initialism, or portmanteau (a phrase fashioned through combining one or greater words.)

(i) = initialism, e.g.: CD – (i) Compact disc

(p) = pseudo-blend, e.g.: UNIFEM – (p) United Nations Development Fund for Women

(a) = acronym, e.g.: SARS – (a) Severe acute respiratory syndrome

(s) = symbol (not one of the above, representing and stated as some thing else; for instance: MHz – Megahertz)

Examples

- Countries: UAE and USA
- Politicians: FDR, JFK, and LBJ
- Computer terms: CPU, DOS, RAM, ROM, and GNU, a recursive TLA that stands for "GNU's now no longer Unix"
- File extensions: JPG, and MP3
- Corporations: IBM, AMD and NEC
- Business: CEO, CFO and different C-degree officers

- Three Letter Agencies: CIA, FBI, FSB, and NSA
- TV networks: ABC (Aus., U.S.), BBC (UK), CBC (Canada, Japan), and NHK (Japan)
- Personal advertisements: SBM for Single Black Male, STR for Short Term Relationship
- Chemistry, biology, pharmaceuticals: GMO, LSD and MSG
- Religion: LDS
- Clinical medicine: CAD and CHF
- Communications shorthand: LOL and OMG
- Military and weaponry: BFR and RPG
- Wars and political conflicts: HYW and WWI
- ISO foreign money codes: EUR, GBP, JPY and USD
- IATA airport codes: LAX and LHR
- Academic testing: ACT, HSC (Bangladesh, India and Pakistan, NSW, Vic, UK) and SAT
- Canine registries: AKC and CKC
- Sports leagues: NFL, MLB, (North America); AFL and NRL (Australia); NPB (Japan); ACB, LFP (Spain); IPL (India)
- Ship prefixes: HMS, USS and RMS
- State postal abbreviations: NSW, QLD, VIC and TAS (Australia)

Examples with the meaning of every kind

- **Pronounced as a phrase, containing simplest preliminary letters**

- o NATO: North Atlantic Treaty Organization
- o Scuba: self-contained underwater respiration apparatus
- o Laser: mild amplification through inspired emission of radiation
- o Taser: Thomas A. Swift's electric powered rifle
- o GIF: Graphics Interchange Format

- **Pronounced as a phrase, containing non-preliminary letters**

- o Amphetamine: alpha-methylphenethylamine
- o Gestapo: Geheime Staatspolizei ('mystery country police')
- o Interpol: International Criminal Police Organization
- o Nabisco: National Biscuit Company

- **Pronounced as a string of letters, containing non-preliminary letters**

- o PMN: polymorphonuclear leukocytes
- o OCA: oculocutaneous albinism
- o PCM: paracoccidioidomycosis

- **Pronounced as a phrase, containing a combination of preliminary and non-preliminary letters**

- o AIDS: obtained immunodeficiency syndrome
- o Necco: New England Confectionery Company
- o Radar: radio detection and ranging

- **Pronounced as a phrase or as a string of letters, relying on speaker or context**

- o FAQ: often requested question
- o IRA: When used for Individual Retirement Account, SAT(s):
 - Scholastic Achievement (or Aptitude) Test(s) (US) (now claimed now no longer to face for anything) or
 - Standard Assessment Test(s) (UK)
- o SQL: Structured Query Language.

- **Pronounced as an aggregate of spelling out and a phrase**

- o CD-ROM: Compact Disc examine-simplest memory
- o IUPAC: International Union of Pure and Applied Chemistry

- o JPEG: Joint Photographic Experts Group
- o SFMOMA: San Francisco Museum of Modern Art
- o MS-DOS: Microsoft Disk Operating System
- **Pronounced simplest as a string of letters**
- o BBC: British Broadcasting Corporation
- o OEM: unique gadget manufacturer (original equipment manufacturer)
- o USA: United States of America
- **Pronounced as a string of letters, however with a shortcut**
- o AAA:
 - (triple A) American Automobile Association; stomach aortic aneurysm; anti-plane artillery; Asistencia, Asesoría y Administración
 - (3 As) Amateur Athletic Association
- o IEEE: (I triple E) Institute of Electrical and Electronics Engineers
- o NAACP: (N double A C P) National Association for the Advancement of Colored People
- o NCAA: (N C double A or N C A or N C A A) National Collegiate Athletic Association
- **Shortcut integrated into phrase**
- o 3M: (3 M) at first Minnesota Mining and Manufacturing Company
- o (ISC)²: (ISC-squared) International Information Systems Security Certification Consortium
- o W3C: (W 3 C) World Wide Web Consortium
- o C4ISTAR: (C 4 I star) Command, Control, Communications, Computers, Intelligence, Surveillance, Target Acquisition, and Reconnaissance
- **Multi-layered acronyms**
- o NAC Breda: (Dutch soccer club) NOAD ADVENDO Combinatie ("NOAD ADVENDO Combination"), fashioned through the 1912 merger of golf equipment from Breda:
 - NOAD
(Nooit Opgeven Altijd Doorgaan "Never deliver up, usually persevere")
 - ADVENDO
(Aangenaam Door Vermaak En Nuttig Door Ontspanning "Pleasant through amusement and beneficial through relaxation")
- o GAIM (former call of Pidgin): GTK+ AOL Instant Messenger
- o GIMP: GNU Image Manipulation Program
- o VHDL: VHSIC hardware description language, in which VHSIC stands for very-excessive-pace included circuit.
- **Recursive acronyms, wherein the abbreviation refers to itself**
- o GNU: GNU's now no longer Unix!
- o Wine: Wine isn't always an emulator (at first, Windows emulator)
- o These may fit via a couple of layers earlier than the self-reference is determined:
 - HURD: HIRD of Unix-changing daemons, in which "HIRD" stands for "HURD of interfaces representing depth"
- **Pseudo-acronyms, which include a series of characters that, while stated as intended, invoke different, longer phrases with much less typing**
- o CQ: cee-cue for "are searching for you", a code utilized by radio operators
- o IOU: i-o-u for "I owe you" (the authentic acronym might be IOY)
- o K9: kay-9 for "canine", used to designate police devices making use of dogs
- o Q8: cue-8 for "Kuwait"
- **Abbreviations whose final abbreviated phrase is regularly redundantly blanketed anyway**
- o ATM machine: computerized teller machine (machine)
- o E3 expo: digital amusement expo (expo)
- o HIV virus: human immunodeficiency virus (virus)

- o LCD show: liquid crystal show (show)
- o PIN number: private identity number (number)
- o CAC card: not unusual place get right of entry to card (card)
- o ABN number: Australian Business Number (number)

Here are examples utilized in chat communications:

PBB= mother and father at the back of again "parents behind back". It is used to permit the chatter recognise your mother and father are looking or gonna watch our chats, so thoughts your phrases.

RUP= examine-up please (read up please), the textual content content material is fairly critical.

ROFL= rolling at the ground laughing (rolling on the ground laughing), used while some thing may be very funny.

PLZ= please, giving pride to.

SAR= dispatched as received (sent as received), forwarding a message and you're absolutely ignorant of the information.

Sry. PB= sorry in my view busy (sorry personally busy), displaying you're on line and now no longer with inside the temper of chatting in a collection.

Urs= yours, it belongs to you.

TYAL= thanks a lot (thank you a lot), used to thank your chatter.

WTH= what the hell? Expressing your competitive anger.

Zzzz...=drowsing or bores. Just permit the human beings recognise you're sleepy or now no longer with inside the temper of chatting (usually utilized in organization chat).

Y?=why? Question.

ASAP= as quickly as viable (as soon as possible), specially for navy functions the abb. Was utilized in telegram.

W8= wait, used to make the human beings live on line.

OMG= Oh.... My God, exclamation.

BRB / BBS/ BBL= Be Right Back/ Be Back Soon/ Be Back Later, all have the identical that means. The man or woman goes away, however will quickly return.

FWIW= for what it is worth, used earlier than giving an opinion that others might also additionally or might not suppose is critical/valid/beneficial.

CUL= See you later, used for spoil of the chat.

BTW= By the manner (By The Way), used while giving an additional piece of records as an afterthought.

FTI@= For your Info or records, the time period is usually utilized in organization chats to ship a information to a specific man or woman-the man or woman call may be typed after the symbol@ (fyi@ayisha).

HAND= Have a Nice Day or pleasing day, wishes.

HBD= Happy Birthday, wishes.

J4F= Just for fun, letting the human beings recognise your message isn't always with inside the intension of wounding others.

MYOB= Mind your very own Business or commercial enterprise, a sturdy expression whilst you experience that a person is just too interested by your private existence.

OTW= On the Way or manner, pronouncing you're at the manner of achieving the chatter or concerns.

*WS= Wrongly Sent or dispatched, apologizing you dispatched a message to incorrect organization or a incorrect man or woman.

ASL= age, sex, location, usually utilized in public chat to recognise the unknown persons' information.

BF= Best friend, /Boyfriend, quick time period of those phrases.

IMHO= In my humble opinion, used simply earlier than giving an opinion. Also IMO = (in my opinion).

LOL= Laughing Out Loud, used while some thing may be very funny.

TTYL= Talk to You Later, a manner of signing off, Used as a manner to say 'bye'.

B4= earlier than , before

Bf/gf= boyfriend/girlfriend

F2f= face-to-face

Gr8= superb, great

FOUNDATIONS, TIPS, AND ADVICES

The foundations of move cultural know-how were laid both via endured education or reports in the place of work, regularly attains a greater acute appreciation of cultural variations. The specific varieties of appreciation are:

1- Cross cultural understanding it refers to a floor degree familiarization with cultural characteristics, values, ideals and behaviors .

2- Cross cultural attention develops from move cultural understanding because the learner knows and appreciates a tradition internally. This can also be observed through adjustments in the learner's conduct and attitudes along with a extra flexibility and openness.

3--Cross cultural sensitivity is a herbal through-fabricated from attention and refers to an capacity to examine into conditions, contexts and behaviors which are culturally rooted and be capable of react to them appropriately.

A appropriate reaction necessitates that the actor not incorporates his/her very own culturally decided interpretations of the scenario or conduct (i.e. good/bad, proper/incorrect) which may be nurtured via each move cultural understanding and attention.

4-Cross cultural competence is and need to be the intention of all the ones coping with multicultural clients, clients or colleagues. It is the very last degree of move cultural know-how and indicates the actor's capacity to paintings efficaciously throughout cultures.

So you can observe those tips, advices while speaking:

Avoid metaphors, colloquialism, emotional cause phrases, and over-simplification of phrases which might also additionally appear insulting.

If a phrase or idea isn't always understood, do now no longer repeat the identical component yet again louder or slower as even though the listener has a listening to trouble, reword your thoughts.

Ask the listener to verify commands of their very own phrases.

Show concern, understanding the cultural variations with out bias and attempt again.

Consider whether or not the great shape of communiqué is being used.

Study and examine cultural generalizations.

CONCLUSIONS

No one is born routinely understanding the great manner to speak with human beings. We ought to analyze to speak, examine and speak in different approaches through watching the human beings round us who educate via their instance and instruction. If we were taught to speak brazenly and pretty with human beings of all cultures, ethnicities, and races, then intercultural communiqué might also additionally appear to come "naturally", however a lot of us have now no longer been taught to speak with human beings whose backgrounds are specific from our very own. We want to accumulate those abilities via our very own interest and observe.

Communicating with human beings from specific cultures can pose a challenge. Misunderstandings and inadvertent offenses are commonplace.

Non-verbal messages can create more-cultural friction and miscommunication due to the fact:

(1) The identical nonverbal sign can suggest various things to specific human beings in specific cultures,

(2) We regularly show a couple of nonverbal cues,

(3) There are many show rule versions to recollect, along with personality, gender, relational distance, socioeconomic reputation, and scenario.

The communiqué throughout tradition might also additionally emerge as much less irritating if we recognise that specific communicative fashion, and specific norms of social interplay aren't simplest regularly occurring however additionally easy and smooth to recognize. Good communicative results might also additionally pop out of the discount in discriminatory language or dangerous speech, greater powerful mastering of the opposite tradition's language, dialect, or fashion through contributors of each (all) cultures. The roles of communicate are know-how, accepting, and appreciating cultural variations which incorporates now no longer simplest troubles of nationality, ethnicity, and race, however additionally gender, socioeconomic reputation, age, etc. Communication is a key thing of bridging cultural variations.

We suppose it is simple and speedy to jot down in abbreviations or (slang or acronyms) that is casual language , however it's far clearly a massive trouble we are able to face with inside the destiny, due to the fact now no longer all of the customers recognise and recognize them very nicely, so there may be misunderstand and results in miscommunicate.

What about the brand new generation?

How will they use the language?

This is what we ought to ask for, and consider it for the destiny of the use of the written language. It may be consisted of set of letters, signs, numbers and emogies (smiles symbols) and blended of all of those matters.

Therefore, we might also additionally go away the unique (classical) language that have policies and fundamentals and cope with the brand new complicated one.

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The Role of Conceptual Metonymy in Meaning Construction

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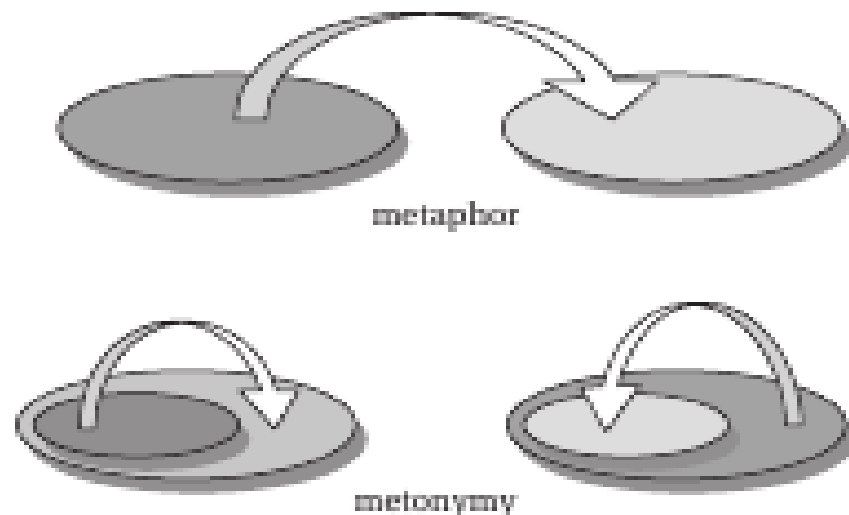
ABSTRACT

Metonymy has always been one of the second most studied rhetorical tools after metaphor. It is noted that this term was first used by Plato in debates over the arbitrariness or naturalness of the sign. However, Aristotle's approach to it is widespread. In the 21st chapter of Aristotle's Poetics, he classifies four types of metaphors, one of which is metonymy. Here, too, we see that in classical linguistics, metonymy is approached as a kind of metaphor. Even in the 1970s and 1980s, there were those who supported this ideas. In recent decades, however, attention to metonymy has increased. Metonymy, like metaphor, is involved in the process of conceptualization. At first glance, metaphor and metonymy seem similar, because each describes the relationship between two things, one term being replaced by another. There is a difference between the two in terms of description. Metonymy consolidates or strengthens people's way of thinking about concepts in the world. They are able to represent both universal and cultural concepts. Conceptualization continues in the logical sequence inherent in the psychology of thought, that is, metonymy plays the role of both inter-words, inter-concepts imagery. Metonymy is not just the name of things; it is a cognitive phenomenon. Langacker (Langacker: 1987) calls metonymy activation because it serves the mental activation of domains. It characterizes the cognitive domain as an encyclopedic domain. It is natural to differ from person to person, as areas of experience are considered here, and the difference between metaphor and metonymy also stems from the experimental domain. He attributes the superiority of metonymy and, above all, to the fact that our reference-point ability is fundamental and ubiquitous. It refers to the addressee's focus on the target and our tendency to think and speak openly about cognitively charged beings. Metonymy is consistent with Langacker's active-zone phenomenon because the active zone of being encompasses the part of being that plays the most important role in relationships. For example, Langacker uses the active zone of the dog's bite process, firstly, his teeth, and secondly, his jaw, certain muscles, and so on. shows: The dog bit the cat. The scientist proposes active-zone / profile discrepancy as another manifestation of the reference-point phenomenon. These phenomena are used to explain various situations related to WHOLE FOR PART metonymy. Langacker's view of metonymy as a point-of-reference phenomenon overshadows the fact that metonymy is a conceptual projection. He considers the concept of reference-point to be a broad cognitive phenomenon that encompasses both linguistic and cognitive organization. In order to provide a mental transition from one being to another, that being must act as a point of reference. This process takes place within the same domain network.

Keywords: Conceptual Metonymy, Construction, Active-zone

INTRODUCTION

In general, the concept of domain is very important in cognitive linguistics. Uses the concept of domain to understand metaphor and metonymy. Croft writes: “The notion of a domain is central to the understanding of metaphor and metonymy. In particular, it is critical to identify when one is dealing with a single domain or different domains. Despite its centrality, the notion of domain has not been delineated in detail. It is related to the notion of a semantic field, as in the field theories of Trier and others” (Croft 2003: 164). M.Brdar and R.Brdar-Szabo (M.Brdar and R.Brdar-Szabo: 2013, 201). describe it as follows:



In addition, Croft notes that metonymy can make the secondary domain the primary domain. Examples of his approach are:

- a) Fuzuli is difficult to understand;
- b) Fuzuli spent most of his time reading.

Although the first sentence refers to Fuzuli's works and their understanding, they are part of the FUZULI concept, Fuzuli's personality is more central than his works. The FUZULI domain matrix also covers the domain of creative activity. Croft tries to justify the poet's or writer's fame first and then the transition to his works, and he calls it a metonymic shift, which includes domain changes within the FUZULI domain matrix. As can be seen, the change of the reference from FUZULI to FUZULI'S WORKS changes the domain from FUZULI (human) to FUZULI (poet / author). Since it is impossible to focus on all domains, we have to emphasize one of them. In this case, other aspects of the concept remain in the background. Lakoff and Johnson comment on this issue: “... systemacity that allows us to comprehend one aspect of a concept in terms of another (e.g., comprehending an aspect of an arguing in terms of battle) will necessarily hide other aspects of the concept. In allowing us to focus on one aspect of a concept (e.g., battling aspects of arguing), a metaphorical concept can keep us from focusing on other aspects of the concept that are inconsistent with that metaphor. For example, in the midst of a heated argument, when we are intent on attacking our opponent's positions and defending our own, we may lose sight of the cooperative aspects of arguing. Someone who is arguing with you can be viewed as giving you his time, a valuable commodity, in an effort at mutual understanding. But when we are preoccupied with the battle aspects, we often lose sight of the

cooperative aspects” (Lakoff, G., Johnson M 1980: 19).

Metaphor and metonymy are different types of processes, although they are conceptual in nature. The relationship between them can be considered as an inter-conceptual relationship. Metaphor is, in principle, a way of perceiving one thing through another, and its main function is to understand. Metonymy also has a reference function, i.e. it allows you to use one meaning to express another. But metonymy is not just a reference mechanism. It also serves to provide understanding. For example, **a bad (or poor) hand at something**:

He would have liked to hurt 'the pet of the Panjoys' himself, but it didn't console him to hear Fleur utter that sentiment; it meant more from her than from himself, who, when it came to the point, was **a poor hand** at hurting people. J.Galsworthy. The Silver Spoon.

I'll watch him, Morrey said. They played poker beside the camp fire now and then. One evening Morrey drawled: “You're **a poor hand** at that trick, Frisco! I could do better myself.” K.Prichard. The Roaring Nineties.

There is no need to describe the whole body (mainly the head) to indicate that a person is incompetent. The focus is on one part of the body. Hand evaluates a person's efficiency.

Or we consider an expression in which the word head is used to indicate that a person has the ability, ingenuity, or head; **have a head (or a good head) on shoulders**; or **have a good head on one**:

At last I was brought before some old jossler who was high up in the force, and who seemed to **have** no end of a **head on his shoulders**. G.Chesterton. The man who was Thursday.

But he **had a good head on him**, Mick, and the men believed in him. They knew he had guts and brains and they trusted him to steer things in their interests. K.Richard. The roaring nineties.

In this example, the fact that a person has a head means that he is capable, sensible, intelligent. His intellectual strength is conveyed through the word head.

G. Lakoff and M. Johnson (1980) show cultural and religious symbolism as special cases of metonymy. One of the characters used in Azerbaijani fairy tales is the Simurg bird. The Simurg bird is described in ancient mythology as a large bird that lived on Mount Gaf. According to the legend, the Simurg bird gave its feathers to the people it loved, to the innocent slaves in need of help, and instructed them to burn these feathers when they were in trouble and call on him for help. The main helper of the image of Malikmammad (hero in tale) was the Simurg bird. He brought Malikmammad out of the dark world into the light world. The Simurg bird is metonymically a symbol of kindness, new life, divine beauty and revival. It is described as an image that brings people out of darkness into light. According to one legend, this bird was the first to bring the root of the “tree of life” to the earth from heaven or from a sacred mountain.

B. Dancygier and E. Sweetser in their book “Figurative language”, in the traditional discussions of figurative language, note that metonymy has deeper cognitive roots than metaphor. Scholars in this book are mainly divided into categories that can be expanded in linguistic analysis; focus on issues such as the role of metonymy in the formation of ambiguity, the metonymic use of forms, the role of metonymy in categorization and framing, and the role of metonymy in the formation of new meanings. They define metonymy as **1) categorial metonymy**; **2) frame metonymy**:

“**Categorial metonymy** is based on a relationship between a larger category and a smaller subcategory which is part of the larger category. The metonymic relationship consists of the

smaller category standing for the larger one, or the larger category taking on the label of the (salient) subcategory – or vice versa. This is indeed a relationship of correlation, since membership in the smaller category presumably correlates entirely with membership in the larger one, and membership in the larger category saliently or frequently correlates with membership in this particular smaller category. It is well known that linguistic polysemy and linguistic change reflect these kinds of relationships, in that the same label may be used to refer to superordinate and subordinate categories. For example, the English word *dog* once referred to a particular kind of dog but became more general; on the other hand, the word *girl* once meant ‘young person’ but became restricted to girls” (Dancygier, B., Sweetser E. 2014: 101).

Note that frame metonymy was proposed by Fauconnier and Sweetser. “... **frame metonymy**, on the other hand, the metonymic relationship is between parts of the same frame. Again, presence of a frame correlates with presence of parts of the frame, and vice versa. One important kind of frame metonymy is **part–whole metonymy** (also called meronymy or partonymy) which involves mentioning a part as a way of referring to the whole of which it is a part. This is the kind of usage involved in *deck hands* or *field hands*, both of which refer to whole working people who may well be using their hands in their work. Similarly, the expression *two heads are better than one* refers to two people. Part–whole metonymy does not, however, involve a random part being used to refer to the whole, any more than categorial metonymy is equally possible with every subcategory. Notice that it is precisely the association of hands with another frame, that of Physical Labor, which makes hand a metonymy for a physical laborer, while *two heads are better than one* refers to people gathering for cognitive rather than physical activity” (Dancygier, B., Sweetser E. 2014: 101).

As an example of **part–whole metonymy**, let’s consider the metaphorical phrase **Put one’s finger into somebody’s pie**:

As far as I can see, all you object to is having to **put even your little finger into the pie** that you propose to eat! I. Murdoch. *An Unofficial Rose*.

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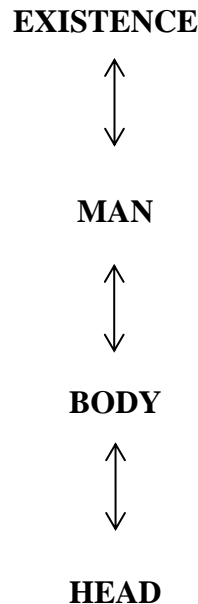
*

Brodie shook his head mutely, thinking bitterly how Grierson **got his finger first into every pie**, how he was always the last to remove it. A. Cronin. *Hatter’s Castle*.

Here, the finger is the main part of the body frame. Of course, body parts are used to do a job. However, since everything is controlled by the head in general, the decision on which part of the body to perform which function is also transmitted from there. Outside the body, the finger cannot perform any function (for example, a cut finger) because of its ability to think and so on. No. When he is commanded, he (the finger) becomes active, that is, the finger is obliged to carry out the cognitive command, instruction, task. Indirectly, to have a finger in the act is a sign to the person doing it. Attention is paid to that person, the target is targeted. The finger replaces the person, it is used in the human sense. This process is called objectification. A person is embedded in a certain, selected object (human - finger). In the words of R. Longaker, the finger becomes an active zone of the body. Solve a task using fingers, hands, arms, legs, etc. Although they are sometimes not mentioned, the process is mostly linked to the head, which is the center of thought. For example, you will be responsible for his life. **Part–whole metonymy** also plays an important role in clarifying word-meaning relationships. You will be responsible for his life with your head, not with your hands, not with your eyes, not with your feet, not with your arms, and so on. If you won’t be responsible, you would probably assume that if the task was not performed correctly, it would result in the amputation of one part of the body. However, to say that it means that person will be killed, that he will lose his head, that is, that he will lose his life. The loss of the head means the destruction of the body. Here the head

(part) means the body (whole). The dependence of the body from the head is **cognitive dependence**. This dependence can be illustrated as follows:

Cognitive dependence:



Frame metonymy includes various frame-metonymy usages. For example:

1. Like the government. For example, Baku canceled the agreement.
2. As a fashion center. For example, Baku introduced new clothes.
3. As a production center. For example, Ganja began production of Belarussian tractors.
4. As a center of science. For example, Baku is the center of the brain.
5. As a city (local level) administration. For example, Ganja has attracted additional forces to increase security in the city.
6. In terms of population density. For example, Baku is overflowing.
7. In terms of traffic density. For example, Baku is paralyzed.
8. In terms of location by the sea. For example, Baku opens its eyes to the Caspian Sea and so on.

It is clear from these examples that in the Azerbaijani language CITY FOR GOVERNMENT; CITY FOR ENTERPRISE; CITY FOR PEOPLE; CAPITAL FOR GOVERNMENT models are more productive. The main thing is to clearly convey the meaning of the frame to the listener.

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Science, Media and Public

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ABSTRACT

This article examines the publications of the Secretariat of Science and Technology of the National University of San Luis (Argentina) through its website. This body centralizes the scientific activity of the university and has a greater relationship with the university's professors and researchers since it promotes and encourages scientific research. In accordance with the University Statute, the Secretariat of Science and Technology of the UNSL has the following missions:

“Advise and assist the Rector and other University Government Bodies in the development of scientific and technological activity and in matters related to activities related to the operation of the dual-dependency institutes UNSL-CONICET. Their functions are to intervene in the elaboration of norms and development of programs, to administer resources for the operation of research in the university, to promote and strengthen ties with national and international research institutions and organizations”.

Although it does not appear among its missions established by the university statute, the mentions of disseminating and communicating the science produced at the university, the Secretariat experiments with some publications on its website on science and technology issues. Given the lack of precision about the content to be published and the means to be used, a series of consequences are triggered, among them: disagreement and / or conceptual ignorance about scientific dissemination, lack of support and interactive work between different university units at the moment of developing scientific dissemination initiatives, development of dissemination actions that are not anchored and not very sustained over time, and the absence of trained personnel and budget to carry out this type of task; among other.

In addition, it should promote a strategy of Social Communication of Science (CSC) that develops and intensifies the scientific culture of society as part of a process of development of democratic societies with free access to information.

Keywords: Science, Media, Public.

INTRODUCTION

This article examines the conditions of dissemination and deployment of scientific knowledge produced at the university, through the publications of the Secretariat of Science and Technology of the National University San Luis (Argentina) on its website, in other probable supports. This body centralizes the scientific activity of the university and has a greater relationship with the university professors and researchers since it promotes, administers and encourages scientific research.

This work outlines some of the ideas presented in the call for an "extraordinary call" for scientific communication tasks in the Secretariat of Science and Technology of the National University of San Luis, Argentina in the last months of 2020 according to Resolution 930. The work presented by the subscriber of these lines was called "Communication and Mobilization of Science and Knowledge". A question-problem guided the presentation was: How can the science developed at the UNSL be communicated more and better from the Secretariat of Science and Technology?

In the search for probable answers, it was intended to formulate a brief analysis of the communications of the Secretariat of Science and Technology of the UNSL, expressed in the Communicational Diagnosis. It was about the recognition of communicational aspects, tangible or intangible, understood as a process of analysis, systematization and interpretation. Other possibilities were the recognition of current strengths and weaknesses in the distribution of information through the use of the SWOT method.

In this case, the aim was to promote a communication map that would allow the communication manager to identify, know, analyze and characterize the elements and attributes of the organization, to identify the spaces for intervention. The idea behind this work was to find spaces for interaction and work between organisms that produce science, communicators, scientists, industry and citizens, on a certain level of equality.

Possibly, the breadth and depth of the project, which should have been written in a limited format, conspired so that it did not appear in the first three selected presentations (header and two alternates). As we believe in the validity and importance of the arguments raised in the project-idea of November 2020, we reinforce here the argumentation of the ideas originally presented.

COMMUNICATING SCIENCE

Although it does not appear among its missions established by the university statute, the mentions of disseminating and communicating the science produced at the university, the Secretariat experiments with some publications on its website on science and technology issues. Given the lack of precision about the content to be published and the means to be used, a series of consequences are triggered, among them: disagreement and / or conceptual ignorance about scientific dissemination, lack of support and interactive work between different university units at the moment of developing scientific dissemination initiatives, development of dissemination actions that are not anchored and not very sustained over time, and the absence of trained personnel and budget to carry out this type of task; among other.

In addition, it should promote a strategy of Social Communication of Science (CSC) that develops and intensifies the scientific culture of society as part of a process of development of democratic societies with free access to information. Science faces challenges on multiple fronts. Science journalism can enrich understanding of science and also prevent misleading claims from going viral. With ever-evolving digital technologies, mobile devices, and social media platforms, the entire media landscape is changing and so is science journalism. New media platforms are expanding access to science information.

Science must be communicated by scientific institutions, scientists and popularizers. Miquilena (2010) highlights that “the public communication of science and technology (CPC) must be seen from the perspective of information as a public good and a social service” (p.13).

Eliseo Verón (1988) raises four levels of communication based on the product (scientific knowledge), the senders and the recipients:

“1) Intradisciplinary endogenous communication, in which the enunciator and the addressee are located in the situation as scientists working in the same sector of the discipline. 2) Interdisciplinary endogenous communication, which is the characteristic of research that brings different disciplinary fields into contact within scientific institutions. 3) Endogenous trans-scientific communication, which is often called “scientific dissemination”. In it, the enunciator defines themselves as a scientist, responsible for the production of knowledge, the recipient is not a scientist and has its origin within scientific institutions. 4) Exogenous communication about science, which is the most frequent situation of dissemination in the media today and the one that has its origin outside of scientific institutions. In it, the enunciators and the recipients are not the producers of the disclosed knowledge” (Verón, 1998, p.155).

As Veron (1998) has expressed, the sciences constitute, in the first place, a set of institutional facts and the researcher has a non-liberal profession, since science is done within an institutional project of a collective nature, within universities or science organizations. Their activity is carried out within a community, together with other researchers. Scientific institutions give rise to organizational phenomena such as the collective norms that define the objectives of the organization, recruitment, human resources, the technological infrastructure of laboratories, hierarchy of power, budget logic, administrative management and permanent control of the quality of the work done.

PUBLIC COMMUNICATION OF SCIENCE

The Public Communication of Science tries to reveal the processes and the socio-political context of the production of Science and Technology, the results of research or technological applications and the establishment of a dialogue with different social sectors.

It is understood that a news item is the communication of a relevant, current fact that is communicated. Scientific activity can be news for:

- The institutional activity of the secretary of Science and Technology of a university.
- The realization of an unexpected discovery within the university.
- The publication of partial or final results of a research project.

- The approval and / or implementation of a research project.
- Obtaining prizes and recognitions from scientists, researchers or research groups

A strategy for the social communication of science of a scientific body must have as its main objective to make the results of the research known to the public, increase public understanding about the issues that are being investigated in the university, promote interest in the science and the benefits it can bring to improve quality of life and social well-being.

Through these considerations, it was possible to observe that the evolution of extension activities at the UNSL, related to scientific dissemination, are almost nil, or are carried out sporadically, in relation to other types of activities carried out since the scopes of extension. In its interface with research, it tends to generate projects and programs for technical assistance, linkage, transfer, among others; about problems that are identified in the social environment.

The actors in the process of social communication of science are the International Scientific Organizations, the Ministries of Science and Technology, the Scientific Organizations, the industry, the Institutions of Higher Education, with all their resources, the media, and the public. Jensen and Gerber (2020) propose a new model and adopt a definition of “evidence-based scientific communication” as a viable way forward. By professional expertise is meant “competence and judgment” that scientific communication professionals acquire through experience and practice, refined over time through empirical evaluation (cf. Sackett et al., 1996, p. 71). There are numerous indicators of such professional experience in science communication, including:

Apply social science research and theory when designing science communication activities to avoid known pitfalls. and improve the chances of success.

Plan, develop and apply objectives in a logical way. to address the needs of specific stakeholders or audiences.

Follow good ethical principles, including information, consent to participation, and responsible data protection and management.

Be open and transparent about the nature of funding, the organizations involved, and influences on the design of science. communication activities

Ensure that appropriate and relevant communication skills are developed and applied for a given scientific communication challenge.

Be inclusive and welcoming to those who are often marginalized or excluded, both in the development and delivery of science communication activities.

Willingness and ability to reflect on one's own limitations, communication objectives and strategies, despite institutional restrictions and agendas, even if this may invalidate previously accepted practices.

Commit to continually improve practice based on ongoing collection and analysis of evaluation evidence (Jensen, 2014, 2015a).

Be learning oriented, focusing on professional continuity. improvement and exchange of new findings to help others.

Work to make any science communication activity as resource efficient as possible to ensure that opportunities for positive impact are not wasted. (Jensen, & Gerber, 2020).

STRATEGIC PLAN

A Strategic Plan for Social Communication of Science must begin by carrying out a communicational diagnosis. It often happens that “members of the university are often not aware of the importance of communication so that society knows what the university does or what it does research. Due to its size, the university has a dispersion of academic, scientific, cultural information, etc.” (Quiroga, 2018, p. 5). On the other hand, it is essential and useful “in higher education organizations, ... a communicative planning that diagnoses and starts management activities in higher education institutions, since the administration of resources is synergistically related to communication” (Quiroga, 2018, p. 6.7).

We will formulate a brief analysis of the communications of the Secretary of Science and Technology of the UNSL, expressed in the Communicational Diagnosis to think in a new strategy for science communication. It is about the recognition of communicational aspects, whether they are tangible or intangible, understood as a process of analysis, systematization and interpretation. Another possibility is the recognition of current strengths and weaknesses in the distribution of information through the use of the SWOT method.

In this case, we will promote a communication map that allows the communication manager to identify, know, analyze, and characterize the elements and attributes of the organization, to identify the spaces for intervention.

We propose an analysis based on a four-dimensional matrix:

1) Organizational Profile: survey of information on those basic elements that make up the typology of the Secretary

linked to ongoing communication actions. It is a dimension of analysis that draws a general map that encompasses its structural dimension, its singularity, its policies and its historical communicational orientation.

2) Environmental Design: survey of the state of the Environment in which the Secretary of Science and Technology operates. The environment, in communicational terms, includes all those specific elements that are linked to the identification of the Secretariat of Science and Technology (UNSL).

3) Relational System: analysis of the different communicational relationships that circulate and permanently go through the Secretary, both internally and externally. This dimension of analysis facilitates the realization of a graph in which the multiple internal and external spheres and the formal and informal circuits of contacts, interactions and reciprocal influences between the different audiences are integrated.

4) Channels and Supports: evaluation of the quality and modalities of the different channels and supports that the Secretariat has and uses regularly.

Once the analysis is completed, a set of communicational problems will be identified for which various alternative solutions will be proposed. After the discussion and interpretation of the data and information already processed, complementary surveys may be carried out. Subsequently, a Strategic Plan for Social Communication of Science will be designed as a proposal for action and proactive management aimed at providing scientific information in an affordable and understandable way, the results of the research, promoting public understanding of the issues that are being investigated in within the university and promoting interest in science and the benefits it can bring to citizens.

MOBILIZATION OF KNOWLEDGE

If we understand scientific communication as the management and transmission of scientific knowledge to the rest of society and that in this process it is necessary and beneficial for an exchange of opportunities and ideas to take place between researchers, scientific communicators and citizens, we must advance in the search for the expansion of that of a mobilized knowledge (Quiroga, 2020 a, b).

While the social communication processes of science focus on providing knowledge to the public about the endogenous research activities of a certain institution, the idea of mobile science is based on the deployment and sharing of research results with citizens as long as users. Regarding the integration of these in the process of knowledge production, in peripheral contexts in developing countries, it is not usual to notice the structural dimensions that operate on the practices of scientists who usually open or close the possible courses of action of the investigations. In this sense, Naidorf and Alonso (2018) argue that the mobilization of knowledge should be understood as the use of evidence and the results of research for decision-making in public policies, efforts to share research results with users and the actions that allow to leave the knowledge ready for the action and its intervention through interlocutors. With these expressions, the use of scientific knowledge should converge towards the need for recognition of non-academic interlocutors as part of the knowledge production process (Naidorf and Alonso, 2018).

OBJETIVES

Objectives: Articulated with the work plan to be developed

General objectives

Exposure to the public of the results of the UNSL research, increased public understanding of the issues being investigated within the university and generation of actions and efforts to share the fruits of the research with users.

Specific objectives

Carrying out a Brief Communicational Diagnosis of the Secretary of Science and Technology of the UNSL 2020-2021.

Recognition of Sources of Scientific Information

Production of materials for Social Communication of Science for various media.

Singularization of the Information directed to the different media, to the participating actors, taking into account the multiplicity and diversity of platforms and channels.

Promotion of meeting routes to make the social conversation between science producers, disseminators and users more fluid and sustained,

4. Description of the activities:

a) Carrying out the Communicational Diagnosis The initiation of a process of change is understood as it recognizes the current situation of the Secretariat and its link within the university describes the different groups that make it up and interact with it. It is the first step to formulate a communication strategy whose relevant contents are the scientific processes and products that are generated in the university.

b) Construction of a Map of Actors participating in the processes of Social Communication of Science.

It is a map of the participants in the process of Social Communication of Science in the Secretary of Science and Technology of the UNSL.

c) Construction of an Agenda

- Carrying out the communication diagnosis will expose problems and difficulties that will be organized and ranked in the preparation of a report and outline of the Strategic Plan.

- Preparation of a Map of Media and Journalists linked to the dissemination and communication of science.

d) Preparation of an Audience Map

The various publics of science that may be recipients of various proposals, content and communication products of the Secretariat will be recognized. Bongiovanni (2011) contributes some elements for the recognition of the public.

- Organizations cultivate relationships with diverse audiences simultaneously

- Publics are constructions

- Audiences are dynamic

- Each organization defines its audiences

- Communication strategy is impossible without the recognition of the public (Bongiovanni, 2011).

d) Preparation and Management of content for the different media

- Evaluation of the information available on Science and Technology at the UNSL. Inventory of Institutional and Personal Sources. Support documents. Key informants.

- Search for complementary information. Construction of communication pieces.

- Management of emerging communication pieces for different audiences.

- Use of own, university and external means.

e) Institutional management of social networks or media Social networks play an important role as a source of information and as a means to configure public discourse on research and science. Along this path, it is recognized that “virtual social networks quickly form feedback opinion matrices through an immediate feedback process that influences private and collective agendas, governments, political parties, public and private institutions, NGOs and social networks, gestating

the creation of decisions. decision making and actions around a specific issue or problem” (Miquilena (2010, p. 6).

CONCLUSION

At the end of the communication intervention, it is proposed to carry out a communication management audit constituted as an effective tool to visualize the opportunities and strengths, weaknesses and threats of the operations, tactics and strategies in the university body surveyed. Through these considerations, it is considered that it is possible to organize a scientific public communication plan for that UNSL Secretariat, deploying scientific knowledge to multiple actors-audiences such as other research centers, universities, scientific organizations, researchers, the government, funders of social research, industry and the general public. It is assumed that each actor, as a member of the audience, will need different information and content to generate symmetrical ties with the university.

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Some Prospects of Georgia's European Integration – is Economic and Political Transformation Enough for Joining European Union?

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ABSTRACT

Since gaining its political independence, Georgian political leaders have understood the broad-based economic development and political stability as a key element in generating political support from the European Union. Within a region, Georgia should be considered as an illustrative case for studying those strategies that generates output legitimacy through economic policy. Despite some kind of successful reforms, the development of economy was greatly influenced by tightened administrative methods, foreign loans, foreign investment, and so forth. Unfortunately, at this stage of development, a property encroachment for the government became common practice in such a way as pressure on business. The impact of 2007-2008 financial crisis and Russia-Georgia August war boosted by more general shifts in the global environment toward increasing economic role for the state that encouraged the government for adopting new economic policy. After October 1, 2012 Georgian political situation changed. New government offered new economic policy. In recent years, more attention is paid to the actual development, deepening of integration with European Union, the governmental pressure on business was removed.

This paper gives the description and study of those political and economic transformation that occurred in Georgia in past two decades. The effects of institutions reveal the dynamic changes of the policy encountered in this period. Introduction of a radical changes in the economic and political environment played a huge role to the further development of the national economy. During the studies, the paper used the materials of the studies conducted by Georgian and foreign scientists, as well as international and private organizations and their evaluations. The opinions about the improvement and risks of the present-day situation are given following the consideration of different components of the foreign economic policy of Georgia, and opportunities for the rationalization of foreign policy of Georgia are offered.

Keywords: European Integration, Economic and Political Transformation, DCFTA, EFTA

INTRODUCTION

Since gaining its independence, Georgia's main aim is joining to the European Union. By that time, each government's main accent was made to the deepening relationships with European Union, which was reflected in greater involvement of EU in formation of economic rule of law. At the beginning of declaring its independent, it was not easy for full integration in European Union, because of political instability, low level of economical development and so on.

At the end of XX century, government of Georgia tried to apply for full membership for EU, but after the consultations with Brussels, this should damage Georgia's relations with the European Union. All this was accompanied by negative report about the country, where was showed all risks that was associated with full membership of the country. European Union considered post-Soviet countries, including Georgia as a regional partner and made efforts for establishing the rule of law and the basic principles of a market economy. These efforts were formed in the regulations and agreements, despite their bilateral nature. During that period, EU established new regional direction, which separated post-Soviet countries from each other. These directions were formulated as EU and its southern neighbors. From that time relations had gone to more upper level within new Neighborhood Policy. This policy was the first signal to six post-Soviet countries for new European perspective. This policy has acquired a special urgency after 2009, when was launched Eastern Partnership format, which presented more possibilities for it member states for deepening relations with European Union.

There doesn't exists any treaty that considers Eastern Partnership as a direct tool for fully integration to the European Union. Any post-Soviet countries willingness for joining to EU is not enough for receiving invitation to EU. Of course, the promise that these countries once upon a time should receive a full membership, but this shouldn't become in short and medium time period. Despite these, several questions should be asked and answered: According to Association Agreement with EU, what kind of progress demonstrates Georgia, and how the country can interest European Union for full membership.

In 2017 visa-free regime was officially launched. Former prime minister of Georgia, Giorgi Kvirikashvili tweeted: "Georgia is returning to European family." Visa-free regime should be considered as one the tangible benefits, that Georgia can receive from European Union. From receiving it and current framework relationships between Georgia and European Union goes to another level. Despite these benefits, received from European Union, the integration process depends on several aspects that we have to mention. First of all, we have to highlight several shifts that are in Euro-Atlantic Alliance. Nowadays, a certain type of crisis aspects are observed within NATO. The situation in the EU itself is unsettled, because of Brexit. Also, main attention has to be paid with Russian revisionism. Such uncertainty, makes some kind uncertainty with Eastern Partnership countries, including Georgia. If we analyze the last one's condition, the integration process has two main dimensions – domestic and external. The establishment of democratization and the rule of law should be considered as internal factor. The external is one discussed above, from one side, and on the other hand, those economic and political stability, on which Georgia has no leverage.

1. EU-GEORGIA RELATIONS

EU-Georgia relations began in 1992. At this time country was entering to a deep social crisis, to which followed those economic links, loss of markets that existed in former Soviet Union. All this was added political instability and Ethnoconflicts. Such situation existed when EU began providing humanitarian aid. During this period, EU aid covered several forms, including humanitarian, financial and technical. The first part of EU collaboration with Georgia covered the establishment and development of the principles of market economy and rule of law. From 2004, situation in Georgia changed, which was manifested with the changing and improving as socio as economic conditions. Georgia had become more stable. During that period, which is continuing till now, EU continues funding several projects. This projects which can be covers four main areas: geographic programs, thematic programs, investment projects and grants and other programs, such as Erasmus+ and Horizon2020. Due to some problems, that raised, since its development, EU support is very huge. As a result of the huge efforts of EU, Georgia became a member of Council of Europe in 1999 and WTO in 2001.

Nowadays, EU's main attitude and efforts are directed in developing democracy and strengthening rule of law, establishing principles of market economy and economic integration with Europe and developing security and military affairs. Here, in this article, we should concentrate on these three main principles.

1.1 Development of democracy and strengthening principles rule of law.

Several questions should be asked and answered, while talking about the development of democracy and strengthening principles rule of law. These questions are deeply associated with the fully membership in EU. What can government of Georgia do, encourage and contribute within an European integration? Second question is associated with those paths that can prevent the integration process. There exist two possible answers to these questions: how government of Georgia can support the further development of democracy and second answer is associated with those people who has negative attitude toward the European Union.

Since the entry into force the Association Agreement and visa-free regime, Georgia has moved to new level. From the European Union point of view, it can be difficult tolerating any deviations as from domestic as to internationally accepted norms. It is considered that countries which are more integrated to the European Union is considered to be more democratic. If we consider, that the current situation stays the same, we should introduce the main nexus of EU: more democratization, more integration toward the European Union.

Nowadays, there doesn't exist any external circumstances or incentives, that forces government of Georgia turning from those democratic norms, that exists in European Union. One problem may arise from the fact, that there exists new power equilibrium from the last helded

parliamentary elections. European Union plays a huge role in encouraging democratic processes, by putting pressures for those governments who is turning away from the accepted norms.

There exists another challenge, which is expressed in rising negative attitudes toward the European Union from Georgian public. For solving this problem, government of Georgia needs to make effective campaigns, that explains to populations positive sides of the European Union. Previous governments sometimes made an unrealistic promise for gaining support. New government, has been more reserved in this regard. We mustn't forget the Russia's factors and interests in this case.

1.2 Security issues on the way of Euro integration process

Security problems should be considered as one of the main concerns for all EaP states, including Georgia, which should be considered as one of the valuable partner for NATO. Improving security issues was stagnated due to 2008 Russia-Georgia war and some politically motivated decisions, especially Germany and France made in Bucharest summit. To be realistically Georgia can't become member of NATO in future time. For this reason, Georgia needs to find new, or alternative solutions for solving these problems. One alternative may become those new alliance established by EU members, called as joint military headquarters (HQs) for the "planning and conduct of non-executive military missions" [EUbusiness. 2017]—a move seen by many as a precondition for establishing a "European army" that could rival NATO [Kanter, James. 2017].

Georgia doesn't have a alternative choice for choosing from different military settings. The main mistake that previous government made was that, they were focusing only entering to western military and political ties. From 2008, government of Georgia was working hard for improving and diversification its military and soldier affairs, buying advanced air defence systems from France [Kucera 2015]. It will be good from Georgian government for establishing some kind institutionalization of its military and security affairs with the European Union. Georgia's participation and collaboration with several EU Agencies, such as European Defense Agency will be another chance for the country [Emerson 2016, 12]. A good chance for improving its security affairs is the participation in peacekeeping missions, which demonstrates not only to a consumer, but also country comes as a contributor of security. Example should be given a participation in a mission in Central African Republic.

1.3 Georgia-EU economic relations

One of the most important factor that should be mentioned in Georgia-EU relations is economic sphere. Georgia already signed with EU DCFTA agreement, which is considered as one the most influential agreement that EU signs to third countries. If we accurate look at this

agreement: “high degree of inclusion in the single market for three of the four freedoms: free movement of goods, service and capital” [Emerson, 2016: pg.6]. Fourth condition, which is known as labor mobility is excluded from DCFTA. This agreement gives the country chance for concentrating on two main areas, objectives: deeping economic integration and achieving labor mobility with the European Union.

European Union has developed several programs for third countries, that means different degrees of integration. The European Economic Area (EEA) and Custom Union (CU) are among them. One of the most attractive form for economic integration of Georgia toward the European Union can become the European Economic Area, which was launched in 1994 to “extend the EU’s internal market to countries in the European Free Trade Area (EFTA) [European Parliament 2017].” EEA should become a guarantee on full implementation of all EU single market legislation, which is already covered by DCFTA. Main difference that is between EEA and DCFTA is the incorporation of EU’s internal market: free movement of goods, people, service and capital.

Another good model, on the way to the integration toward European Union, may become entering to the Custom Union. CU-Turkey Custom Union can be considered as one of the best example how this system works. Custom Union role in Turkey’s economic and trade upswing is very high and with a help of this Turkey as a country was established a regional trading hub [Kirişci, Kemal, and Sinan Ekim. 2015. Pg.2]. Georgia is a small economy and can’t be considered as a comparable to Turkey, but those benefits that Georgia should get from this is much more huge and acceptable for the economy of Georgia. Entering to Custom Union should become strategic for Georgia, because it will be another chance for entering to the European market, will reduce the degree of dependence to Russia, which is now making some kind illegal pressures on Georgia’s economy which is manifested by non-market provocative methods. Thus, all mentioned above will create a good ground for future economic and political integration to EU.

Despite its positive impact CU can have some negative ones. One of the main feature of CU is the “common external tariff”, a “common system of tariffs and import quotas that apply to non-members” [BBC 2017]. This means that, Custom Union will limit to a EaP countries for negotiation trade agreements with third countries. These may hurt the country it terms of that Georgia has a status of one of the liberal trading country, which was gained after the rose revolution. Example of such restrictions, can be brought a trading agreement with China, which was entered into force by the end of 2017. If Georgia decided to become a member of Custom Union, this agreement shouldn’t be signed.

CONCLUSIONS

Nowadays, EU-Georgia relations are on different, upper phases. At this time all targets are achieved and government of Georgia should set new goals on the way of Euro integration process, because the country now is in gray zone. What should be done for more deep integration with European Union. European Union and Georgia have common point of view

From the European Union's perspective: they should insist immediate changes in terms of democratic transition. Any negotiations should be based on concrete progress made by country under the enp Action plan. Also, EU should address Georgia's security fears, that means the EU will be able setting up a comprehensive security policy in South Caucasus region, especially in Georgia for depending these countries from dangerous games which comes from Russia.

And lastly, we should say a few words about labor mobility, as it is indicated in DCFTA. For achieving the best option for achieving labor mobility, is to create an organization, which will be comprised by three DCFTA-EaP states and which could pave the way toward access to the EEA.

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Covid19's Impact on Talent Management: New HR Challenge

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ABSTRACT

Pandemic has changed the normal rhythm of organizational life. Working style, organizational culture, job specification, flexibility, costs nature and almost all the other aspects have been modified. Some businesses even changed direction, reduced or even closed. All these influenced workforce, their behavior, mindset, way of thinking and working. All these has created new reality with new challenges. One of them who are dealing with it mostly are Human Recourse Managers. Their role became more important and their involvement in dynamic organizational challenges became crucial. Now, more than ever HR Managers participate in strategic decisions and more organizations take them at the round-table. They were and they are the coordinators of transformational changes. The biggest challenge here is the workforce operating in new normal. Pandemic gave new opportunities for the smart workforce which made it more difficult for HR Managers to retain talents in the organizations. Some of them has used personal skills, knowledge and ability and decided not to work in any organization. Number of freelancers has increased significantly. Aim of the paper is to emphasize HR manager's role in the new normal, discuss the challenge of talent recruiting and retaining with other related challenges. Also, give summarization of best-practices. Further, to review recent studies and submit short HR Manager's focus-group study. The main findings are recommendations that work in practice.

Keywords: Talent management, Talent retaining, Covid19, HR

INTRODUCTION

Due to the COVID19 employees' core beliefs, attitudes, perception and behavior has changed and we are facing new normal era nowadays. Core beliefs change is the constructive rebuilding of an individual's fundamental assumptions about life, the world, the self and others (Trong Tuan L, 2021). Main challenge in this process is to bring it to the employees and to involve them in conditions of restrictions, hygiene rules, and isolation and so on. Organizations have to modify their strategies and adapt new reality. The human resource representatives and their behaviors are the pillars of strength and biggest support center of companies to combat the unpredictable circumstances and to overcome the human depression among employees at plenty of work places around the globe (Chavan B.,S., 2021). HR managers are the people who are supporting the process, linked new business strategy with employees and made organizations to survive in the pandemic condition. C-suite realized HR managers' importance and saw them as strategic partners. The next biggest challenge is to retain leaders in organization or grow next generation of Organizational talents. Business leaders agree that the success of an organization depends on attracting, retaining, engaging and managing talent. Organizations often struggle to identify potential leaders to choose from for further development. In condition of COVID19 it has become more difficult to identify future business organization leaders due to the confusion between high managerial performance and high leadership potential. Thus, to maintain a high level of employee engagement and retain talents (Ghewari A., Pawar S., Jadhav T., 2021) are main challenges in the new normal.

Main Body: Discussion

Talent management is key function of HR professionals as it the basement for successful business operation continuously. Talent management, skill shortages, constant change, continuous learning, industrial restructuring, political and other stakeholder pressures, employee commitment, and its reciprocal need for employee-sensitive practices are not confined to national boundaries or particular organizations.(Losey M., Meisinger S., Ulrich D., 2005) Almost every country and organization faces with this problem in context of pandemic. It became harder to manage and maintain desired behavior of the employees in a way to perform talent management functions. I think, on the way of finding solution it is preferable to analyze models developed by researchers before COVID19. One can be Figure 1, where levers are given for building a market-focused culture and sustaining an employment brand.

Lever for Building a Market-Focused Culture

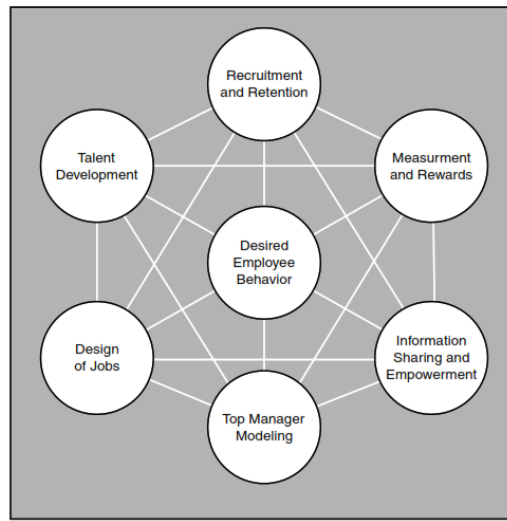


Figure 1. Levers for building a market focused culture
Source: Losey M., Meisinger S., Ulrich D., 2005

In new reality we especially need to maintain employee behavior which supports the new organizational strategy, reality and daily functioning. What HR managers can do for it as per the Figure 1, are: Recruitment and Retention, Talent development, Measurement and Rewards, Information Sharing and Empowerment, Design of jobs and Top Manager Modeling. Let us observe these levers one by one in context of new normal:

Design of jobs. In this context main challenges for HR professionals was to find solution how and which jobs can be designed so that business functioning has affected at the possible lowest level. Most companies found the solutions and made most of the jobs remotely, in some cases flexible hours and work schedule. But we should mention that changing job design was caused by government regulations. Due to the lockdowns it was prohibited to work from offices.

Top manager modeling. Top managers, even the conservative ones have to accept new reality. The hardest for them was trust to the employees. Even before COVID19, it was too hard for managers to perform control and monitoring people properly and in new normal, when they have to communicate with them remotely, cannot see and control their activities it has become even harder. But many of them managed to face with these challenges, encouraged staff and started new “life”. From today’s point of view we can say that it was worked. Digitalization has fastened everywhere. Accordingly strategies were changed and new opportunities appeared. Ecommerce sector grew significantly. Tendencies are positive. HR played the most important role in the process and linking bridge in the mentioned processes were exactly them.

Information sharing and empowerment. The biggest challenge in all fields is lack of communication or miscommunication. During pandemic, in the first months, information was spreading rapidly. For organizational leaders it was impossible to protect existing or potential talents from improper and fake information. HR professionals have to bring the information about new rules, business truncation, salary or hour’s deduction, dismissal and etc. to the employees. It was obligatory to communicate with employees regularly and empower them as fear of losing job was in every person’s mind despite their company stability.

Measurement and rewards. At first glance, may we think that rewards were not relevant while discussing losing job or salary decreasing. But HR professionals have changed rewards aim and

they become like support to feel secure in context of business stability. Besides, it gives you motivation to work even nobody is controlling you. Measurement and rewards were used for managers as well in order to be persuaded that people are performing their duties remotely with same quality as it was from office.

Recruitment and retention. This challenge is not new and because of COVID19, even before it HR professionals and organizational leaders were facing talent deficit in labor market. Daily it becomes harder to attract and recruit qualified and skilled workforce. Thus, Organizations with HR professionals make a big effort to retain existing talents. When many business closed due to the lockdowns and after removing restrictions have started operating again, they have faced new problem and found out that now it was even harder to recruit talents. Especially, tourism and hospitality sectors were affected.

Talent development. Developing talents became challenge for HR professionals as well, because even trainings were prohibited due to the COVID19. They have started digitalization of this process and using online platforms like Zoom, Asana, Trello and etc. but it was not effective. Reason was following: Employees have to work remotely, had meetings with peers, managers, contractors and etc., via online platform and all of these made them loose desire to attend development programs additionally remotely.

Studies have shown that even the conflict management reality has changed by pandemic. In Georgia, based on the study by Paresashvili, et al., 2021, people has realized that we are all together in the pandemic reality, what touches one person, touches another too. This made them be more empathetic, think that collaboration is best option for resolving conflict other than “battle” to win (Table 1).

Conflict resolution method	2017	2020
Collaborate	48.3 %	82%
Dominate	10 %	0%
Avoid	16.7 %	5%
Accommodate	1.7 %	4%
Compromise	23.3 %	8%

Table 1: Conflict resolution methods in Georgia in 2017 and 2020
Source: Paresashvili N, et al, 2021

Conflict management professionals should pay a special attention to avoid destructive results of the conflict as it can decrease productivity not only workforce, but worse organizational outcomes at all (Paresashvili N, et al., 2021).

Challenges are the same in all over the world. For example in India, like in other countries, researchers say that Work-from-Home is a very new experience for most of them, and hence everyone has a different perception about it. While balancing the increased pressure of working with full-time parenting at home, experts warn that there is an increased risk of domestic violence and child abuse. COVID19 is also expected to have a negative impact on domestic work. Due to the lack of family support, the closure of schools and nurseries has led to an increase in domestic work and childcare. Since at least one of the parents must stay home and keep in touch with the children, many parents struggle to balance it or even do not work at all (Queisser, Adema and Clarke, 2020).

SUMMARY

The HR Professionals has been actively partnering with Business to solve some of the trickiest questions the business world faces today (Shiri S., D’Mello L., 2021). They also tried to preserve employee morale and high levels of productivity throughout the time of lockdown, while spinning out new expectations for doing work and giving ecosystem and mutual motivation. (Gandhi L, 2021). For human resources (HR) teams, virtual interviews and remote hiring are here to stay. While an in-person visit is important, HR teams and hiring managers have found it is possible to assess prospects virtually (Frideman E., 2021). Human resources management service cannot do without advanced and well-connected information technology networks and global information systems. Talents must be convinced that the company they work for is unique and that the employee image plays an essential role (Tomcikova L., Svetozarovova N., Coculova J, 2021,). As Hamouche S., 2021 mentions, it seems according to a recent report published by McKinsey Global Institute which assessed the lasting impact of COVID-19 on labor demands, occupations, and workforce skills in eight countries (China, France, Germany, India, Japan, Spain, the United Kingdom, and the United States) that remote work, as well as virtual meetings, will continue but less intensely than at the peak of COVID-19 (Lund et al., 2021). And the organizations, who have not adopted new reality, have to start action, realize new normal and change strategy. According to the survey results, published by KPMG on February, 2021, only 39 percent of HR executives in Malaysia say that their organization is adapting in the ‘new reality’.

To sum up, realizing new reality, adaptation of Business and HR strategy to the new normal, considering employee desires, communication and empowerment can be the key to retain talents in organization. Additionally, creativity and support on their personal values can be the way to their minds. Pandemic will not end soon, we have to learn life with it and make it new normal.

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The Cittaslow Movement: A Critical Evaluation Through Iran and Turkey

“The larger the city, the smaller the sky above it.
Nature, flowers and light are just as little; smoke, concrete, technique the more it becomes.
We become less personalities and more masses... İzzetbegovic, 2010”

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ABSTRACT

The Slow City Movement, which was launched in 1986 as an objection to the rapid urbanization approach that continues at a dizzying pace in the world, to increase the quality of life, to develop the understanding of sustainable consumerism, It is a cultural movement that focuses on supporting local production, protecting and protecting their identity and cultural values, and focuses on slowing down the pace in cities and calming them down. Taking the title of slow city also contributes to the association with tourism and to the spread of slow tourism. However, being a slow city does not produce the expected effects in every slow city. On the contrary, its commercialization in many slow cities draws population, construction and traffic pressure to the region. In some slow cities, it did not meet the expectations, and there was no change in tourism turnover, number of visitors, and real estate values due to being a slow city. As a matter of fact, it reveals that each city has experienced this process under the influence of different dynamics.

This study aims to evaluate the slow city movement, which is spreading in the world, from a critical point of view through Turkey and Iran. In this context, the philosophy of the slow city movement will be emphasized, Slow city practices in Turkey and Iran will be explained and the effects and results of slow tourism in both countries will be evaluated and these results will be interpreted. The socio-economic and spatial effects of the slow city on the cities of Turkey and Iran, development of local identity and preservation of cultural values, Answers will be sought to questions such as central and local decision makers' support to the process.

Keywords: Slow city, slow tourism, Turkey, Iran

INTRODUCTION

Today, the process of verifying and transforming the data presented in the information spiral into information is expressed in seconds. Behind this process, besides technological mobility, the effect of network structures established between individuals, organizations and societies is also important. The mobility experienced in network structures with the effect of the speed of daily life, is far from going beyond interpreting life other than "living in the moment". Therefore, cities take their share in the fast flow of life. However, the reaction of cities to the flow of life has recently shown itself with a different approach: The Slow City Movement.

The Slow City Movement was established in the world in 1986 to move all aspects of human life from moment to time span. It was created as a cultural movement based on improving the quality of life and reducing the pace in cities, especially in European cities. At the starting point of the movement, supporting a sustainable consumerism understanding, envisioning a sustainable local production, to reach a humane and better quality living environment where its architecture, nature and cultural values are preserved" (Ünal Ç., 2016). Although the movement first started with the idea of slow food against the McDonaldization of society, it did not delay in revealing its own culture over time. It has expanded with the creation of slow cities cultures, first created in Italy in October 1999 and continued in Norway, Germany, and the United Kingdom in 2006 (Mayer and Knox, 2006).

The study focuses on a critical evaluation of the slow city movement in the world through Turkey and Iran. The study will primarily focus on the philosophy of the slow city movement. Then, slow city practices in Turkey and Iran will be mentioned, and in the last section, the issue of developing (slow) tourism for slow cities in Turkey and Iran will be discussed.

In this context, answers to five basic questions will be sought in the study. These questions are as follows:

- 1- How did the slow city practice affect the tourism of the model cities in the first place? What is the situation today? How have visitor numbers and tourism turnover changed?
- 2- Were the exemplary cities able to preserve their local characteristics as they were after the slow city was chosen? What kind of a development process did the relations of production, consumption and marketing follow?
- 3- What were the spatial effects of choosing a slow city? How has the rate of construction, the number of residences and workplaces/licenses changed?
- 4- In the perspective of local peoples on settlement /Has there been a change in perception?
- 5- After choosing the slow city, these settlements (local /What kind of support has it received politically and economically?

In order to find answers to these questions, literature studies and field studies on the subject were examined, and Seferihisar, one of the cities that received the title of slow city, Real estate marketers in Akyazı and Taraklı were interviewed, and the residential real estate index reports of <https://www.zingat.com> and <https://www.sahibinden.com> were examined, Data were requested by meeting with the authorities in Iran. Being able to conduct meetings remotely in pandemic conditions, The main constraints of the study were that the residential property index reports were not prepared for every slow city and some of the data from Iran were not sufficient.

2. A CONCEPTUALIZATION ESSAY ON SLOW CITY AND SLOW TOURISM

2.1. Slow City Concept:

Since the first times slow cities emerged, the globalizing world, It positions itself against the modern interpretation of temporal and spatial reset, the rapid data flow brought about by

information and communication technologies, and the individual, social and institutional structuring. As a matter of fact, we see the most simple and common example of this in the imposition of consumption and speed on society almost everywhere.

The Slow City movement, the traditional structures of small cities, it advocates that they should be protected by carefully applying strict rules, and the cars are removed from the city centers, people advocate the consumption of only local products and the use of sustainable energy (Dinç, 2018).

Fast food, fast communication, fast data sharing and roaming, it has been tried to respond to the consumption and speed in many areas such as rapid standardization with the "deceleration step". In this direction, it is believed that slowing down is necessary in order for people to stay in contact with each other more, rather than speed and consumption, within the understanding of the slow city. In this way, considering that the eating habit is a slow action, in other areas of life (education, culture, economy, local government...) it is aimed for individuals to experience the best and quality time (Jafari, 2006).

The concept of slow city is a concept presented as an alternative to the modern city concept. The slow city is free from all elements of modernity for its inhabitants, it aims to break away from the complexity of everyday life (Mayer and Knox, 2006; Coşar, 2019), where land-based areas rather than industrial areas take up space, away from environmental pollution. The slow city movement, improving the quality of life in cities and a single type of activity where global companies are active. There are those who argue that the American order prevents it from spreading (Doğan et al., 2014), as well as those who think that slow cities have been created to get rid of the effects of capitalism and new right-wing policies (Keleş and Mengi, 2017). The slow city movement emerged against the integrative city structures created by globalization, to be aware of the city and the environment (Akman et al., 2013). In this context, the slow city movement aims to protect the environment in the face of negative results in many areas from globalization to modernity, based on acting with it. As a matter of fact, there are 59 criteria under 7 headings determined by the slow city union located in Italy and providing the emergence of the slow city movement in the world. Environmental Policies (11 pieces); Infrastructure Policies (13); Technologies and tools to increase the quality of urban life (9 units); Protection of Domestic Production (11 units); Hospitality (5 units); Awareness (3 pieces); Support for Slow Food Activities and Projects (7 units). The basis of these criteria is the understanding of ensuring the preservation of local values, culture and architecture in the face of daily life and urban formation that have become standardized with the effect of globalization (Tosun, 2013).

A candidate city for the Slow Cities Association, in addition to having at least one of each of the above titles and fulfilling at least 50% of the 59 criteria, it can be a member of the slow cities union, provided that its population is less than 50,000. Incomplete fulfillment of any of these titles is brought before the candidate cities as an obstacle to the completion of the membership process. The status of the candidate city's admission to the union is announced with an international event held in the same year. Membership conditions and the city's performance are evaluated every five years by the coordination committee, and it is decided by the headquarters in Italy whether the city will remain in the slow city status or not. For example, the status of Muğla/Akyaka, which had the status of a slow city in Turkey in 2011, has become Akyaka, with Muğla becoming a metropolitan city in 2012. It was transformed into a district of Ula District and Akyaka city was re-evaluated by the headquarters.

The slow city philosophy, which acts in opposition to the homogenization created by globalization and consumption, has become increasingly widespread since the 2000s. Although the focus of the movement was started as an initiative against fast food culture, today it is increasingly focused on tourism, economy, culture, etc. reflected in many areas. Hareketin zemini küreselleşme ve ona bağlı (sanayileşme, şehirselleşme, zamansal ve mekânsal görünümünün sıfırlanması, vb...) konulardan oluşmaktadır. Bu bakımdan yavaş şehirlerin yürütücü gücü olarak küreselleşme karşıtlığını söylemek mümkündür (Tosun, 2013).

It is possible to talk about anti-globalization as the driving force of slow cities (Tosun, 2013). Slow cities, based on the criteria they put forward against globalization, are originality, cultural diversity, brand identity, promotion of the destination. It adopts a multiple development, such as the protection of cultural heritage, the development of cultural tourism, the development of local employment, the promotion of organic agriculture, the equalization of income distribution between regions, the creation of additional income opportunities for the public, the adoption of the understanding of sustainability and the development of local services (Karabağ et al., 2012; Coşar, 2013; Ziari et al., 2016). As a matter of fact, in Grzelak-Konsulska (2011) the existence of unique, multiple alternatives, fair, craftsmanship, personalized, traditional, sustainable, authentic, high quality, original, sensitive to culture and history, slow, local economic development, lists the basic features that should be in slow cities such as slow urbanization.

In the context of the success of the slow city movement, it is aimed to strengthen the positive aspects of the movement and to reduce the tension in the cities with the status of a slow city by reducing the negative aspects of the movement, based on the basic features mentioned above. Therefore, it is clear that attempts made through globalization will not be sufficient for the movement to be more effective in the future.

When globalization and the development of information technologies and capital transfer are considered in this context, it is clear that they are insufficient in dealing with slow cities. The speed and information bombardment in the field of communication due to technology creates many negative effects on slow cities. These cities are subject to overpopulation, high-intensity investments that destroy the environment, unfair distribution of rent, and even political calculations. These and similar problems indicate that slow cities should seek new ways to solve other problems that they may face in terms of self-sufficiency or self-development.

2.2. Slow Tourism Concept:

Slow tourism emerges as the basic concept put forward in the recognition of slow cities. Slow tourism is accepted as a label closely linked to identity (Dickinson, Robbins and Lumsdon, 2010). According to Mayoz (2004: 100), slow tourism has two principles: time spent and dependence on a particular region. For her, time spent means changing daily routine relationships, especially on issues such as different perceptions of nature and livelihoods adapted to a climate. According to Conway and Timms (2012), slow tourism refers to the qualitative experiences and pleasures of travelers during their journey, with the benefits they provide to local stakeholders and the destinations they offer.

The equivalent of the slow city in the tourism sector is slow tourism. Slow tourism involves an approach in which individuals focus on getting to know the places they visit in more detail in a world dominated by speed. This approach is a new type of tourism that emerged when tourists who want to relax in calm and natural environments start to visit places that are seen as attractive areas (Ünal, 2016).

Slow Tourism aims to bring a deeper perspective to human needs. In a broad definition, "Slow Tourism" is a type of travel that is more thought about on routes with fewer travelers, thus trying to capture the spirit of distant places and cultures. A type of tourism that starts with the idea of low-speed passengers. It includes the understanding of having a desire to understand and connect with nature more deeply, which adheres to and pays attention to the values in the environment, both human and natural.

The basis of slow tourism lies in the understanding that the areas in cities that have a cultural structure and attractive places do not undergo a physical change and that the existing structure is preserved (Ünal, 2016). Therefore, any destruction or change in the texture of the city will damage the nature of the city and cause a decrease in the number and diversity of tourists. This brings about the formation of a negative image for the future in terms of the promotion of the city as well as the direct impact of the local economy of the city and the branding problem. It also triggers a decrease in employment due to income losses and income losses for businesses. In short, any destruction to be experienced in the city will create problems in the functioning like chain rings that are articulated to each other.

3. CITTASLOW MOVEMENT: EXPERIENCES OF IRAN AND TURKEY

3.1. Slow City In Iran

As a developing country, Iran has been heavily influenced by urban growth in recent years. Most of the theories about urbanization show that the increase in the population of the city is due to four factors. First, natural increase in population, second, migration from rural to urban; third, the integration of suburbs and satellite cities into urban areas, and fourth, transformation of rural areas into cities. A study on the trend of change in the urbanization coefficient in Iran, while it showed that only 4.31% of Iran's total population lived in urban areas in 1957, this coefficient increased to 9.37% in late 1960, 47% in 1977, and 56.8% in 2007. In 2016, the urbanization rate in Iran reached 74%. In terms of absolute population, statistics show that Iran's urban population in 2017 was about 59 million people. This is approximately 10% compared to 2012, approximately 23% compared to 2006, it indicates an increase of approximately 61% compared to 1999 and approximately 120% compared to 1988 (Sasanpour et al., 2017).

It is seen that the rural and urban population of Iran has decreased against the rural population and the urban population has increased since 1950. Before 1980, most of Iran's population lived in rural areas. For example, in 1950 about 5.72% of Iran's population lived in cities. The data for 2018 proved that 25% of the population lives in rural areas. The downward trend of the rural population will undoubtedly continue in the coming years. According to the estimates of 2050, it is predicted that about 86% of Iran's population will live in urban areas and 14% will live in rural areas (Sasanpour et al., 2017).

In recent years, research on the modernization of urban planning in Iran draws attention to the increasing speed in many cities such as Tehran, Isfahan, Tabriz, Shiraz, Mashhad, Yazd, Mazandaran. Wide streets and highways, high-speed traffic, the creation of many construction areas, the disintegration of the central neighborhood system, the growth of ready-made fast-food production instead of unprocessed food are the issues that draw attention. With the increase in the population of the big cities in Iran, many problems have not been encountered. In order to prevent population growth in these cities and to reduce the demographic, economic, social and physical problems of Iranian metropolises, the creation of slow cities in Iran has been brought to the agenda. However, these cities, by staying away from solving the problems they are in and

especially the problems of the Iranian metropolises, prevented the achievement of the determined targets (Dadashpour, 2002).

Smart city to answer urban problems in Iran, Many city theories have been put forward such as creative city, electronic city, etc., however, these theories have become a part of rapid change over time, instead of stopping the rapid change. The last of these, the Urban Peace Movement, is an exception. Therefore, the development of slow cities in Iran is of key importance. The first slow city was Khomein city of Isfahan province in 2002. After that, Astara-Sarein in Ardabil province, Sarab and Maragheh cities in East Azerbaijan province in 2005 and Anzali city in Golestan province in 2009 were accepted as slow cities (Tabrizi, 2015).

	population (2015)	Area km ²	The History of Being a Slow City	State
Meraga	46,260	2597	2015	East Azerbaijan
Salmas	45031	3452	2015	West Azerbaijan
Sarab	49389	1520	2016	East Azerbaijan
Story town	26.191	465	2018	Gilan
Astara City	91257	334	2014	Gilan
Noshehr City	49,403	1718	2017	Mazandaran
Kashan City	48.438	868	2018	Isfahan
Golpayegan City	51.358	177	2017	Isfahan
Kashm City	40189	1491	2019	Hormuzgan

Table 2. Slow Cities of Iran

<https://www.eligasht.com/Blog/>

The slow city movement, acting in the opposite direction to the effect of changing and transforming social networks, has allowed people to get out of the urban formations, not from the top down but from the bottom up. By adopting the values and norms of social responsibility, it has managed to draw attention to quality, nature and originality once again. This movement is to create agendas that are calm and slowly fed, designed to promote sustainability. While also focusing on the growth and development of quiet cities, environmentally friendly humane urban planning, social sustainability and increasing urban vitality, promoting pedestrian movements and cycling, local history, sustainable architecture, calm and sustainable economy, calm citizens, hospitality, thoughtful and calm urban development, promotion of local culture and slow eating (Sadeghi et al., 2016; Tabrizi, 2015).

Slow city movement that started in Iran, economic development, It can be thought of as a strategy to achieve mutual goals between environmental and social justice. Since 2000, it shows an increasing trend in the urban population in Iran. Statistics reveal that the city population has increased in relative and absolute rates in recent years. In this direction, depending on an unplanned

and excessive consumption of resources, social, cultural and visual values, quality of life and urban livability standards are declining significantly. The rapid growth of cities, the exponential increase in the city population and as a result unplanned and uncontrolled physical growth, leads to dissatisfaction in city life. renewed in Iran's rapidly growing cities, especially in developing metropolitan areas, dispersed and unprincipled structures dominate urban and social life and prevent slow urbanization. In order to respond to urban problems, smart city, creative city, Although many approaches such as green city and electronic city have been developed, the slow city movement has found a place in practice. Slow city, squares to improve human life and societies against the fast flow of life, It is a movement that tries to use areas such as streets and urban flows. The movement also aimed to avoid features of modern urban spaces that limit the possibility of a quiet life. However, due to the global developments in Iran, it has been able to find application only in recent years, after the deep and comprehensive changes in the foundations of the old socio-economic system.

This is especially true in big cities, such as urban sprawl, industrial waste increasingly besieging cities, loss of agricultural lands, lack of appropriate infrastructure, local resources, ignoring environmental issues of policy makers, tending to undermine the self-sufficient economy and the city's unique cultural and history, has rapidly moved cities away from the concept of sustainable development. To avoid these negativities and escape from the crowded and noisy cities of Tehran, Mehrshahr, In recent years, it has become one of the regions where many people migrate. However, rapid and uncontrolled population growth in the region has become a major problem in recent years (Khalili, 2011).

Many cities, including Iranian metropolises such as Isfahan – Shiraz, Tehran, Tabriz, Mazandaran, Yazd, In terms of social and cultural stability, it is witnessing high population increases in the context of industry and modernity. This increase indicates that there are changes in the status of slow cities in Iran. Despite this, city officials and administrators fall short of reviewing their strategies and policies. Industrialization activities in Iran pose a threat to the city's central texture, history, cultural heritage and environmental studies. In addition, infrastructure works in slow cities, areas with agricultural texture and the production of domestic and organic products in these areas and other urban indicators (Zirai et al., 2016)

The rapid growth and development of cities causes a decrease in the quality of life. In order to ensure sustainability, a number of measures have been taken in this direction. Accordingly, the slow city is seen as a new approach to urban development management and planning and an alternative to previous approaches. Developing the sense of belonging of non-natives living in the region, reducing the prevalence of personal vehicle use and air pollution, Measures such as minimizing the increasing destruction of agricultural and garden areas are important for the sustainability of slow cities (Zabrdast, 2007). Excessive use of environmental resources, turning agricultural policies in favor of industrialization, The presence of weak laws on land use control and lack of planning remain worrisome developments for Iran's slow cities (Kambiz, 2008).

3.2. Slow City In Turkey

The slow city movement in Turkey officially started when Seferihisar was accepted as a slow city on November 28, 2009. The use of city, local aromatic plants in landscaping, Projects such as solar lighting elements, carbon emission calculation, compost facility and solar power plant construction have led Seferihisar to gain the status of a slow city. As a result of the studies, as of today, there are 19 slow cities from every region of Turkey: Seferihisar, Akyaka, Gökçeada,

Yenipazar, Taraklı, Vize, Persembe, Yalvaç, Halfeti Savsat, Uzundere, Goynuk, Gerze, Egirdir, Mudurnu, Koycegiz, Ahlat, Gudül and Izmir (Table 1).

	population (2020)	Area km ²	Geographical Region	The History of Being a Slow City
Ahlat (Bitlis)	41.633	989	D. Anadolu	2019
Akyaka (Mugla)	3.062	-	Ege	2011
Egirdir (Isparta)	31.435	1520	Akdeniz	2017
Gerze (Sinop)	26.191	594	B. Karadeniz	2017
Gokceada (Canakkale)	10.106	282	Marmara	2011
Goynuk (bolu)	14.917	1437	B. Karadeniz	2017
Gudul (Ankara)	8.438	419	İç Anadolu	2019
Halfeti (Sanliurfa)	41.258	646	Güneydoğu	2013
Izmir	4.394.694	11891	Ege	2021
Koycegiz (Mugla)	37.981	1758	Ege	2019
Mudurnu (Bolu)	18.690	1351	Marmara	2018
Pershembe (Army)	30.997	217	D. Karadeniz	2012
Seferihisar (Izmir)	48.320	375	Ege	2010
Savsat (Artvin)	17.024	1316	D. Karadeniz	2015
Scalloped (Sakarya)	6.970	292	Marmara	2016
Uzundere (Erzurum)	7.919	505	D. Karadeniz	2016
Visa (Kirkclareli)	28.606	1090	Marmara	2012
Yalvac (Isparta)	46.304	1402	Akdeniz	2012
Yenipazar (Aydin)	12.239	245	Ege	2011

Table 1: Slow Cities of Turkey, according to their population, the distribution of these cities is as follows
(Graph 1):

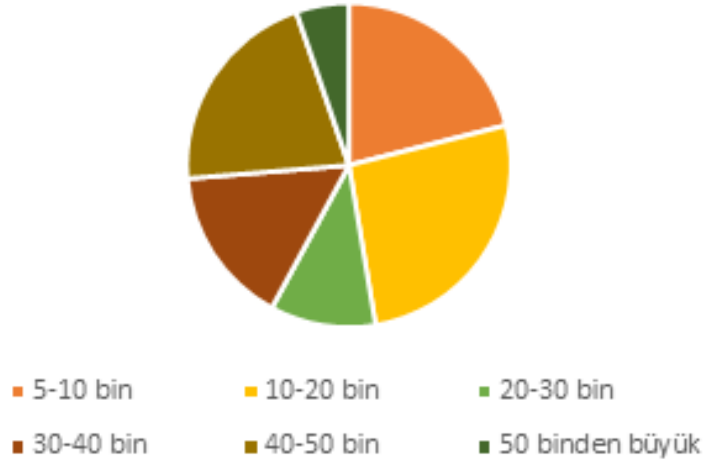


Chart 1. Numbers of Slow Cities by Population As can be seen in Chart 1, most of the cities that have the title of Slow Cities are cities with a population of 10-20 thousand.

The type of tourism that dominates most of Turkey's slow cities is daily and weekend tourism. Tourist activities trigger a seasonal or seasonal population increase in tourism regions, thus, the use of resources and the environment is adversely affected by this process. Likewise in Turkey, tourism in slow cities increases the population of these destinations and the use of resources (Çıtak, 2016).

Eliminating the negativities created by the globalization wave, which is in a rapid rise and spreading in the world, as the starting point of the slow city movement in Turkey. or preventing the idea of modernity due to globalization from entering certain cities. Studies in Izmir Seferihisar district, which is the first slow city of Turkey, have started to be carried out in this direction. For example, by establishing Slow City Volunteers Working Committees, ensuring the participation of the people in order to create a better district, creation of small-scale agricultural areas in the gardens of schools, the destruction of local products thanks to local markets, the construction of bicycle paths, In many areas, such as the closure of some streets to vehicle traffic at certain times, activities have started in the district (Mutdoğan, 2010; cittaslowturkiye.org, 2020).

Claiming, protecting and promoting local values is an important part of the existence of slow cities. In this context, it becomes possible to encounter the phenomenon of globalization in many places such as the production, sale and marketing of city-specific products, and the promotion of the city. Therefore, self-positioning in the face of globalization is difficult for slow cities to fully protect local values against globalization. Efforts to increase the value of local products in slow cities, to increase the quality of urban life, to protect the texture of the city, etc., Considering the study of Doğan et al. (2014) on the local people in Seferihisar, it shows that the city's being a quiet city causes some negativities. These negativities are listed as “expansion of zoning boundaries, increase in construction, construction of large hotels, crowds due to excessive demand and insufficient capacity”. In another study on Seferihisar (Özmen and Can, 2018), the real estate market in Seferihisar was active due to the influx of people, the local people did not show much participation, The fact that local governments are dependent on politics and that slow cities are seen as economic oriented also shows that these negativities will not remain at a certain point. A study on Seferihisar in 2018 shows that gentrification has also occurred in the city. Accordingly, the study shows that income differences between the neighborhoods occur with the slow city process of

Seferihisar, It shows that it emerges concretely at the neighborhood scale (Sığacık Neighborhood) between the settled people and those who came and settled later (Tekin, 2018).

A study carried out on combs is important in that it shows that this will lead to different results. Taraklı district of Sakarya is one of the four cities that were declared a slow city in 2011. In 2013, the city was selected by the European Commission as a European Destination of Excellence in the thematic area "Accessible Tourism". In the study, it was stated that there were new situations in business and daily life in Taraklı compared to previous years. For example, after Taraklı became a slow city, the number of chains of trademarks increased, neighborhood grocers have been replaced by large markets, the number of professional and educated employees has increased in the workforce. It is stated that there are people who come as tourists and settle in the city (Toprak, 2018). In fact, this is an indication that advertising activities, which have an important role in the spread of globalization, are integrated into the global world of slow cities. On the other hand, tourists coming to the city (150,000 people visited the city between 2011 and 2014 after it entered the slow city status) Taraklı, which has been moved to the digital world with the increase of thus the city becomes a part of the global world. This actually leads us to Bauman (2010)'s "...our cities, unexpectedly ignoring the expectations of the city dwellers, it is quickly reduced from being a protection against dangers to the main source of dangers".

Today, not only Seferihisar or Taraklı in Turkey, but also other slow cities are threatened and transformed into a part of the global world through technology-advertising-marketing. The population structure of slow cities, which are marketed with advertisements, undergoes a change and gentrification process is carried out, and the former residents of the city may face immigration from the city after a certain period of time. This allows the integrativeness of slow cities to be damaged and different cultures to become ghettoized and heterogeneous in different parts of the city. On the other hand, the fact that Seferihisar has a say in determining the applications and making decisions of cities with slow city criteria in Turkey causes the concept of governance to disappear and creates a situation contrary to the slow city understanding. In this respect, it is remarkable that Seferihisar is the main factor determining Taraklı's acceptance as a slow city. Taraklı Cittaslow representative expressed the decision-making process as follows: "Seferihisar determines the files related to Cittaslow in Turkey. They decide whether it will happen or not, it was examined and said okay. This is how the process developed" (Toprak, 2018). It is easier for global companies to enter slow cities by opening the way from governanceist slow city practices to centralized slow cities, or new surplus values are created through slow cities to ensure the governance-based formation of the global market. This paves the way for the progressive evolution of slow cities.

Introduce technology into a quiet city life starting with the entrance of the city and living in the city - shopping created by local administrators venues (producers' markets, village markets, etc.) By making it a center of attraction and attracting users with a new cultural and sociological profile to slow cities, it reverses the slow city logic. This process manifests itself in the city management crisis, which subsequently derives from a multiple and new cultural structure, and paves the way for a decline in the number of local speakers in the future. Toprak (As 2018 expressed on Taraklı, "timeshare properties being built 500 meters from the Taraklı city center, Considering the thermal spas, how many people from the people of Taraklı can enter the thermal spa, that is, You have to think you can go." As a result of the decisions taken without consulting the city residents, a centralized slow city understanding emerges.

The negatives that are tried to be explained through the two slow cities above are also valid for many slow cities in Turkey. This shows that slow cities are deviating from the emergence

philosophy. In addition, it is seen that no steps or arrangements have been made for the problems that may arise for other slow cities. For example, the problems presented for the Vize district (Ergüven, 2011) chosen as a slow city in Kırklareli in 2012 or Ordu Persembe district, which was selected in 2012 (Karadeniz, 2014), are also valid for other slow cities.

4. A LOOK AT THE EFFECTS OF SLOW CITIES ON THE TOURISM SECTOR FROM IRAN AND TURKEY

Tourism, one of today's dynamic economic activities, plays an important role in the economic development of human societies. The expansion of tourism affects national income, foreign exchange resources, employment and other macroeconomic indicators.

The tourism industry has a special place in the national economies and plays an active and effective role in promoting the socio-economic structure of the developing countries. Therefore, the development of sustainable urban tourism and its wise management require planning (Akbarpoursaraskanrood, Nourbakhsh, 2010). The tourism industry is considered a dynamic industry with its own unique features and bright futures. Investment in this sector is increasing in all countries with tourist attractions. Because this sector not only plays a role in promoting the country's economy and foreign exchange earnings, it also creates a clean and pollution-free sector, as well as new jobs.

Although the concept of the slow city was originally created to provide a noticeable improvement in the living standards of local people, by taking advantage of the shrinkage of the world and the advantages of technological progress, slow cities have begun to be evaluated in sustainable tourism in terms of introducing themselves (Coşar, 2019). In this respect, slow cities are also considered as a part of sustainable tourism. According to Ünal (2016), "slow cities", which take place as a new tourism activity in the tourism geography, have started to gain importance with the feature of being a local development model. With the spread of this movement or tourism, many regions in Turkey have had the opportunity to reveal their natural, historical and cultural richness".

In recent years, this type of tourism aims to bring a deeper perspective to human needs. In a broad definition, "Slow Tourism" is a type of travel that is more thought about on routes with fewer travelers, thus trying to capture the spirit of distant places and cultures. This type of tourism, which started with the idea of low-speed passengers, has an understanding of having a desire to understand and connect with nature more deeply, which adheres to and pays attention to the values in the environment, both human and natural. Slow tourism, which has become increasingly important in the world, lies in establishing a partnership between tourists and the people of that region on a wider ground, communicating with the history, texture, architecture, eating and drinking habits of that place. It focuses on making sense of the place visited by living and learning, rather than consuming it quickly in the age of fast and technology. In slow tourism, more emphasis is placed on the simplicity and comfort of travel in order to better understand the realities of life, people and environment of the visited region (Seyrir in Iran, 2017).

Getting close to the locals and buying directly from them, even eating at local restaurants or street restaurants and buying fruits and vegetables from village shops are some of the common activities of slow tourism. At first glance, it may seem that this form of travel and tourism is only for those who have enough time to travel at low speeds, and this type of travel is not available to most people. Maximum enjoyment of the environment, as well as traveling by public transport and at low cost and even on foot, it is among the ultimate goals of slow tourism that can be easily applied in any journey (Seyrir in Iran, 2017).

In slow tourism, the aim is not only to visit all the touristic places around, but also to integrate with the environment. The slow eating movement was a protest movement against the reopening of McDonald's restaurant chains in Rome in the 1980s, which grew into a fast-food movement in the 1980s. Today, the main goal of this movement, which has been going on for nearly thirty years, has not changed. Supporting traditional cooking, improving flavors, eating slowly, enjoying healthy and home-cooked meals remains one of the main goals of this movement. Slow tourism is also one of the branches of the slow movement, emphasizing the general exploration of tourism destinations and familiarity with the cultures and traditions of nations. It emphasizes being able to recognize the culture and traditions of the people in the destination without haste (Safaristan, 2009).

The tourism industry is one of the most dynamic economic activities of our time, playing an important role in sustainable development. This industry also brings many internal and external social, economic, environmental and cultural benefits. Today, it is accepted as the main force of the economic development and growth of the country in many countries and provides a strategic opportunity to diversify the economy, create employment and generate income.

The process of globalization has affected the development of this sector and has eliminated one of the most important problems for it, the borders. The employment creation potential of tourism is one of the important features of this sector. It also has a high capacity to create other new services and, in addition, tourism has the potential to attract significant forces from other economic sectors. However, one of the worrying problems in this area is the uncontrolled employment of non-specialized personnel, and this in the long run, it causes a sharp decline in the quality of services provided in this sector (Alvani et al., 1996).

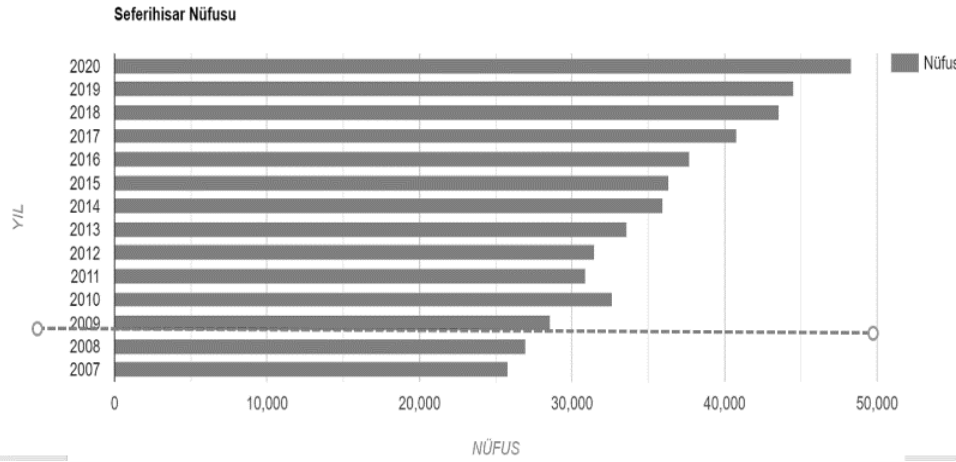
4.1. Effects Of Slow Cities In Turkey

Turkey is one of the important tourist centers in the world. With its history, nature and other unique features, the tourism sector in Turkey has an important place in terms of potentials and development. Its share in gross domestic product was 4.6% as of 2019, and its share in export revenues was 20.1% in 2019 (<https://www.tursab.org.tr/istatistikler>, 206.02.2021). According to 2018 data, Turkey ranks 6th in the number of tourists and 14th in tourism income (2019 January-June Tourism Statistics). There are 18 cities in Turkey, namely Akyaka, Eğirdir, Gökçeda, Gerze, Göynük, Halfeti, Mudurnu, Persembeye, Savsat, Seferihisar, Taraklı, Uzundere, Vize, Yalvaç, Yenipazar, Köyceğiz, Ahlat and Gündül. The tourism potentials in these slow cities vary according to the characteristics of the region and geography.

Within the scope of the study, the effect of the slow city practice on the tourism of the sample cities in Turkey and the current situation were examined, and the number of visitors was investigated.

In general, it is seen that tourism has revived and the number of tourists has increased in the regions that have received the title of slow city throughout the country. It has brought mass tourism in Halfeti, Akyaka and Seferihisar. For example, after Akyaka, with a population of about 3 thousand, became a quiet city, it experienced an explosion, especially during the holidays. In 2019, during the festive period, it increased approximately 25 times and reached 100 thousand. (<https://www.cumhuriyet.com.tr/haber/nufusu-25-kat-artan-sakin-sehirde-donus-cilesi-1533450>), Again, in 2020, it increased by about 20 times and reached 80 thousand (<https://www.haber7.com/seyahat/haber/3122912-sakin-sehir-akyakanin-nufusu-20-kat-artti>). Thus, the slow city movement has resulted in results that contradict the essence of the slow city, such as heavy traffic, air, noise and environmental pollution. For example, according to 2008

data, the population of Seferihisar was 26,945 before it got the title of Slow City. In 2009, when it received the title of Slow City, the population of the city increased to 28,653 first, to 32,655 in 2010 and to 48,320 in 2020 (Graph 2).

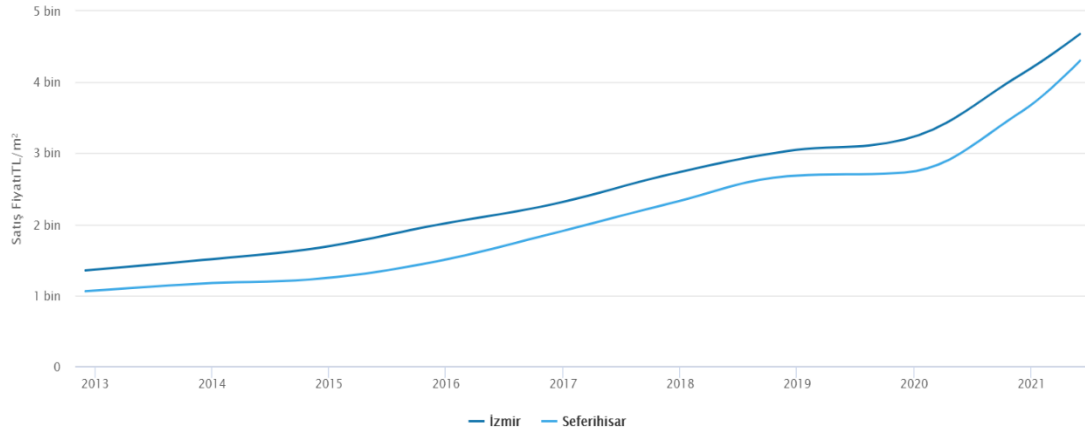


Graph 2. Population growth after Seferihisar became a slow city

Seferihisar had a GDP of approximately 6.6 million TL before it became a slow city in the 2000s. With this value, it ranks 24th according to the province (tuik.gov.tr). The income per capita in the district is 2,693 USD. The number of employees working under the Social Security Institution in Seferihisar is 2,211.12 companies with foreign capital continue their activities in Seferihisar. Between 1997 and 2007, 1 foreign capital investment with an incentive certificate amounting to approximately \$4.729.730 was realized in the field of agriculture, hunting and forestry (ITO, 2015, cited by Tunçer, Olgun, 2017). Again, according to the study of Tunçer and Olgun (2017), the number of income taxpayers, which was 554 in 2006, increased rapidly after Seferihisar became a slow city. It increased to 881 in 2014 and this indicator is one of the important proofs that the Slow City Flow contributed to Seferihisar economically and financially.

After Seferihisar became a Slow City, producer markets were established, Seed Exchange Festivals were organized, Can Yücel Seed Center was established, efforts to support tangerine producers were emphasized, and various activities were carried out in the field of organic agriculture. Supported by Izmir Development Agency, under the direction of Ege University Faculty of Agriculture, held together with the Municipality of Seferihisar. With the “From Field to Table Good Agriculture Project”, it is aimed to spread “Good Agricultural Practices” in İzmir. Within the scope of the goal of developing sustainable agricultural production application areas in the region, 140 producers met Good Agricultural Practices, one of the sustainable production methods. As of 2015, the number of facilities operating in organic farming in Seferihisar is 4. Organic agriculture and good agricultural practices are becoming widespread in the region with the contributions of Seferihisar District Directorate of Food, Agriculture and Livestock. According to 2015 data, in Seferihisar, where 250 families have certified organic farming, 140 families are producing with good agricultural practices (Adanacioğlu, Güler, 2018).

When the interviews with real estate marketing firms and the real estate index sites are evaluated, the average square meter prices of residences in Seferihisar district are seen as 4.303 TL as of today. Housing prices, which were around 20-30 thousand TL before becoming a slow city, increased more than 100%. In the real estate index and regional report of 2021, the average price of a 100 square meter house purchased in Seferihisar is between 322,688 TL and 537,800 TL (Graph 3).



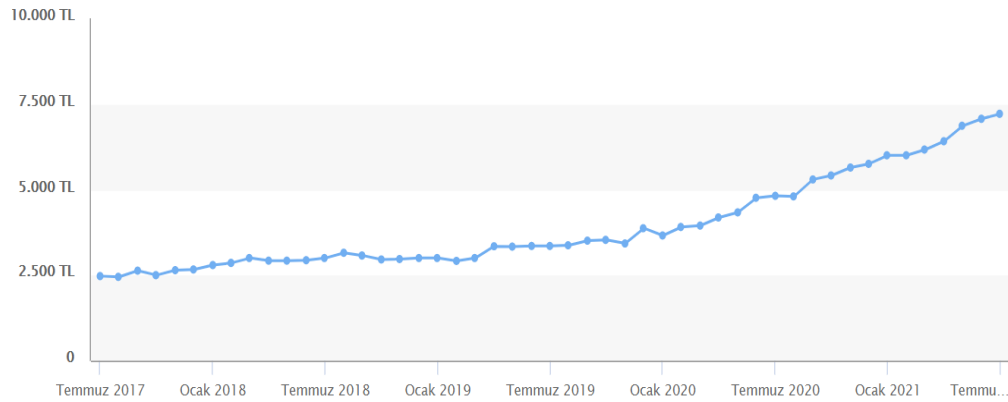
Graph 3. Change in real estate housing index in Seferihisar by years

(<https://www.zingat.com/seferihisar-bolge-report>)

The average m² price in Seferihisar , which was 3392 TL in May 2020, became 5779 TL in May 2021, thus an increase of 70% was recorded. With this ratio, it has ranked third among the ten districts with the highest increase in housing prices in a year in Turkey.

Interviews with real estate marketers in Taraklı reveal that getting the title of slow city contributes greatly to Taraklı tourism and the people of Taraklı are pleased with this situation. Today, investors from many cities such as Istanbul, Bolu, Yalova, Bursa and Kütahya provide money flow to Taraklı, and land sales are realized by the local people. Property values in the region have increased nearly 100% since Taraklı became a slow city. Likewise, it is stated that there is an increase in value of more than 50 percent in real estate values in Taraklı.

In Muğla Köyceğiz, it is striking that the square meter prices of housing have increased. The change in the last four years is 191.59%. The graphic reveals that the increase has accelerated since 2019, when Köyceğiz became a Slow City (Graph 4).



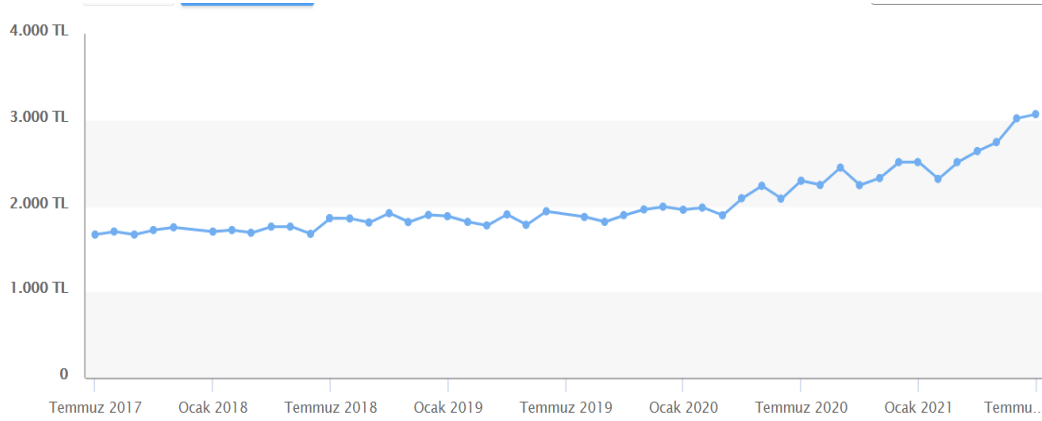
Graph 4. Change in square meter prices in Köyceğiz by years

(<https://www.sahibinden.com/emlak360/emlak-endeksi/konut/satilik/canakkale/1024>)

In this context, depending on the increase in tourism in these cities, the rent value of the land has increased, the welfare of the local people has increased, and employment has diversified with the arrival of investments. In addition, with the increase in the importance of natural and

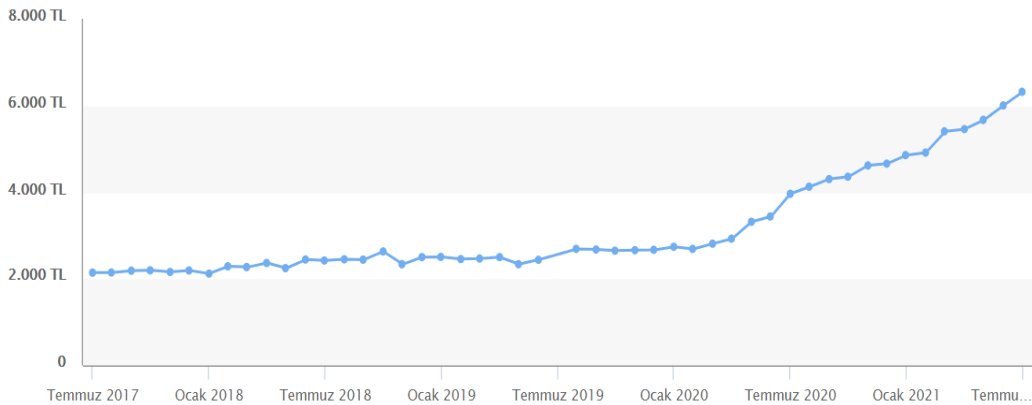
cultural heritage, practices for the protection of natural and cultural heritage have been accelerated. Among these applications are the use of renewable energy sources, taking measures to protect the environment, solving the traffic problem, preventing noise pollution and environmental regulations (Coşar, 2019).

However, while some cities are experiencing a rapid increase in real estate prices, it is also observed that some cities do not increase as expected due to being a slow city. In some cities such as Gökçeada, Eğirdir, and Persembeye, real estate prices did not increase at all due to being a slow city, while high increases occurred after 2020 due to the pandemic (Graph 5, 6, 7).



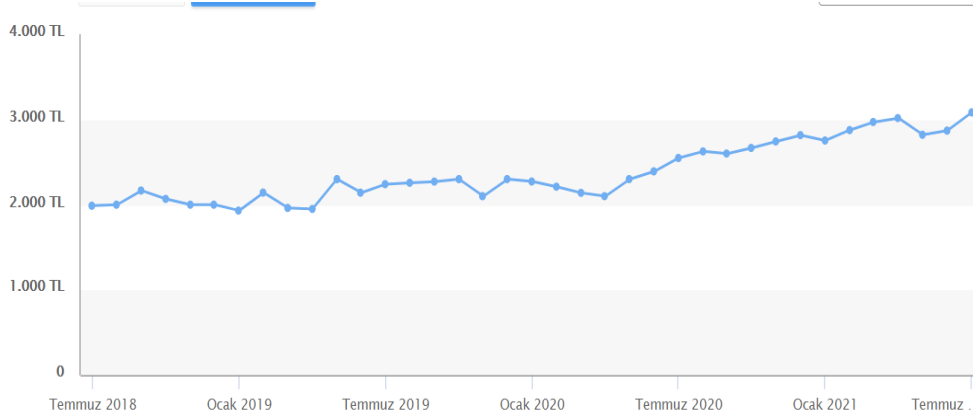
Graph 5. Change in square meter prices in Eğirdir by years

(<https://www.sahibinden.com/emlak360/emlak-endeksi/konut/satilik/canakkale/1024>)



Graph 6. Change in square meter prices in Gökçeada by years

(<https://www.sahibinden.com/emlak360/emlak-endeksi/konut/satilik/gokceada/>)



Graph 7. Change in square meter prices by years on Thursday

(<https://www.sahibinden.com/emlak360/emlak-endeksi/housing/satilik/persembe>)

The last three graphs show that receiving the title of Slow City has not been a trigger for the real estate sector for all slow cities.

In the study, answers were sought to the questions of "were the cities in question able to preserve their local characteristics after being chosen as slow cities, what kind of development process did production, consumption and marketing relations follow" in Turkey.

Depending on the increase in the value of agricultural products in slow cities, tourism demands and slow city criteria, traditional dishes are brought to the fore. The slow city of Göynük in Bolu seems to come to the fore in traditional cuisine. In slow cities, tourism, by using city-specific values, is effective in the development of the city and attracting investments to the city and leads the development of the local economy. It is possible to talk about the fact that Seferihisar, the first slow city of the country, has an important position in the local economy, the breakthroughs after the slow city and the increase in the number of tourists coming afterwards. While the city draws attention mainly with its initiatives in the field of agriculture, especially in organic agriculture, Halfeti with its historical texture and Göçeada being the first and only slow city in the world at the level of an island, Ordu Persembe stands out in the field of tourism with its nature.

Slow tourism has its benefits as well as its disadvantages. A study on Seferihisar district of Izmir, Turkey first slow city, is important in terms of giving an idea about this issue. In the study on the slow city of Seferihisar, the conservation programs of the city for artistic and artistic products, Noting the inadequacy of the preservation of historic trees and the danger of extinction to traditional occupations and working methods, this has been shown among the failures of the slow city (Hepcan et al., 2013).

Although there is no information about how many new supermarkets were opened after becoming a slow city within the scope of the study, As of today, for example, 29 units in Seferihisar, 12 units in Köyceğiz, 7 units in Gökçeada, Perşembe'de 7 adet, Halfeti'de 3 adet süpermerker bulunduğu görülmektedir. Being a slow city was not enough to remove chain stores from these cities, as can be seen.

One of the issues discussed in the study is the spatial effects of choosing a slow city. It has been examined how the construction rates, the number of residences and workplaces/licenses vary.

It was not possible to reach license data in the study. However, In another study on Seferihisar, the mayor stays away from the public, some architectural arrangements have damaged the natural texture of the city, most of the projects carried out are limited to the (Sığacık)

region, investments made in other regions are insufficient, living conditions have become more expensive. It has been determined that there are excessive increases in real estate prices (Öztürk, 2012).

Being a slow city did not lead to similar developments for each slow city, while the number of workplaces / residences increased in some cities, a significant link could not be established directly related to being a slow city in others.

In the study, an answer has been sought to the question of whether there has been a change in the perspective / perception of the local peoples towards settlement. Studies have shown that almost all people have a positive view of slow cities, especially since the city has become known, reveals that she is pleased with the increase in tourism turnover.

According to a study in 2014 (Doğan et al., 2014), “Are there any negative changes that we can observe in Seferihisar after Seferihisar became Cittaslow? The majority of the participants said that there was no negative change in the city to the question “What if there is?”. In another study conducted in 2012, the question "Which projects are you aware of" was asked to the participants (100 people in total), and 74 of the participants answered "Producer Markets". (Ozturk, 2012). On the other hand, in the study in 2014, when asked "What did Cittaslow bring to Seferihisar?", the participants said that the promotion and tourism potential was revealed (Doğan et al., 2014). Similar results were found in a study on comb (Toprak, 2018). Accordingly, being a slow city, For example, in Yenipazar, local people and local administrators see it as a brand, an identity, and a chance for the region to be enriched by tourism.

One of the questions asked within the scope of the study is whether these settlements (local / central) received political and economic support after the Slow City was chosen. For example, Seferihisar is an example that received support from both the Ege University Faculty of Agriculture, the district Municipality, the District Directorate of the Ministry of Food, Agriculture and Livestock, and the Izmir Development Agency. “From Farm to Table Good Agriculture Project” is a project realized within this scope. In Seferihisar District Directorate of Food, Agriculture and Livestock, studies are carried out in order to spread organic agriculture and good agricultural practices in the region.

Again, Izmir Metropolitan Municipality was included in the list of Slow City supporters, and this was declared on the International Network Of Cities website (Figure 1).



T.C.
İZMİR BÜYÜKŞEHİR BELEDİYE BAŞKANLIĞI
Sosyal Projeler Dairesi Başkanlığı

Sayı : 43317486-804.99-
Konu : Cittaslow Supporter Application

CITTASLOW INTERNATIONAL COORDINATION COMMITTEE
cittaslow@cittaslow.net

We would like to express our intention to become a Cittaslow Supporter as Izmir Metropolitan Municipality in order to realise Cittaslow Metropol project. We believe that Cittaslow Metropol project is an important initiative to bring Cittaslow philosophy to the big cities in order to create a better world. We are willing to work with the Cittaslow International Association to coordinate the efforts to define and implement Cittaslow Metropol concept in collaboration with Cittaslow Headquarters, national networks, universities, NGOs and experts.

We would like to kindly present our intent to your evaluation and wish you success in your endeavors.

Yours sincerely,

Mustafa Tunç SOYER
Büyükşehir Belediye Başkanı

Figure 1. Izmir Metropolitan Municipality's Declaration of Being a Supporter of Slow City

<https://www.cittaslow.org/content/supporters-cittaslow>

4.2. Effects Of Slow Cities In Iran

The tourism industry in Iran has very high growth and expansion potential. According to the World Tourism Organization, Iran ranks tenth among ancient and historical attractions and fifth in the world in terms of natural attractions (Tavassoli, 1998; Daryae, 2006).

Iran has different conditions due to its characteristics and climatic differences, so it is called a kind of "country of four seasons". The high mountains of Zagros, the sandy places of Dasht-e-Kavir and the Lut Desert, and the astonishing Hormoz coast resulting from the climatic characteristics of this region have given rise to a rich biodiversity. Therefore, Iran is considered as one of the five outstanding countries in the world in terms of Ecotourism. It should be noted that what makes Iran unique all over the world includes tradition, culture and historical villages mixed with nature. Impressive gardens designed in the desert, villages with natural architecture at the foot of the mountains and the adventurous life of tribes and ancient caravanserais on desert roads, This causes the region to become an important destination in terms of tourism.

Despite the sanctions against Iran and weaknesses in the administration, Iran ranks 86th among 174 countries in terms of its place in the world in the tourism sector. Next up, it ranks third after Bahrain and Qatar among the countries on the Persian Gulf coast. Also, in terms of the value of the tourism sector, Iran was ranked 43rd out of 174 countries in the world in 2005. The total

share of Iranian tourism in the economy is 6.7%. This is expected to increase to 7.3% in 2026 (World Travel & Tourism Council (WTTC), 2016). Iran has the 18th largest economy in the world. Within the scope of these potentials, the number of tourists coming in tourism will increase from 4.8 million to 20 million in 2025; it aims to increase tourism revenues to 30 billion dollars (Özcan, 2017).

On the other hand, the development of slow tourism depends on sustainability, the use of resources suitable for existing and international organizations, appropriate investment, the creation of attractive places against technological progress and structural institutional change (Kazemi, 2006; Seyrir in Iran, 2017; Dolatabadi and Yaghoubzadeh, 2009).

In general, the problems seen in the administration regarding city and tourism policies have slowed down the tourism system in Iran. However, in recent years, there has been an improvement in the tourism system in the field of domestic and foreign tourists, with the reform of policy systems in the field of tourism, education and cultural development and the strengthening of management departments and the increase in studies in this field. In this way, Iran has started to take potential steps in slow tourism expansion in slow cities (Dolatabadi and Yaghoubzadeh, 2009; Seyrir in Iran, 2017).

In this context, firstly, the effect of the slow city practice on the tourism of these cities in the first place, how the situation is today, how the number of visitors and tourism turnover vary in Iran was examined.

Slow city practices in Iran have increased the number of visitors. However, it has also paved the way for governments' initiatives towards these cities as a source of income. The cities of Maragheh, Salmas, Sarab, Masal, Astara, Nowshahr, Kashan, Golpayegan are the most well-known slow cities in Iran today. The government has made four-lane highways, landscaping, facilitating transportation within the city, and even air transportation to the cities of Maragheh and Salmas in order to make slow cities a center of attraction. In this way, it has succeeded in attracting tourists from all over the country and abroad.

The attractions that exist within the city, including the Khan Takhti inscription, the Haft Van Church, the Sheikh cultural and historical complex, the Heder historical fort and the Ahranjan hill, are the hallmarks of the city of Salmas. Astara port is also the country's first private port and the fifth active transit port in the north of the country. According to the 2016 census, the population of Astara is 51,579 (Haydaryan, 2016). Today that number is based on 100,000. Approximately 85,000 locals and foreigners visited the city during Nowruz alone (Barish News Agency, 2017). 2 Astara Municipality accommodation camps with a total capacity of 400 families for accommodation at the entrance of the city and three sanitation projects, a tourist attraction center with 18 km of coastline and the slow city of Astara, one of the 20 touristic cities, It hosts millions of domestic and more than 800,000 foreign tourists annually (Jahed Khabar, 2017).

Mazandaran province and a slow city connected to it, which is one of the most unique tourist regions of the country and the Middle East and has a 340 km coastline, is located in Nowshahr (Population in 2016 is 49,405) The number of tourists visiting in the first six months of 2018 was announced as approximately 10 million, and the number of tourists staying in Noshehr increased by 43% compared to the same period of the previous year (IRNA, 2018; Fars News Agency, 2018).

The slow city of Masal in the province of Gilan, on the other hand, is very similar to Swiss villages in terms of natural beauties, landscape and unspoiled nature, and this similarity has become famous after the slow city of this region and its advertisements. Some tourists describe the city of Masal as the city of waterfalls. Waterfalls such as Waves waterfall near Olsbelangah

summer, Khoon waterfall with a height of more than 15 meters, Toli Nesa waterfall and Ramineh waterfall with a height of 10 meters are among the places worth seeing in the city of Tale. The 17 big and small caves of the fairy tale are the other touristic attractions of the fairy tale. Caves like Khandileh Posht ancient cave, Chesli Cave and Kalchal Cave, Avishu Cave, one of the largest caves in Masal, located in a low water valley between Tali Baneh, Andeh Cho and Khamason districts are among the major tourist attractions. Olsbelangah summer is one of the most important touristic places of Masal, which is also visited by Masal tourists while visiting this city. The wooden cottages of Masal, located in the summer area of Olsbelangah, await visitors to stay in Masal. The number of tourists visiting the city of Masal in 2017 is approximately 2 million (Makanchi, 2018).

With a history of more than seven thousand 500 years, Kashan is known as one of the most important origins of human civilization. Kashan is called “Dar al-Momenin”, the city of flowers and roses, the city of historic houses and the carpet and rug capital of the world. It is also the cradle of traditional Iranian civilization and culture. The population of the city in 2016 is approximately 48,734 thousand people (Nazeri, 2018). There are 1,700 valuable historical monuments in this city, 320 of which are on the national list and 1 on the world heritage list. Kashan Finnish Garden Complex, which has more than 410 thousand visitors, is one of the historical monuments. Historical houses of Boroujerdi, Tabatabai and Abbasi, İpek Archaeological Site, National Museum, Sultan Amira Ahmed Bath and Traditional Arts and Crafts Workshop are among the most visited historical monuments (IRNA, 2017).

The slow city of Golpayegan has a history of 7,000 years and 250 historical and cultural monuments, including 26 nationally registered buildings. Inlaid art and technique in 1991, Halim Golşahr soup in 2017 and Golpayegan Kebab in 2018 were among the registered works of the city of Golpayegan and in the list of intangible heritage of the country. Good Fort, Great Mosque, Seljuk Minaret, lithographs of Ghargha region, historical fortress of Vanshan village, historical houses of the regime period are among the places that attract the most tourists. In 2018, 350 thousand people visited this city. It increased by 10% compared to the same month of the previous year (IRNA, 2018).

Today, however, tourism in Iran has had little success, and this failure is due to faulty tourism promotion policies, the private sector causing spatial expansion in slow cities, as well as the lack of serious attention to tourism infrastructure (Alwani, Dehdashti, 1994). In addition, the government's taking high taxes from the cities in return for its investments, directing the private sector to these cities, preparing the ground for private sector occupation, being reluctant about cultural and historical artifacts, and as a result, the disappearance of the city's memory plays an important role. As a result of these failures, the Maragheh Prosecutor, referring to the neglect of historical monuments in the city, said:

“Some historical monuments and tourism in Maragheh are kept in a deplorable state, due to the lack of special care by the center and local authorities when allocating funds for reconstruction.”

On the other hand, some negligence of the authorities responsible for cultural heritage of the country caused the destruction of some monuments in the city. Despite this, 27,700 people visited this city in 2017 (Tasnim, 2017; Nasr News Agency, 2017).

Today, the rise of the population of Astara to 91,000, Gopayegan to 90,000, Salmas to 92,811, and Maragheh to 200,000 (IRNA, 2019) is the result of wrong policies. The rise of new multi-storey buildings in these cities and the relocation of entertainment venues by the private sector make these places not slow cities. The deterioration of the environment, the construction of

new highways and the existence of airports increase chaos and heterogeneity in the city rather than calmness. Due to the increase in the number of tourists in the slow cities of Iran, tourism revenues have increased, but due to the tax policies of the state towards these cities, there has been a continuous increase and volatility in prices. This has caused visitors to slow cities to spend more and feel uncomfortable with excessive pricing.

In the city of Sarab, which today has a population of 135,000, prices are still rising and high-rise construction is inevitably rising in the city. After the city's development by the government and the influx of the private sector, private companies continue to attract local and foreign tourists by renovating antiquities, buying properties and building restaurants. Therefore, the calm air in the city is replaced by noise, consumption, and deterioration in natural spaces in modernization. The increase in the construction of villas causes the land prices to increase in the city.

Within the scope of the study, it was examined whether the sample cities from Iran could preserve their local characteristics after choosing the slow city, and it was investigated how the production, consumption and marketing relations followed. In such a world, changes in the slow cities of Iran for the preservation of local features are discussed, as well as the natural appearance of the city is deteriorated by modernizing local features.

While the local characteristics of slow cities in Iran are protected directly through policies and municipalities, it becomes difficult to protect them by politics and municipalities. It provides an example of how slow cities such as Sarab, Maragheh, Astara are both badly and well-managed by wrong policies and the municipality.

The city of Sarab, after the government's budget support and the private sector influx, the new villa construction caused destruction in some parts of the local fabric. In addition, the private sector's purchase of lands in low-population areas from the villages near Sarab province created a series of dilemmas in the local culture (Mehr News Agency, 2020).

Urban growth, human and vehicle density is increasing in Astara with 13 hotels, 9 apart hotels, seven guesthouses and 26 roadside accommodation centers (Jahed Khabar, 2017). In addition to these accommodation places, the entertainment sector has also started to increase in the city. In the city, historical buildings and new constructions have begun to intertwine. On the one hand, the natural world of the city and on the other hand, the growing and expanding constructions cause a change in the atmosphere in the city. In addition, with the creation of new rent areas, the calmness of the city gradually leaves its place to the chaos of the metropolises. Under the name of restoration works, the destruction of the city's texture is increasing. It is predicted that slow cities in Iran will undergo a major transformation with globalization in the coming years, even if they do not completely lose their local characteristics, with the environmental conditions being turned in favor of the capital. An important pillar of this is the penetration of smart cities, which are experienced in technology and communication partnerships, into slow cities in Iran. It is thought that the settlements entered a suburbanization process in the following years.

New hotel constructions, multi-storey buildings, noise increase, large farms, investments of large capital that will attract people and the change in the management approach of the city, opening of natural and historical areas to development and investment, etc. they all form a chain. Therefore, it is inevitable that the above policies of the two ministries will be transformed by policy again after a while. When we consider the increase in the population of slow cities in Iran today, it will be seen that political changes are possible. What will ensure this change is the existence of network structures in production, consumption and marketing relations. For example, the right to own a house creates an obstacle for ordinary people to buy a house with price bubbles and unaffordable prices, and creates different marketing methods among residents and

newcomers. Food production, consumption and marketing forms also differ. The introduction of new technologies in the field of agriculture reduces the cost and causes the domestic producer to withdraw and be excluded from the field of production, consumption and marketing.

In the study, the spatial effects of choosing a slow city were discussed, and the variability of the construction rates, the number of residences and workplaces/licenses was investigated.

Ritual spaces utilizing the natural physical model and nature have always played an important role in determining the space of Iranian cities. Islam, which is a part of the mental perception of the citizens about the city, with the multiplicity and spread of the ritual spaces in every period, has been formed as the continuation of the spatial organization of the city at different levels. The combination of naturalistic ideas of previous periods in these spaces, influenced by the collective ideas and rituals of Islam, provided positive environmental and behavioral qualities for the formation of social interactions and affected the social life of the residents. As a result of the voluntary actions of citizens in reflecting their thoughts and beliefs, it can be said that ritual places have a common physical structure and a specific place in the spatial organization of the city, organizing mass events and rituals in a natural context. The historical and collective life of the city, which has become an integral part of the city's memory, has also changed (Istakhri, 1989).

The city, which is sometimes located in the city center and completely controls its identity and existence, and therefore the social life and mentality of the city residents, and sometimes the neighborhoods, which are identified by staying in the center of narrower thought, led to the definition of the identity of the city as a network of similar spaces (Etemad, Khan, 1983). Today, Iranian cities are faced with an increasingly rapid urbanization and suburbanisation. Comprehensive changes in the field of physical movement, rapid technological progress in circulation, construction of roads and transportation vehicles that can lead to social discrimination, the desire to make more profit, and the creation of safe cities (Mumtaz and Farideh, 2004) are the factors that accelerate this process.

Although Iranian cities have experienced the lowest rate of globalization, the indirect effects of globalization and modernity on the cultural, political, economic and physical structure of Iranian cities are clearly visible. The inconsistency of Iranian cities with their indigenous and historical elements and especially the Islamic cities of Iran have faced many difficulties because of this. From the analytical study of the effects of the globalization process of cities on the indicators of the Iranian-Islamic city, the mosque and its historical interiors contain obvious contradictions. (Azimi, 2002). Slow cities in Iran have had their share of these contradictions. Among these contradictions;

The stratification created by the intertwined physical spaces, the differences in the building materials, the systematic combination shaped by the new roads and directing the human flow (the way highways connect to each other), the meaning of the roads in directing the people in the city, and the duality brought about by the consumption habits brought by post-modern times can be counted. Today, it is possible to see the above-mentioned contradictions in the slow cities of Iran. Higher quality construction of roads leading to slow cities attracts the flow of people to these places faster. With the effect of the privileges given to the private sector, the change of architecture in slow cities becomes easier and gains a dominant appearance on historical buildings.

Today, in Sarab, besides the traditional stone houses, the weight of reinforced concrete buildings is felt. The construction of shopping malls, restaurants, cafes and supermarkets is increasing in close proximity to the historical sites of the city. Narrow streets are replaced by wide streets, road maintenance and repair works are carried out contrary to the architecture in historical places. New blocks of flats raised by vertical architecture surround the city. Today, dozens of

hotels, apart hotels, tourism complexes, ecotourism facilities and guesthouses have been built and have operating licenses in Nowshahr. This is a picture that shows the situation not only in the slow cities of Sarab or Nowshahr, but also in other slow cities.

Another research question is whether there has been a change in the people's perspective/perception of settling after being a slow city in Iran. The rapid growth of slow cities in recent years has caused many urban problems. One of these problems is the perception of the established people on the new arrivals. This problem needs to be looked at from two sides. First, the residents of slow cities lack the ability to assess the situation for themselves. Accordingly, most of the residents living in slow cities in Iran are employed in agriculture and agriculture. Therefore, it is seen that the people living in the cities fall into a void with the influx of people. It has not been possible to fill this gap until recently. Although attempts are made to fill this gap with initiatives under the leadership of the municipality (such as opening courses promoting the city's handicrafts, increasing literacy rates, and establishing sales points), it cannot be said that the residents are still fully enthusiastic about this issue.

On the other hand, residents provide financial well-being by working in the workplaces opened by the newcomers and in the houses they build. However, it cannot be said that they fully shared or transferred their unique culture to the newcomers. Second, there are inconsistencies in how residents should behave towards newcomers. Accordingly, their inexperience in marketing the products they obtained from agricultural activities, the determination of the newcomers to buy their land and the effect of the financial opportunities they do not have, leave question marks about the direction of the behavior for the residents. The financial collapse of the residents in the city of Sarab in the face of rising prices, the difficulties experienced by the families due to the abnormal increases in house prices cause the residents to exhibit negative behavior towards the newcomers, while on the other hand, the newcomers' monetary expansion due to reasons such as purchasing their products and investing in their products, which behavior is appropriate It drives residents towards division.

If we look at the political and economic support these cities (local/central) received after the slow city was selected, in 2006, with the approval of slow cities after a period of rapid urbanization in Iran, the government decided to conserve resources, consolidate culture and modernize transportation in slow cities. will be seen. In this context, the Ministry of Roads and Urban Development has accelerated the construction of highways in order to complete the Bostan Abad - Sarab - Nir road and to provide easier access to Sarab. Approximately 70% of the road, which was started as 4 sections in January 1989, has been completed. So far, approximately 115 km of this route has been extended as motorway or highway. 650 billion riyals were spent on this project and another 250 billion rials are needed to complete this road. After the completion of this highway, asphaltting and repair works of the old Sarab-Nir road will be accelerated. (IRNA, 2019).

The Ministry of Transport and Urban Planning and the Ministries of Tourism also carry out policies aimed at preserving the local characteristics of slow cities in Iran through bilateral agreements. These policies include promoting local businesses at the same time as the needs of local people, preserving goods and products that reflect local traditions, encouraging and providing space for farmers and organic markets, expanding, promoting, conserving, conserving and restoring historic sites and handicrafts. Car park planning in concentrated central areas and historical places of cities, incentives for the use of alternative energy sources, creating a policy to protect local foods, providing security and budget systems to increase the city's slow city members, and policies that encourage local schools, hospitals, community facilities, and businesses to use local products and services. (Mokhtari, 2019; Sadeghi, Keshtkar and Reza, 2016).

Sarab Municipality, which is among the important slow cities, is in the city within the scope of new plans and actions planned to be made with the private sector; Sarab tourism hotel construction; Golha Park and Mosalla Park study; Waste project, which has become mandatory and priority due to the increase in the number of people; Work is underway to cooperate in various fields such as highway construction, asphalt and road optimization, and re-mechanisation of the agriculture and livestock system (Sarab Municipality, 2020).

In order to increase the touristic attractiveness of the city and the income of its residents, Sarab Municipality is today focusing on issues such as attracting visitors in 2021, increasing the city budget and optimal measures to modernize the city. One of them is the rapid implementation of the decisions of the municipality and city council. In this context, it supports rapid privatization initiatives in the city in order to protect the old texture of slow cities, to restore and renew the old texture and to protect the historical monuments, as well as to finance the facilities that need to be built by the government and the private sector (Sarab Municipality, 2020). Poor supervision has also fueled the turmoil in this turbulent market (Mehr News Agency, 2020).

5. CONCLUSION

The study showed us that the slow city practice gave a great impetus to the tourism of the exemplary cities at first, but this acceleration started to move slow tourism away from its own philosophy in the process. After getting the title of slow city, the population and consumption increased in these cities, and the cities quickly came under the pressure of big markets, transportation and environmental pollution. In this context, both in Iran and Turkey, slow cities are developing various projects to preserve their local characteristics, but it is not possible to say that they can protect their local characteristics sufficiently in the axis of the pressures mentioned. However, in both countries, it is seen that being a slow city is a tool for improving the quality of space, supporting local production and increasing the visibility of these cities within the country.

Although some slow cities were subject to construction pressure after being selected as a slow city, some slow cities did not experience a significant increase in real estate prices and construction permits due to being a slow city.

Being a slow city has created a certain difference in the perspective / perception of local people on settlement, but when compared to Turkey, it is noteworthy that this awareness is not very high in Iran, especially in rural slow cities.

Another result of the study was that after the slow city was chosen, these settlements (local / central) received limited political and economic support, focused more on production and spatial renewal, and could change depending on the administrators with the elections. Similar results were obtained for both countries in this regard.

Examples show us that concepts such as slow city and slow tourism have a content that is "good" for all of us in today's high-speed world. In this sense, they contain the correct codes and act as a "stop" against this high speed of the world, which continues unceasingly under all conditions. Slowing down of time, decreasing speed, emphasizing originality and difference, strengthening emotions and making all these sustainable have highlighted Slow Tourism as an attractive and preferred phenomenon.

However, the practices have had the opposite effect in both Turkey and Iran, as in many countries, and the "Slow Tourism" decisions adopted in the "Slow Cities" increased the speed in the cities, damaged the locality, and caused the increasing user demands and supply experiences to become local. This has led to the divergence of standardized goods and services in the market, and the

weakening of the originality of these cities. Moreover, from the perspective of the investor, it did not create the expected momentum in every slow city in terms of the real estate sector.

In cities that are not currently in tourism destinations, being a slow city did not create the expected momentum.

It is clear that the cities of the future face a fundamental contradiction. Greater architectural and technological possibilities that make newer spaces possible on the one hand, and the impossibility of adapting and adapting human culture to these changes, on the other (Mohseni, 2001). In addition, extensive changes in communication systems, The reconvergence and even adaptation of business and residential environments, which will threaten public spaces and the resulting public memory, directly affects the production, distribution and marketing of goods (Farideh, 2004).

The main concerns of policy makers and investors in the tourism field are about the correct location of the facilities and their construction at the most suitable points in terms of area and access.

The unhealthy process in terms of participation and information in the process, the increasing demands of the visitors, the problems in the procurement procedures of these demands, together result in the disappearance of the criteria that make these cities the center of slow cities and slow tourism.

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Societal Marketing and Corporate Reputation in the Banking Industry of Afghanistan

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ABSTRACT

Due to their enormous impact on stakeholders and the entire community, both academics and practitioners have been giving closer attention to societal marketing initiatives recently. In the context of Afghanistan's banking industry, this study investigates the relationship between societal marketing and corporate reputation. The purpose of the current study is to see if Afghanistan's banking industry's societal marketing activities help improve the bank's reputation among stakeholders and the community or if they want just to increase profits. The data were collected through an online survey from the banking industry stakeholders based in Kabul. The findings of empirical research are presented, and the relevant findings are discussed.

Keywords: Societal Marketing, Corporate Social Responsibility, Corporate Reputation, Islamic Banking Sector, Afghanistan

INTRODUCTION

For the sake of its sustainability, every organization accomplishes some tasks and responsibilities to various stakeholders of society. Organizations have to develop resources in their competitive context to create value for their target customers (Fiore et al., 2016). The societal marketing concept is one of the concepts of marketing which is described as the concept that holds that an organization task is to effectively and efficiently satisfy the needs, wants, and desires of the target customers by offering them goods and services, as well as to enhance society's well-being. Marketing scholars commonly use this concept as a socially responsible and ethical model for marketing. Societal marketing introduces Corporate Social Responsibility (CSR) into marketing practices, and CSR refers to an organization's responsibility for its actions that influence people, society, and the whole environment (Apisit, 2003). CSR has received considerable attention and becomes increasingly important as a field that addresses the relationship between business and society, especially in developing countries. CSR is seen as a tool to manage the business-society relationship and provides a better working environment for employees, takes care of humans in society, and pays sufficient compensation to employees (Islam & Hasan, 2016).

2. Theoretical Framework

2.1. Societal Marketing

Societal marketing was developed in the early 1970s by the father of modern marketing, Professor Philip Kotler (Drumwright & Murphy, 2001). The concept of societal marketing describes that one of the tasks of an organization is to determine the needs, wants, and desires of its target customers and then to effectively and efficiently deliver satisfaction to them rather than its competitors in a way to enhance both consumers' and society's well-being (Kotler, 2000). Societal marketing emphasizes that goods and services should only be produced to satisfy customers' needs and wants to benefit society (Prothero, 1990). Societal marketing aims to bring positive changes in individuals, families, and societies (Bach & Alnajar, 2016). Societal marketing is a strategic tool for firms that allows organizations to investigate the needs and wants of the target market to benefit consumers and enhance society's well-being. Customer Relationship Management (CRM) is a pertinent expression of societal marketing that aims to deliver mutual benefits to both consumers and other stakeholders of the program (Fiore et al., 2016). CRM is a strategic process of choosing customers that an organization can most profitably serve and shaping interactions between these customers and the company. The aim is to optimize the company's current and future value for customers (Kumar & Reinartz, 2018).

2.2. Corporate Social Responsibility

The concept of CSR has a long history. Societal marketing introduces CSR into marketing practices. CSR refers to a company's accountability for its actions that influence people, society, and the environment (Apisit, 2003). CSR is not only an act for humanity, but it also illustrates to provide a better working environment for employees, to take care of humans and society, and to pay sufficient compensation to employees (Islam & Hasan, 2016). For the sake of its durability and sustainability, every business performs some tasks and responsibilities to various stakeholders of society. These tasks and responsibilities are called corporate social responsibilities. Major stakeholders of an organization are owners, end-users, customers, suppliers, employees, competitors, shareholders, government, and the natural environment. CSR refers to four major kinds of social obligations that synthesize economic responsibility of profit, philanthropic

responsibility for society's welfare, legal responsibility to comply with the law, and the ethical responsibility to act on social classes (Polychronidou et al., 2014). Many models have been used for CSR, but we use Archie Carroll's four-part CSR pyramid model in this context. This model includes philanthropic, ethical, legal, and economic responsibilities (Üner & Baş, 2018). Philanthropic responsibilities are those corporate actions in response to society's expectations and the welfare of others. Ethical responsibilities are obligations to do what is right, just, and fair, and avoid or reduce stakeholders' harm. The legal responsibilities of the organization are obeying the law and fulfilling all its legal obligations to stakeholders. Finally, the economic responsibilities are maximizing earnings per share, which maintains a strong competitive position and to be as profitable as possible (Carroll, 1991). It is also important to retain a strong competitive position and maintain a high level of operating efficiency (Üner & Baş, 2018).



Figure 1: Carroll's Corporate Social Responsibility Pyramid Model

2.3. Corporate Reputation

A reputation is an important tool for companies to receive competitive advantages and build long-term relationships with multiple customers. Corporate reputation is a very difficult concept among scholars to be defined. Most of them still have no consensus about a single definition of corporate reputation. Accountants define corporate reputation as “goodwill,” marketers define as an “image,” organization theorists define it as “identity,” and sociologists define corporate reputation as “esteem or prestige” (Almahy et al., 2014). Post and Griffin (1997) define corporate reputation as the “combination of the opinions, perception, and attitudes of an organization's stakeholders (Jaafar et al., 2014). Corporate reputation illustrates the perception and reflection view of the stakeholders about an organization and the general view of the company. Varen Baffet, referenced in Haery et al. (2014), describes that creating a corporate reputation takes 20 years; however, destroying it takes only 5 minutes. Corporate reputation retains customers, attracts competent staff, and persuades shareholders of an organization to invest more in their company

(Chun, 2005). It is commonly suggested that corporate reputation can reduce customers' risks and motivate customers to adopt a product. A good corporate reputation positively impacts financial performance, retains existing customers, and increases positive word-of-mouth behavior (Walsh et al., 2009). In addition, a corporate reputation is a useful tool that ensures the quality of goods and services produced by a company. A corporate reputation is the overall representation of a company internally with its employees and externally with its stakeholders (Barnett et al., 2006).

2.4. Relationship between Societal Marketing and Corporate Reputation

A corporate reputation is an important tool for companies. It is an intangible asset for organizations and is difficult to be copied by competitors. Corporate reputation became more important due to many factors such as corporate actions, enhanced public awareness, word-of-mouth, increased requirements by various stakeholders, and personal experience of the customers with a company's products and services (Esen, 2013). A positive reputation can assist an organization in retaining its customers, employees, and suppliers and enhance its financial performance (Jeffrey et al., 2019). It is necessary to know the effect of CSR on the overall performance of an organization (Singh & Misra, 2021). Companies with poor reputations are more interested in establishing a better reputation through CSR because the company's socially responsible behavior positively increases stakeholders' perceptions (Yoon et al., 2006). Corporate reputation results from a company's past actions and future projections (Jeffrey et al., 2019). CSR makes a company more attractive for stakeholders, increasing its brand image, brand awareness, brand loyalty, long-term commitment, and reducing the loss of corporate reputation (Esen, 2013). Societal marketing can create competitive advantages for companies by establishing brand credibility, building brand awareness, enhancing corporate image, and stimulating consumers' purchase intention. As a result, corporate image and reputation can exert potent effectors' effect and behavior (Chattananon et al., 2007).

3. Methodology

Employees from various positions in Afghanistan's Islamic banking products-offering banks filled out the questionnaire. As a data-gathering method, an online survey employing the convenience sampling method was performed. A total of 150 valid questionnaires were collected and taken for further analysis. There were three sections to the questionnaire. The first component included various demographic questions, while the second and third sections examined the societal marketing activities and corporate reputation of Islamic banking products-offering banks in Afghanistan, respectively. In this context, the Üner & Baş (2018) 34-item societal marketing scale and Almahy et al. (2014) 17-item corporate reputation of Islamic banks scale were adapted. These items were graded on a 5-point Likert scale, with 5 indicating strong agreement and 1 indicating strong disagreement. Descriptive analysis, reliability analysis, correlation analysis, and regression analysis examined the obtained data.

4. Analysis and Findings

4.1. Descriptive Analysis

A total of 150 people participated in the study, with 83.3 percent (n=125) male and 16.7 percent (n=25) female. Only one respondent was married, with 99.3 percent (n=149) of the respondents being single. The data providers ranged in age from under 20 to 49 years old. The

majority of the participants in the study (n=82) had an undergraduate degree, while 22.7 percent (n=34), 20 percent (n=30), and 2.7 percent (n=4) have a master's & Ph.D. degree, secondary education, and primary education, respectively.

Table 1. Demographic Profile of the Respondents (n=150)

Demographics	Variables	n	Percentage %
Gender	Male	125	83.3
	Female	25	16.7
Age	Below 20	14	9.3
	20-29	92	61.3
	30-39	43	28.7
	40-49	1	0.7
Marital status	Single	149	99.3
	Married	1	0.7
Education level	Primary	4	2.7
	Secondary Education	30	20.0
	Undergraduate	82	54.7
	Master's & Ph.D.	34	22.7
Which bank do you work in?	Islamic Bank of Afghanistan (IBA)	49	32.7
	Bank-e-Millie Afghan	10	6.7
	Afghan United Bank	19	12.7
	Ghazanfar Bank	14	9.3
	Maiwand Bank	21	14.0
	Afghanistan International Bank (AIB)	37	24.7

In terms of occupation, 32.7 percent (n=49) of the respondents worked for the Islamic Bank of Afghanistan (IBA), while 24.7 percent (n=37), 14.0 percent (n=21), 12.7 percent (n=19), and 6.7 percent (n=10) worked for Afghanistan International Bank (AIB), Maiwand Bank, Afghan United Bank, Ghazanfar Bank, and Bank-e-Millie Afghan, respectively.

4.2. Reliability Analysis

Cronbach's alpha coefficient was used to measure the internal consistency of the scales in order to determine their reliability. Cronbach's alpha coefficients of 61-80 and 80-100,

respectively, are regarded as reliable and very reliable (Nakip & Yaraş 2017:196). As a result, the adapted scales were considered to be reliable.

Table 2. Reliability Statistics (n=150)

Scale	Cronbach's Alpha	N of Items	Remarks
Societal Marketing (SM)	0.943	34	Accepted
Corporate Reputation of Islamic Banks (CR)	0.797	17	Accepted

4.3. Correlation Analysis

The Pearson Correlation, as shown in Table 3, was used to measure the relationship between societal marketing and Islamic banks' corporate reputation. Cohen (1988) stated that 0.30 shows a poor relationship, 0.30-0.49 shows a moderate relationship, and above 0.49 suggests a strong relationship.

Table 3. Pearson Correlation Matrix (n=150)

Variables & Dimensions	D1	D2	D3	D4	D5	CR1	CR2	CBC
Societal Marketing's Dimensions								
D1: Economic Responsibility	1							
D2: Legal Responsibility	0.611**	1						
D3: Volunteer Responsibility	0.418**	0.575**	1					
D4: Corporate Sustainability	0.548**	0.614**	0.593**	1				
D5: Environmental Dimension	0.414**	0.517**	0.712**	0.593**	1			
Corporate Reputation's Dimensions								
CR1: (Positive Statements)	0.539**	0.525**	0.441**	0.580**	0.387**	1		
CR2: (Negative Statements)	-0.047	0.057	0.252**	0.090	0.374**	-0.161	1	

Note. ** Correlation is significant at the 0.01 level (2-tailed).

The corporate reputation of Islamic banks was positively correlated with societal marketing ($r(148) = 0.616, p < 0.001$). Table 3 shows the detailed correlations between societal marketing and Islamic bank corporate reputation dimensions.

4.4. Regression Analysis

Each recommended path has a positive and linear relationship based on the scatterplots, with no bivariate outliers. The Durbin-Watson test also confirmed the independence of residual errors, and the plots revealed the normality of the residual. Henseler (2010) provided a rule of thumb for acceptable R^2 , describing 0.75, 0.50, and 0.25 as substantial, moderate, and weak, respectively. Hair, Sarstedt, Ringle, and Mena (2012) also argued that for a significant effect on the model, the path coefficient (β) must be at least 0.1.

Table 4. Regression Analysis Results (n=150)

Steps & Variables	Regression Coefficients			Model Statistics
	B	SE	β	
1 st step:				
IV: SM DV: CR	0.580	0.061	0.616**	$R^2 = 0.375$; F (1,148) = 90.317; p<0.001
2 nd step:				
IV: Economic Responsibility DV: CR	0.033	0.067	0.042	$R^2 = 0.397$; F (5, 144) = 18.933; p>0.05
IV: Legal Responsibility DV: CR	0.053	0.096	0.052	$R^2 = 0.397$; F (5, 144) = 18.933; p>0.05
IV: Volunteer Responsibility DV: CR	0.093	0.067	0.138	$R^2 = 0.397$; F (5, 144) = 18.933; p>0.05
IV: Corporate Sustainability DV: CR	0.142	0.084	0.159	$R^2 = 0.397$; F (5, 144) = 18.933; p>0.05
IV: Environmental Dimension DV: CR	0.217	0.060	0.350**	$R^2 = 0.397$; F (5, 144) = 18.933; p<0.001

Note. IV= Independent Variable; DV= Dependent Variable; ** p<0.01

The regression results show that societal marketing positively impacts Islamic banks' corporate reputation ($\beta = 0.616$, $p < 0.001$). However, apart from the environmental dimension, all factors were found to be non-significant in the suggested model based on the multiple regression results in the second step by examining the effects of societal marketing dimensions on the corporate reputation of Islamic banking products-offering banks.

5. CONCLUSIONS

The findings revealed a significant positive correlation between societal marketing and Islamic banks' corporate reputation. Furthermore, the findings demonstrated that Islamic banking products-offering banks' societal marketing activities positively impacted their corporate reputation in Afghanistan's banking industry. Apart from the environmental dimension, societal marketing dimensions (economic responsibility, legal responsibility, volunteer responsibility, and corporate sustainability) were non-significant in Afghanistan's Islamic banking products-offering banks, according to the model based on multiple regression results.

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The Impact of Cyberbullying on Human Dignity: What Is to be Done?

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ABSTRACT

This paper addresses the problem of cyberbullying, which has negative impact on the human dignity in general and the mental and physical health in particular of the survivors and victims of online attacks. The aim of the paper is threefold: 1) to investigate the characteristics of online violence, 2) to examine the consequences of Internet harassment on survivors and victims, and 3) to provide a survey of the different measures that can be put to place to promote and protect the dignity and rights of everyone occupying the cyberspace. Integrative narrative literature review is the method used with which to comb through the scholarly and official government publications. The findings reveal the following. Digital violence comes in different forms. Survivors experience violations of their human dignity and different types of mental anguish. To the extreme, victims commit suicide. There are several measures that different institutions undertake both to prevent proactively and to counter retroactively digital violence.

Keywords: Cyberbullying, Digital Violence, Emotional Intelligence, Human Dignity and Rights, Mental Health

INTRODUCTION

Problem Statement

This paper addressed the current emerging social problem according to which as social media portals are growing exponentially in popularity, especially among the youth, more and more people are exposed to online harassment. Social media and their use are of relatively new vintage; hence, there are only a smidgen of extant theoretical literature on these matters. For these two reasons, this paper filled the gaps in understanding social reality as well as synthesized and filled the gap in the theoretical literature on cyberbullying.

Research Questions

This paper raised the following queries:

What are the characteristics of digital violence?

What is its impact on cyberbullying on human dignity?

What interventions can be undertaken to curb such online social aggression?

Purpose of the Research

Based on the foregoing, this paper sought to identify the features of Internet bullying, scrutinize the impact of digital harassment on the dignity of the addressee, and seek ways by which these acts of aggression can be curbed.

Contributions

The findings of this research shall benefit the survivors and victims of cyberbullying, as they will provide a glimpse of the general features of the acts of cyber harassment, an understanding of the impact of

THEORETICAL FRAMEWORK

Bullying refers to individual's or individuals' intentional act of aggression against a person who cannot easily defend oneself, which is committed face-to-face (Krešić Ćorić & Kaštelan, 2020). With the introduction and use of the Internet en masse, bullying jumped from the real world to the digital world. Hence, by extension, cyberbullying refers to aggression perpetrated against someone or some ones through the Internet. Digital technology is relatively a new phenomenon, with it came digital bullying is also relatively new (Ong, 2017). Three factors define bullying: 1) intent, 2) repletion, and 3) imbalance of power (Englander, Donnerstein, Kowalski, Lin, & Parti, 2017). Some bully others for fun; while others, to commit intentional harm (Shariff & DeMartini, 2015). Bullies use psychological power over their targets who are powerless. Bullies gain the support of others, while targets are for the most part alone and helpless.

METHOD

A relatively new topic, cyberbullying refers to all kinds of negative behavior online, which this paper addresses. The subject cuts across different academic and professional disciplines. This paper is a critical survey of literature. It swept the academic journals, professional journals, as well as official government websites on the topic of digital violence, including psychiatry journals and public health journals. A database search for literature was carried out in EBSCO, ERIC, JSTOR,

ORCID, SCOPUS, and other related search engines to identify research published in the most recent years.

Key terms used for the search engines include cyberbullying, cyber-bullying, cyber harassment, cyber incivility, digital violence, electronic bullying, internet bullying, online bullying, online harassment, online aggression, online social aggression, and trolling. Data on cyberbullying were extracted from each literature. The titles and abstracts were screened for inclusion in or exclusion from the review, after which the full text was downloaded and reviewed, and a descriptive analysis was performed. The aim of the narrative literature review was to examine digital violence, its impact on human dignity, and the actions needed to prevent or counter cyberbullying.

FINDINGS AND DISCUSSION

Nature of Cyberbullying

This section responds to Research Question 1. Digital violence is a continuum, which scales from incivility and could lead to off-line real-world attacks, killings, and death. Here, I create a preliminary taxonomy of digital and offline cruelty that leads to death, at the extreme. See Figure 1 below:

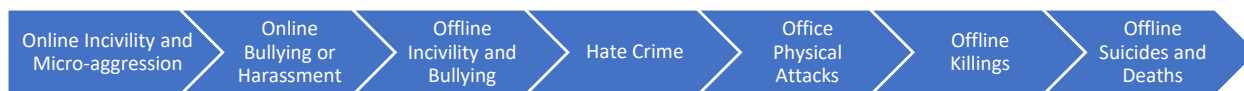


Figure 1: From Digital Violence to Offline Deaths

Incivility and micro-aggression (Rini, 2020) could mean insensitivity or rudeness, which could be both witting or unwitting. Favoritism and stereotyping are forms of micro-aggression (Rini, 2021). These are in the lower stage of negative relationship with another person. An example of incivility, both digital or face-to-face, is for one person to respond in this way to another person who asks a question: “Just check Google” or “Why don’t you do your own research?” Bullying on the other hand is more intense. It includes name calling, insults, and attack on one’s character, bordering on infamy, libel, and defamation. Examples of bullying, both online and offline, include: “you’re dumb, stupid, a moron” and worse. You can imagine shoddier descriptions, denunciatory language, abusive expressions, and invectives. Online bullying can occur in different areas of cyberspace: chat rooms, message boards, online fora, online gaming communities, and social media (Affairs (ASPA), 2019c).

Cyber bullying has peculiar features, different from physical face-to-face bullying: it is 1) persistent, 2) permanent, and 3) difficult to be noted (Affairs (ASPA), 2019c). People look at their digital devices 24/7; hence, recipients of online harassment cannot escape the onslaught of attacks and seek solace. Whatever is posted online is oftentimes public and permanent, thus can impact on one’s reputation, which could adversely affect college admission and job opportunities. Parents, teachers, and office colleagues might not notice or be aware that Internet violence has occurred; thus, no assistance, counseling, support, or stoppage of the act is forthcoming.

Studies reveal that bullies are the same people: they are bullies offline and they are bullies online (Englander et al., 2017). Those who are bullied offline are also mostly the ones bullied online (Bottino, Bottino, Regina, Correia, & Ribeiro, 2015). Nowadays, electronic bullying is frequent. A systematic review of two health-related databases indicated that online bullying happens from

6.5% to 35.4% (Bottino et al., 2015). In the U.S., for example, the National Center for Education Statistics and the Bureau of Justice jointly conducted the National Crime Victimization Survey which revealed the statistics according to which 22% of students from 12 to 18 years old in 2019 were bullied at school, whereas 16% of students from grades 9 to 12 were electronically bullying in 2018 (“COE - Bullying at School and Electronic Bullying,” 2021). A Centers for Disease Control study of youth risk behavior exposed the statistics according to which about 15.7% of high school students in the United States were bullied electronically in 2018 (“YRBSS | Youth Risk Behavior Surveillance System | Data | Adolescent and School Health | CDC,” 2020).

Using the school violence questionnaire and the emotional coefficient inventory, an empirical cross-sectional study composed of 309 secondary-level schools, aged 12 to 16, 54.1% of whom were female, exposed that there is a relationship between emotional intelligence and bullying, whether online or offline (Méndez, Jorquera, Ruiz-Esteban, Martínez-Ramón, & Fernández-Sogorb, 2019). Levels of adaptability, stress management, and interpersonal relationships affect the probability of violent behavior of online and offline bullying (Méndez et al., 2019).

Impact of Online Social Aggression on Human Dignity

This section responds to Research Question 2. Cyberbullying affects everyone, but impacts young folks more than anyone else, as they are the ones perpetually hooked on to the Internet. As an assault on human dignity, cyberbullying has a negative impact on the mental health of survivors (Méndez et al., 2019). Survivors and victims of digital or real-world social cruelty are often also the survivors and victims of online social cruelty as well (Englander et al., 2017). By survivors we mean people who bear psychological shock but live on, whereas by victims we mean people who undergo psychological trauma and end up dead. Both face-to-face and online bullying have negative psychological effects. Some have or have developed “thick skin,” ignore these aggressions or become callous to these attacks. While others are more sensitive and vulnerable, hurting their egos and sense of self-worth. Sharing content which can be factual or false, both of which are harmful and damage the dignity of the recipient, some acts of which cross the line into illegal and criminal behavior (Affairs (ASPA), 2019c). Some of the effects of digital violence include 1) severe depression, 2) substance abuse, 3) ideation and suicide attempts, and 4) actual suicides (Bottino et al., 2015).

A Turkish study revealed that there is a high incidence of adolescent-aged youth using the Internet, while their parents are unaware of the occurrence of cyber harassment (Uludasdemir & Kucuk, 2019). of People on the receiving end of cyberbullying are too many to enumerate. They fall under the whole spectrum of humankind. Here, I provide a taxonomy composed of two general types of bullying, perceived or real: they include 1) bullying against people at the margins and 2) bullying against the hegemonic dominant group. See Figure below:

On the one end are people who do not belong to the hegemonic dominant mainstream majority and do not fit the “norm.” Thus, most of the targets of cyberbullying belong to the non-dominant sex (in this case, non-male and non-cisgender), color, race, ethnicity, nationality (Balakrishnan, Khan, & Arabia, 2020). They include the poor, ethnic minorities, linguistic minorities, cultural minorities, women, LGBTQIA+, people who are challenged in abilities, appearance, height, size, weight, wealth, and the like. In these cases, from my store of readings over the decades, we hear of ableism, ageism, anti-feminism, biphobia, Christian chauvinism, cis-normativity, cissexism, classism, colorism, discrimination, ethnocentrism, gender binarism, heterosexism, homophobia, institutionalized racism, Islamophobia, misogyny, racism, sexism, transphobia, U.S. chauvinism,

and white supremacy. African Americans and their allies perceive “Black Lives Matter” as a positive slogan. Concrete examples of online harassment include posting non-consensually information, messages, photos, or videos, that are cruel, spiteful, disconcerting, hateful, or expose all kinds of personal data, which could be embarrassing or destructive of privacy (Affairs (ASPA), 2019a).

On the other end are people who belong to the hegemonic dominant mainstream majority and those who fit the “norm.” In the United States, for instance, conservative white males, mostly rural, feel threatened, rightly so or not. They perceive “White Lives Matter” as a positive slogan. They are defensive. They feel threatened. They feel attacked. They say they are made to feel “white guilt.” There are also conservative white females who also say they are made to feel “white guilt.” Thus, no one is immune to cyberbullying, whether real or perceived. They consider “critical race theory” as offensive. Here, we hear of anti-Semitism intentionally confused with anti-Zionism which are two very different matters, femi-fascism, gender policing, and the like. See Figure 2 below:

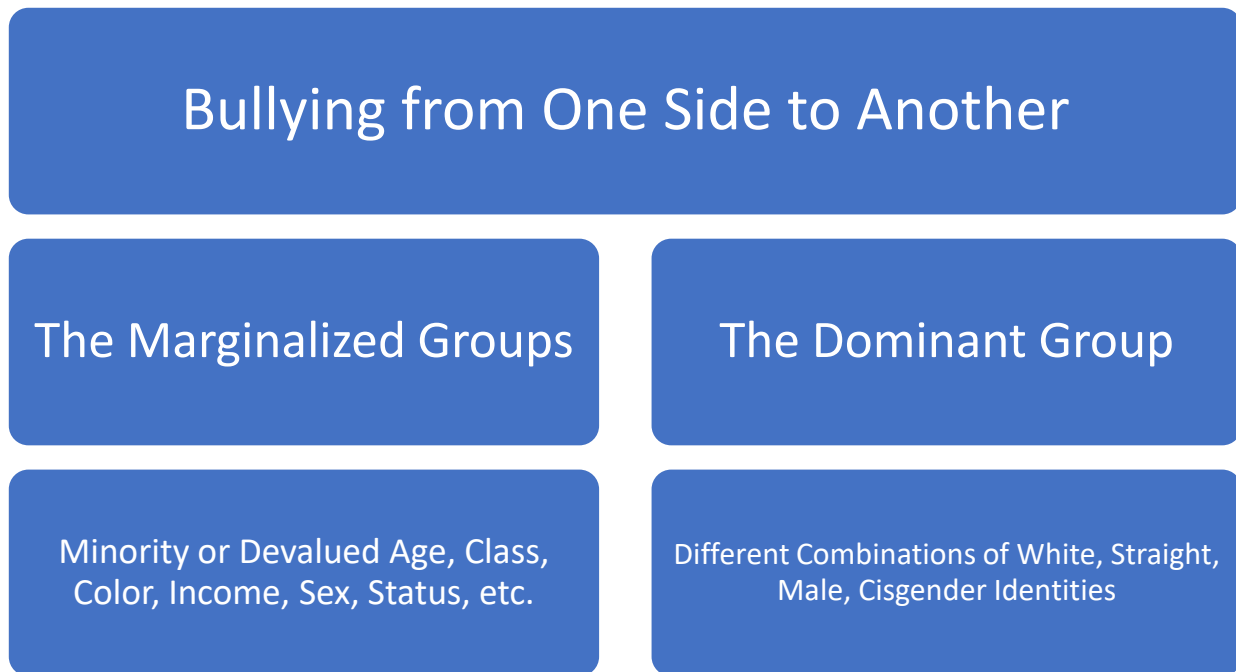


Figure 2: A Typology of Actual or Perceived Bullying against Different Segments in U.S. Society

CONCLUSIONS AND RECOMMENDATIONS

Summary

Online harassment is an emerging reality with which individuals, families, schools, offices, communities, and even whole countries are confronted on a daily basis, as a result of human ocular omnipresence online, especially with mobile phones (Krešić Ćorić & Kaštelan, 2020). Digital violence takes shape in so many different forms. Its targets cuts across all political, cultural, and economic lines of humanity whose human dignity is bruised. However, there are steps that can be undertaken to prevent or remedy Internet violence.

Tasks Ahead

This section responds to Research Question 3. Linked to the introduction and massive use of the Internet through the desktop computers, laptop computers, tablets, and most especially, mobile phones, cyberbullying is a relatively new phenomenon. Hence, more studies need to be conducted for us to understand fully all its characteristics to date, the extent to which it is exercised, the extent to which it impacts people, and what could be done to prevent and stop cyberbullying. See Figure 3 below:



Figure 3: Ty Model of Digital Violence, Impact, and Interventions

In the U.S., evidence-based interventions on online harassment are still wanting (Lancaster, 2018). The growing phenomenon of digital violence is a wake-up call for all of us to take action at all levels: at home, in the schools, at the work place, and elsewhere, which need the intervention of family, friends, school authorities, social media help desks, counselors, psychotherapists, local authorities, and even local, national, or international law enforcement agents, when necessary. In the event that we learn of a critical event of cyberbullying happening, we must all jump into action as quick reaction, as we could save the mental health or even the life of a month.

There are several interventions that can be undertaken to prevent proactively and to halt retroactively cyberbullying, among which are the following. There are three major institutions of socialization, where cyberbullying can be prevented proactively: 1) the family, 2) schools, and 3) places of worship. An integral component of emotional intelligence, learning good manners and right conduct begins at home. For the child, parents and families are the first learning agents who impart knowledge, values, and attitudes. The second institutions where children learn proper behavior, offline then and online as well today, are the schools, especially at the early stages of schooling. The third major institutions where people learn to be civil to one another are churches, mosques, synagogues, temples, and other related places of worship. Additionally, some civic organizations also impart such ideas, skills, and values of kindness and mutual respect include the Boy Scouts, Girl Scouts, Junior Jaycees, Rotary Ann Youth, Rotary Youth, and similar civic organizations. Human resource departments of companies as well as government agencies are slowly catching up with online harassment and hate crimes, for which reason they are coming up with guidelines with which Internet bullying must be dealt. See Figure 4 below:

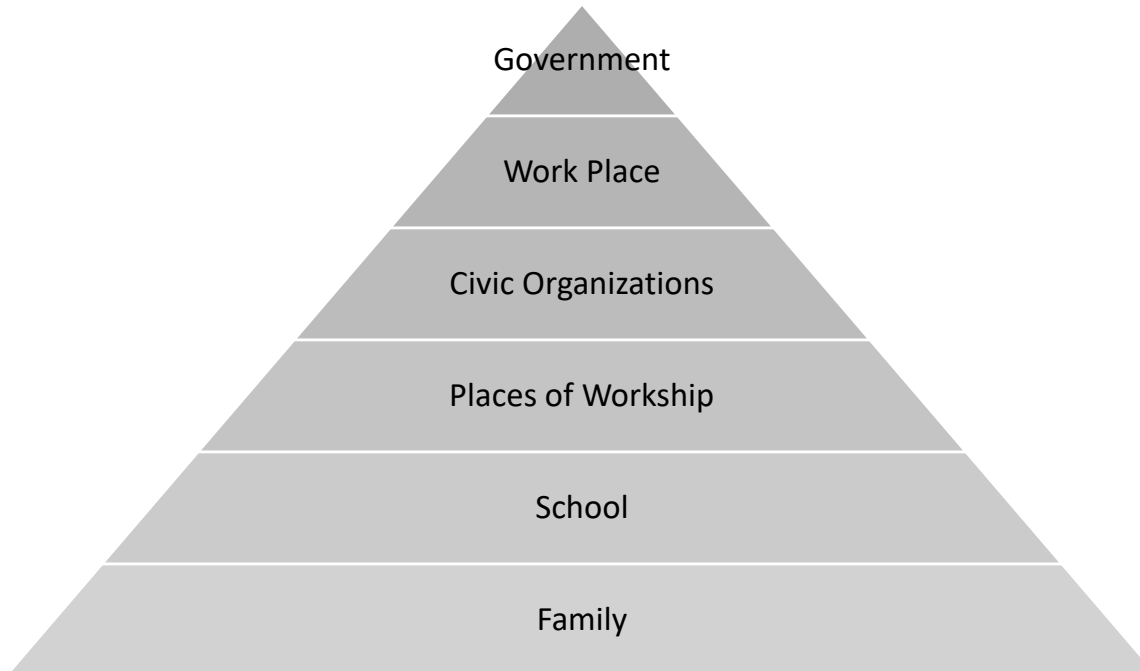


Figure 4: Institutions of Socialization which Proactively Promote Civility, Offline and Online

At the middle school and high school levels, pupils can learn about good citizenship, which includes offline and online behavior, in civic education or citizenship education classes, which promote the respect of human dignity of everyone, locally and internationally. Parents and all those who supervise minors must adjust the “parental guidance settings” of all electronic devices as well as check the online status of the latter to ensure their safety in the ethernet all the time. They must be aware of the warning signs that a child is being digitally bullied or are digitally bullying others (Affairs (ASPA), 2019b).

Based on the known emotional intelligence factors of 1) adaptability, 2) stress management, and 3) interpersonal relationships as factors that are linked to online and offline behavior of bullying, school, office, and other authorities must put in place preventive measures for avoiding digital and real-world bullying (Méndez et al., 2019).

A new technique has been developed to measure cyber bullying. It is the online computerized adaptive testing (CAT), which can reveal bullying prevalence (Méndez et al., 2019). It uses a 22-item Negative Acts Questionnaire-Revised (NAQ-R). The results of the test reveal as high, moderate, or low level of bullying, after which a mental health professional comes to the service of the person bullied. If and when it will be further developed and made user friendly for people of all ages and walks of life, or if a similar test will be made available, it can be used to monitor incidence of cyber bullying as a way to deal with the matter thereafter.

There are tests that identify gendered or non-gendered aggression as well as identify language as not aggressive, covertly aggressive, or overtly aggressive (Safi Samghabadi et al., 2020). Through these tests, offensive language, aggression, or hate-speech could be detected. These types of tests could be widely used for spotting cyberbullying.

Retroactively, when online harassment takes place, some of the things that must be done include the following: 1) notice the emotions and behavior, 2) engage in a dialogue for fact finding 3) keep a record of the critical incidents, such as take screenshots, 4) report to school authorities or social media crisis or help desks, and 5) express concern to the survivor with the support of family, friends, and mental health professionals (Affairs (ASPA), 2019b). In the event that cyberbullying occurs, people affected need to inform someone on a running scale whom you trust about the incident, such as parents, teachers, adult siblings, adult friends, colleagues, and eventually to the authorities, especially if the cyberbullying will potentially lead to or have already led to physical violence.

As a response to bullying on the Internet, some social media outlets, such as Facebook, now have “civility clauses” that managers of groups and pages can post to their electronic walls, including removing and blocking people from participating or being members of these groups or pages. Other outlets, such as Twitter, bans and blocks people who tweet incendiary messages that lead people to acts of violence. Though reactive, these are necessary and important measures that giant social media outlets are putting to order.

Twitter, for example, already has an automatic cyberbullying detection program. It spots psychological traits of its users through machine learning (Balakrishnan et al., 2020). Four types of Twitter users are identified: normal, spammer, bully and aggressor (Balakrishnan et al., 2020). Thus, when cyberbullies are reported to Twitter, the company double checks on the psychological characteristics of the alleged online bully through machine learning and acts accordingly.

Digital violence can be nipped at the bud proactively, if all these institutions of socialization do their jobs and retroactively if schools, offices, social media outlets, and governments monitor violators of Internet civility clauses, including crossing over to criminal online behavior.

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Dimensions of International Labor Migration and Its Impact on Socio-Economic Development In India

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ABSTRACT

Migration is a universal phenomenon and its dimensions and causes vary across nations. In many countries, migration of people happens because of wars and conflicts, while in other countries, it happens because of poverty, lack of employment opportunities and also pull factors. In 2019, the number of international migrants across worldwide has reached nearly 272 million, which were 221 million in 2010. The global number of international migrants has grown faster than the world's population. Consequently, the share of international migrants in the total population has increased from 2.8 percent in 2000 to 3.5 percent in 2019. As, per the United Nations 2019 report of DESA, roughly two-thirds of international migrants are labor migrants. Earlier, the academicians and policy makers were much concerned about the migration of people and were considered it as a major problem for the economy. However, over the period of time, the scenario of migration has changed and is now considered as an important part of the globalized world economy. It is contributing significantly in the overall social and economic development of the country. Migration is helping to get huge inflow of foreign receipts in the form of remittances. India is a leading recipient of international remittances in 2018, India has received \$78.6 billion from the 17.5 million people who are living abroad. Thus, the present paper aims to explore, the dimensions of labor migration and its impact on the overall socio-economic development in India.

Keywords: International Migration, Employment Opportunities, Remittances And Socio-Economic Development.

INTRODUCTION

Human development is massively imbalanced around the world and the disparities are increasing day by day (Roman, Voicu, 2010; World Bank, 2018). In 21st century one of the most important component, which is integrating the economic connection between the developed and the developing countries is international migration (Castelli, 2018; De Haas, 2019). Although, migration is the strategic feature of human history, but its dimensions and causes vary across nations. In many countries, people migrate because of wars and conflicts. Whereas, in other countries, people migrate because of poverty, lack of employment opportunities and also because of pull factors i.e., better economic opportunities (Murrugarra, Larrison, Sasin, 2010; Faist, Schade, 2013). Despite the fact, in 2019, the global number of international migrants has reached nearly 272 million, which were 248 million in 2015. In fact, global number of international migrants has grown faster than the world's population (IOM Report, 2019; Bastia, Piper, 2019; Edmond, 2020). The share of international migrants in the total population has increased from 2.8 percent in 2000 to 3.5 percent in 2019 (UN DESA, 2019). As, per the United Nations 2019 report of DESA, roughly two-thirds of the international migrants are labour migrants. The United States of America are hosting more than 51 million of international migrants, Germany and Saudi Arabia are hosting 13 million, Russian Federation are hosting 12 million and the United Kingdom hosts 10 million. Whereas, India is having largest number of out-migrants (Diaspora), which constitutes 17.5 million of people, living in different parts of the world, followed by Mexico 11.8 million and China 10.7 million (IOM Report, 2019; Edmond, 2020; Ratha, 2021)

India is having a high rate of migration, which is mainly associated with a variety of factors, such as poor infrastructure, poverty, un-exploited natural resources and jobless growth of the country (Kundu, Mohanan, 2009; Kundu, 2015; Bandyopadhyay, 2017). Moreover, India is a labor abundant country, where every year millions of people are entering into the labor force, but due to lack of adequate jobs in the labor market a vast number of labors are remaining unemployed in the country (Shaw, 2013; Apte, Deshpande, Gaikwad, 2018; Singh, Bhat, 2020; Gomis, Kapsos, Kuhn, 2020). Nonetheless, there is no doubt that the benefits of urbanization have increased employment rates in India, but rising population is putting more pressure on the labor market which is already segregated in country (Tacoli, McGranahan, Satterthwaite, 2015; Sridhar, 2019; Colmer, 2015; Tripathi, Kaur, 2017; Sarkar, 2019). On the other hand, Indian economy is predominantly a rural based economy, where 70 percent of workforce are living in rural areas. Agriculture sector constituted a major source of livelihood among the rural people in India. However, decline in the share of agriculture sector in the Gross Domestic Product (GDP) and decline in the land holdings of marginal and small farmers have given a sharp rise in the unemployment problems in India (Chand, Srivastava, Singh, 2017; Chand, 2019). As a result majority of the people in India, are migrating to urban areas, as well other parts of the world for employment opportunities and livelihood (Mitra, 2010; Abbas, Varma, 2014; ILO Report, 2018; Charles, Guna, Gala, 2017; Lusome, Bhagat, 2020).

Earlier, academicians and policy makers in the country were much concerned about the migration of people and were considering it as a major problem for the economy. However, over a period of time, scenario of migration has changed and is now considered as an important part of the globalized world economy (Dokos, 2017; Tesema, 2020). It is contributing significantly to the overall social and economic development, particularly developing countries of the world (Czaika, De Haas, 2014; Frenkel, 2017; Kofman, Raghuram, 2015; De Haas, et.al, 2019). Over the last decade, the increasing number of Indian migrants have boosted the remittance inflows of the country (De Haas, 2005; Rapoport, Docquier, 2006). Data figures shows that although during 1980s, remittance flows to India has remained less stable, but after post reform periods it has increased significantly in the country. The surge in remittances to Indian economy has drawn widespread notice, as it has emerged as the single largest recipient in the world (Das, Banga, Sahu, 2011; Naufal, 2011; Inchauste, Stein, 2013; Ratha, et.al, 2015). Migrants are sending a huge flow of foreign receipts in the form of remittances to India. In 2018, India has received 78.6 billion dollars from 17.5 million people who are living abroad (Rajan, 2014; Ratha, et.al, 2018; IOM, 2018). On the other hand, India has become a leading country in the world with a diaspora population of 17.5 million persons. The diaspora of India has increased from 6.6 million in 1990 to 17.5 million persons in 2019. However, diaspora population is having socio-economic impact on India, as a huge flow of foreign receipts are transferring to India in the form of remittances which is contributing significantly to Indian economy.

REVIEW OF LITERATURE

Migration has emerged as new catalyst for global change which touches many countries with the adoption globalisation (Bimrose & McNair, 2011; International Organisation for Migration, 2013, 2017, 2018). In various regions of the world, ratification of bilateral and multilateral treaties has made it easier for workers to migrate freely between countries (Rosen 2007; Wickramasekara, 2015). Therefore, due to free flow of labors, International migration has become a common practice around the world. The scope of migration is expanding in tandem with the rising trend in international migration. (De Haas 2010; Skeldon, 2010; Faist & Fauser 2011; Chan 2012; Sutherland, 2013). Furthermore, the economic benefits of international migration are currently being discussed in present literature. (Barrell FitzGerald, Riley 2010; Kerr & Kerr 2011; Fasani, Llull, Tealdi, 2020). There is strong association between international migration and flow of remittances. Studies show that migration and the inflow of remittances are improving the socio-economic development of the receiving countries. (Dustmann, Mestres 2010; Quisumbing, McNiven 2010; Mamun, Nath 2010; Bredl 2011; Plaza, Navarrete, Ratha 2011; Arrehag, Sjoberg, Sjoblom 2015). Migration has offered a wide range of economic opportunities for millions of people across world (Organisation for Economic Co-operation and Development (OECD), 2018). Labour migration helps to transfer the skills, knowledge and technology, that is having a significant positive impact on production, productivity and economic growth across globe (Nasholm, 2012; Gelb & Krishnan, 2018; Carling & Schewel, 2018). There are immigrants who were unable to find job in their respective countries have moved other countries and have got the better economic opportunities (Stahl, Chua, Caligiuri, Cerdin, Taniguchi, 2009).

METHODOLOGY AND DATA SOURCES

Globalisation has removed the economic barriers and has made flow of labour easier across the world. Immigration has emerged as a major force for labour mobility, which has economic benefits for the developing nations of the world. Therefore, the present study aims to examine the dimensions of international labour migration and its impact on the socio-economic development in India. Study explores the positive impact of international migration in the light of remittances and employment of diaspora population, remittances and remittances as a percentage of GDP among Asian countries. Data has been collected from various organisations such United Nations Department of Economic and Social Affairs, International Organisation for Migration.

RESULTS AND DISCUSSION

Trends of International Migrants across World

International migration involves both emigration (exit) and immigration (entry). In 2020, majority of the international migrants are mostly from low and middle-income nations. Nearly, 177 million international migrants, or 63 percent of all international migrant are arriving from a middle-income country. Nonetheless, the trend of international migration is increasing and majority of

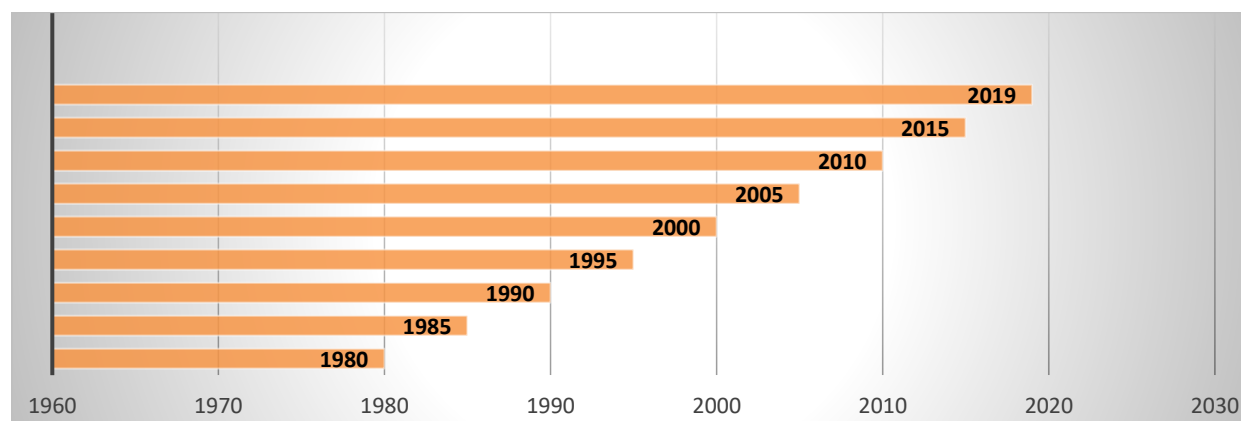
international migrants i.e., one-third are labour migrants (UN DESA’s Report, 2019). Therefore, the present section explores the trends of international migration from 1970 to 2019 and it also explores the migrants as a percentage of world population. Results of table 1 below reveal that the number of international migrants has increased from 84.460 million in 1970 to 271.642 million in 2019. However, it has been observed from the table, that the number of international migrants has increased sharply during 1985 to 1990. In this period, the number of international migrants has increased by 35.16 percent, while between 2005 to 2010, it has increased by 15.22 percent respectively. Moreover, from the results it has also been observed that the migrants as a percentage of world population have continuously increased from 2.3 percent in 1970 to 3.5 percent in 2019. Therefore, the overall results reveal that the percentage of international migrants have increased sharply from 1970 to 2019 across the world.

Table 1: Trends of International Migrants Across World

Year	Number of migrants (In Million)	Migrants as a % of the World’s Population
1970	84.460	2.3
1975	90.368	2.2
1980	101.983	2.3
1985	113.206	2.3
1990	153.011	2.9
1995	161.316	2.8
2000	173.588	2.8
2005	191.615	2.9
2010	220.781	3.2
2015	248.861	3.4
2019	271.642	3.5

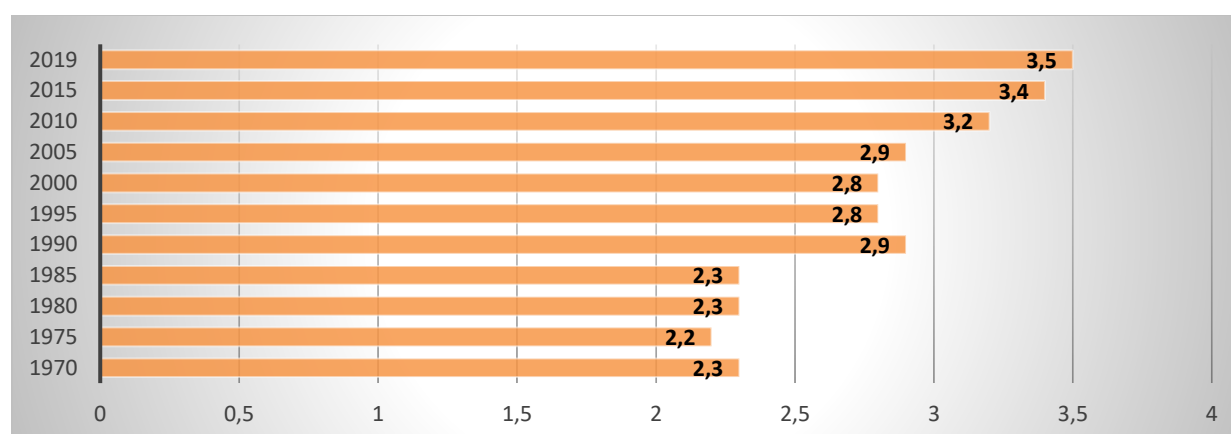
Source: UN DESA’s Report 2019-20

Figure 1: Number of Migrants across World (In Million)



Source: Computed by Author’s Calculation

Figure 2: Migrants as a % of the World's Population



Computed by Author's Calculation

Global Scenario of Migration from 2000 to 2020.

As we have already discussed above, that the number of international migrants across world has increased sharply. However, this section provides an in-depth scenario of the global migration. It has been observed from Table 2 below that during 2000, the number of international migrants were 150 million people, which has increased to 272 million people in 2020. The estimated proportion of world population, who are migrants were 2.80 percent in 2000, which has increased to 3.50 percent during 2020. Similarly, the estimated proportion of female international migrants were 47.50 percent in 2000, which has increased negligibly to 47.90 percent in 2020. However, the estimated proportion of international migrants, who are children has declined from 16.0 percent, to 13.90 percent in 2020. The number of Refugees has been increased from 14 million to 25.9 million from 2000 to 2020. Moreover, it has also been observed that the percentage of internally displaced persons has increased sharply from 21 million to 41.3 million in 2020. It may also be seen that the flow of global international remittances (USD) has increased sharply from 126 billion to 689 billion in the above-mentioned time period.

Table 2: Global Scenario of Migration from 2000 to 2020.

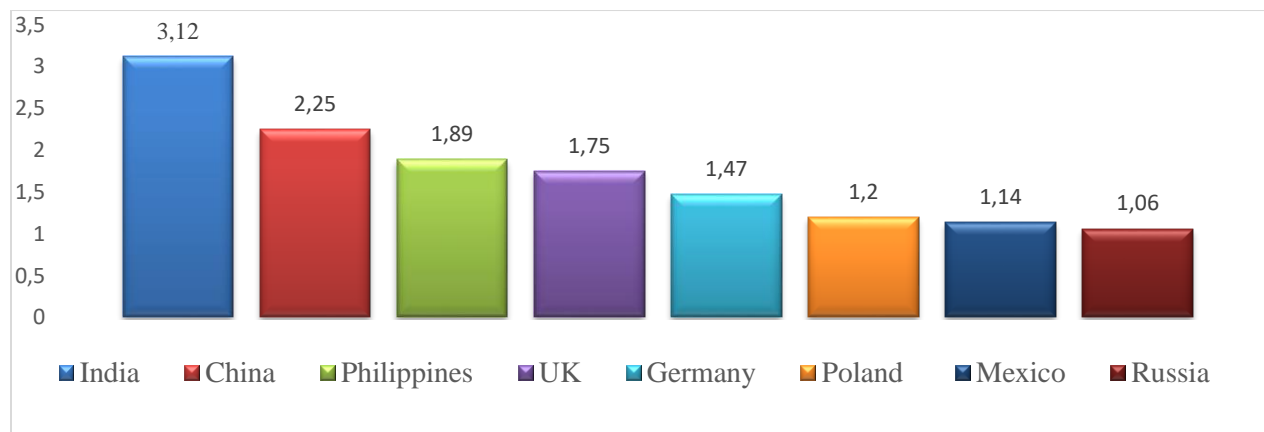
Global Scenario of Migration	2000 Report	2020 Report
Estimated number of international migrants	150 million	272 million
Estimated proportion of world population who are migrants	2.80%	3.50%
Estimated proportion of female international migrants	47.50%	47.90%
Estimated proportion of international migrants who are children	16.00%	13.90%
Global international remittances (USD)	126 billion	689 billion
Number of refugees	14 million	25.9 million
Number of internally displaced persons	21 million	41.3 million

Source: UN DESA's Report 2019-20

Top Most Countries of Highly Educated Out-Migrants in OCED Counties

Skills and education play a critical role in the demand and supply of labor. The destination countries always prefer high-skilled and professional migrant labors and it is only a myth that skills and education among Indian migrant labors is low. Therefore, from figure 3 it has been observed that the highest number of educated out-migrants in OCED countries are from India, which constitutes 3.12 million, China 2.25 million, Philippines and UK, constitutes 1.89 million and 1.75 million people respectively. Whereas, Poland Mexico and Russia are having 1.2 million, 1.14 million and 1.06 million of highly educated out-migrants in the OCED countries. Therefore, it is clear that India has surpassed China for having highly educated migrants in OCED countries.

Figure 3: Highly Educated Migrants in OCED Counties.



Source: UN DESA's Report 2019-20

Top Countries Hosting Largest Diaspora Populations (In Millions)

As we have already discussed that the developed counties are hosting a huge diaspora population from different low- and middle-income counties. Therefore, the present section explores the top countries hosting largest diaspora populations in the world (In million). From table 3, it has been observed that USA is on the top in hosting the largest number of in-migrants in the world, constituting 50.7 million of diaspora population. Germany and Saudi Arabia is hosting 13.13 million each respectively. Similarly, the Russian Federation is hosting 11.64 million, United Kingdom 9.55 million, UAE 8.58 million and France is hosting 8.33 million. Whereas, Canada is hosting 7.96 million, Australia 7.54 million and Italy 5.15 lakh respectively. However, one important observation is that the immigrant share of total population is highest in UAE. It means, UAE is hosting in-migrants equal to 88 percent of their country population. Similarly, Saudi Arabia and Australia is hosting in-migrants equal to 38 percent and 30 percent of their respective country's population. Whereas, USA, Germany, France and United Kingdom are hosting below 20 percent of their respective country's population.

Table 3: Top countries hosting largest diaspora population in the World (In Millions)

	Hosting Total Immigrant Population (in Millions)	Immigrant share of total Population
USA	50.7	15
Germany	13.13	16
Saudia Arabia	13.13	38
Russian Federation	11.64	8
United Kingdom	9.55	14
UAE	8.58	88
France	8.33	13
Canada	7.96	21
Australia	7.54	30
Italy	5.15	10

Source: UN DESA's Report 2019-20

Top Countries having Largest Diaspora Populations in the World (In Millions)

Diasporas are playing a vital role in stimulating foreign investment, commerce, innovation and access to technology and financial inclusion in the development of their countries of origin. Migrant remittance also improves the livelihoods in countries of origin for families and communities, by investing in education, health care, sanitary facilities, housing and other infrastructure. The present section explores the top countries having the largest diaspora population. Table 4 reveals that from 1990 to 2005, Russia was the top among countries having largest number of diaspora population. The diaspora of Russia was 12.7 million in 1990, which has declined to 10.5 million in 2019. However, after 2005 the diaspora has increased significantly among India and Mexico. The diaspora population of Mexico has increased sharply from 4.4 million people in 1990 to 11.8 million people in 2019.

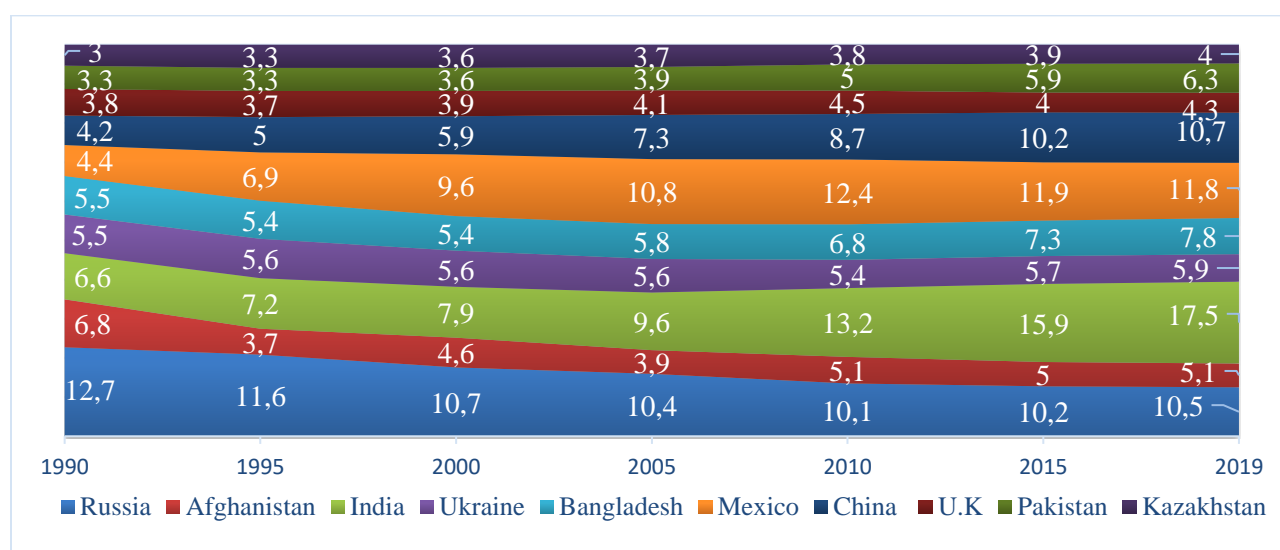
Whereas, India has become a leading country in the world with a diaspora population of 17.5 million persons. The diaspora of India has increased from 6.6 million in 1990 to 9.6 million in 2005, but after 2005 it has increased significantly from 9.6 million to 17.5 million persons in 2019. Although, diaspora of China has also increased from 4.2 million people in 1990 to 10.7 million, but the deviation of China is comparatively low as compared to India and Mexico. Similar trends have also been observed in other countries like Bangladesh and Pakistan, where diaspora has increased significantly to 7.8 million and 6.3 million respectively. However, in UK, Kazakhstan and Ukraine, the diaspora has increased marginally in the above-mentioned time period. In Afghanistan, the diaspora has declined from 6.8 million in 1990 to 3.9 million in 2005. but after 2005, it has increased again to 5.1 million.

Table 4: Top Countries having Largest Diaspora Populations in the World (In Millions)

	1990	1995	2000	2005	2010	2015	2019
Russia	12.7	11.6	10.7	10.4	10.1	10.2	10.5
Afghanistan	6.8	3.7	4.6	3.9	5.1	5	5.1
India	6.6	7.2	7.9	9.6	13.2	15.9	17.5
Ukraine	5.5	5.6	5.6	5.6	5.4	5.7	5.9
Bangladesh	5.5	5.4	5.4	5.8	6.8	7.3	7.8
Mexico	4.4	6.9	9.6	10.8	12.4	11.9	11.8
China	4.2	5	5.9	7.3	8.7	10.2	10.7
UK	3.8	3.7	3.9	4.1	4.5	4	4.3
Pakistan	3.3	3.3	3.6	3.9	5	5.9	6.3
Kazakhstan	3	3.3	3.6	3.7	3.8	3.9	4

Source: UN DESA's Report 2019-20

Figure 4: Top Countries having Largest Diaspora Populations in the World (In Millions)



Source: Computed by Author's Calculation

Top 10 Countries Receiving Highest Number of Remittances in World (In Billion Dollars)

The external sources of financing play a crucial role in a country's economic development. The international migrant remittances have continuously been higher and greater than the other funding sources like foreign direct investment and foreign portfolio investment. Despite the fact, the scenario of international migration has changed, as it is contributing significantly to the overall social and economic development of the countries, particularly developing countries of the world. Migration is helping to get huge inflow of foreign receipts to the less developing counties in the form of remittances. Therefore, the present section explores the top 10 countries which are receiving highest number of remittances in the World (In Billion Dollars). Table 5 reveals that earlier Germany and Egypt were receiving the highest number of remittances in the world, but

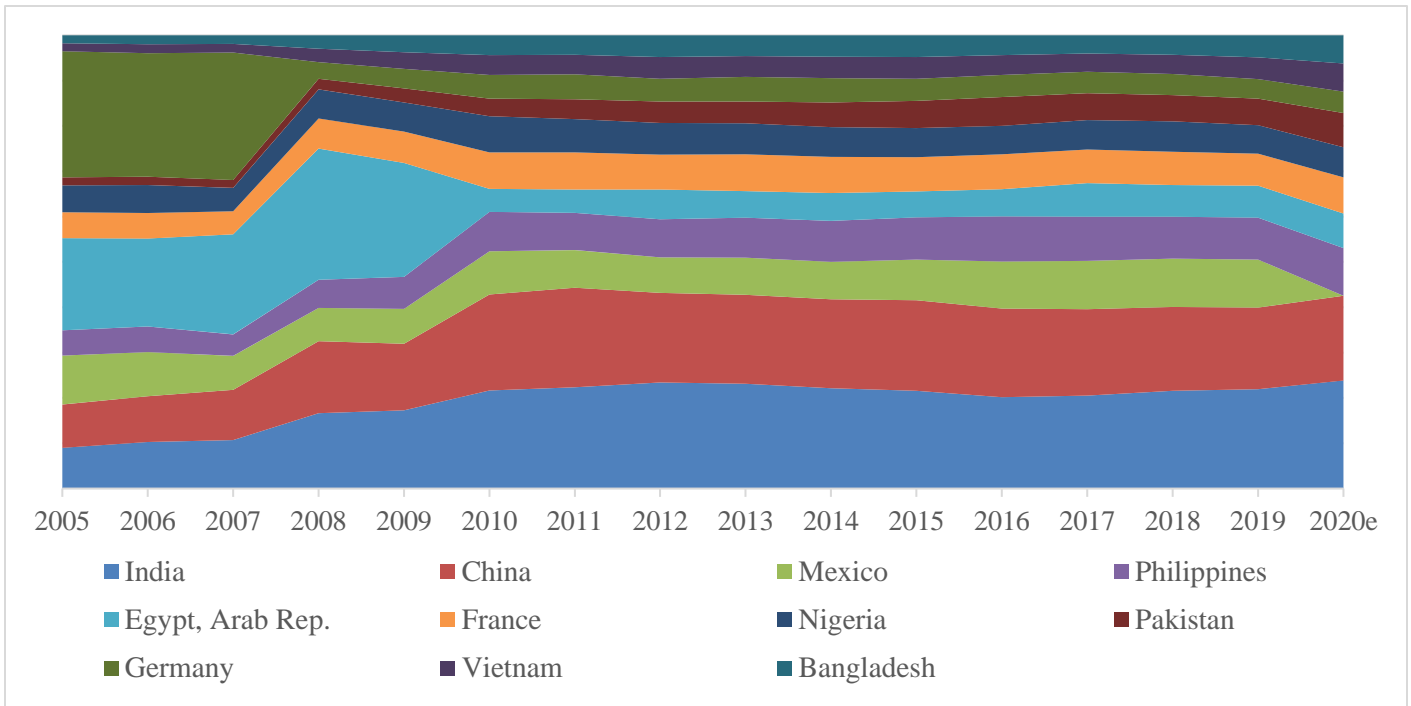
after 2008 China, Mexico and India have started leading in receiving the higher number of remittances. Remittance's inflow of India has increased from 28.33 billion dollars to 83.33 billion dollars and is on the top for receiving the higher number of remittances in the world. Similarly, China and Mexico are on the second and third country receiving 68.39 billion dollars and 40.50 billion dollars respectively. Moreover, Philippines, Egypt, France, Pakistan are also receiving a higher number of remittances which contributing significantly in the socio-economic development in these countries. However, due to Covid-19 pandemic in 2020, the inflow of remittances has declined drastically in all counties and it can be observed from figure 6 below

Table 5: Top 10 Countries Receiving Highest Number of Remittances in the World (In Dollars)

	2006	2007	2008	2009	2010	2011	2012	2013	2014	2015	2016	2017	2018	2019	2020e
India	28.33	37.21	49.97	49.20	53.48	62.49	68.82	69.97	70.38	68.91	62.74	68.96	78.79	83.33	75.91
China	27.56	38.39	47.74	41.6	52.46	61.57	57.98	59.49	62.33	63.93	61.0	63.87	67.41	68.39	59.50
Mexico	26.88	26.04	22.07	22.08	23.44	23.20	23.18	24.80	26.23	28.69	32.27	35.76	39.02	40.50	NA
Philippines	15.49	16.43	18.85	19.96	21.55	23.05	24.61	26.71	28.69	29.79	31.14	32.81	33.80	35.16	33.33
Egypt	53.3	76.56	86.94	71.5	12.45	14.32	19.23	17.83	19.57	18.32	18.59	24.73	25.51	26.78	24.38
France	15.53	17.58	20.08	19.66	19.89	22.94	22.66	24.41	25.35	24.06	24.04	24.88	26.87	26.83	25.31
Nigeria	16.93	18.01	19.2	18.37	19.74	20.61	20.54	20.79	20.99	20.62	19.69	22.03	24.31	23.80	20.97
Pakistan	5.12	5.99	7.03	8.71	9.69	12.26	14.00	14.62	17.24	19.30	19.81	19.85	21.19	22.24	24.13
Germany	74.84	97.67	10.97	12.34	12.78	15.33	14.63	16.39	17.07	15.57	15.19	15.8	17.02	16.47	15.02
Bangladesh	5.42	6.56	8.94	10.52	10.85	12.07	14.12	13.86	14.98	15.29	13.57	13.50	15.56	18.36	19.75

Source: World Migration Report 2020

Figure 5: Top 10 Countries Receiving Highest Number of Remittances in World (In Dollars)



Source: Computed by Author's Calculation

Remittances as % of GDP among Asian Countries

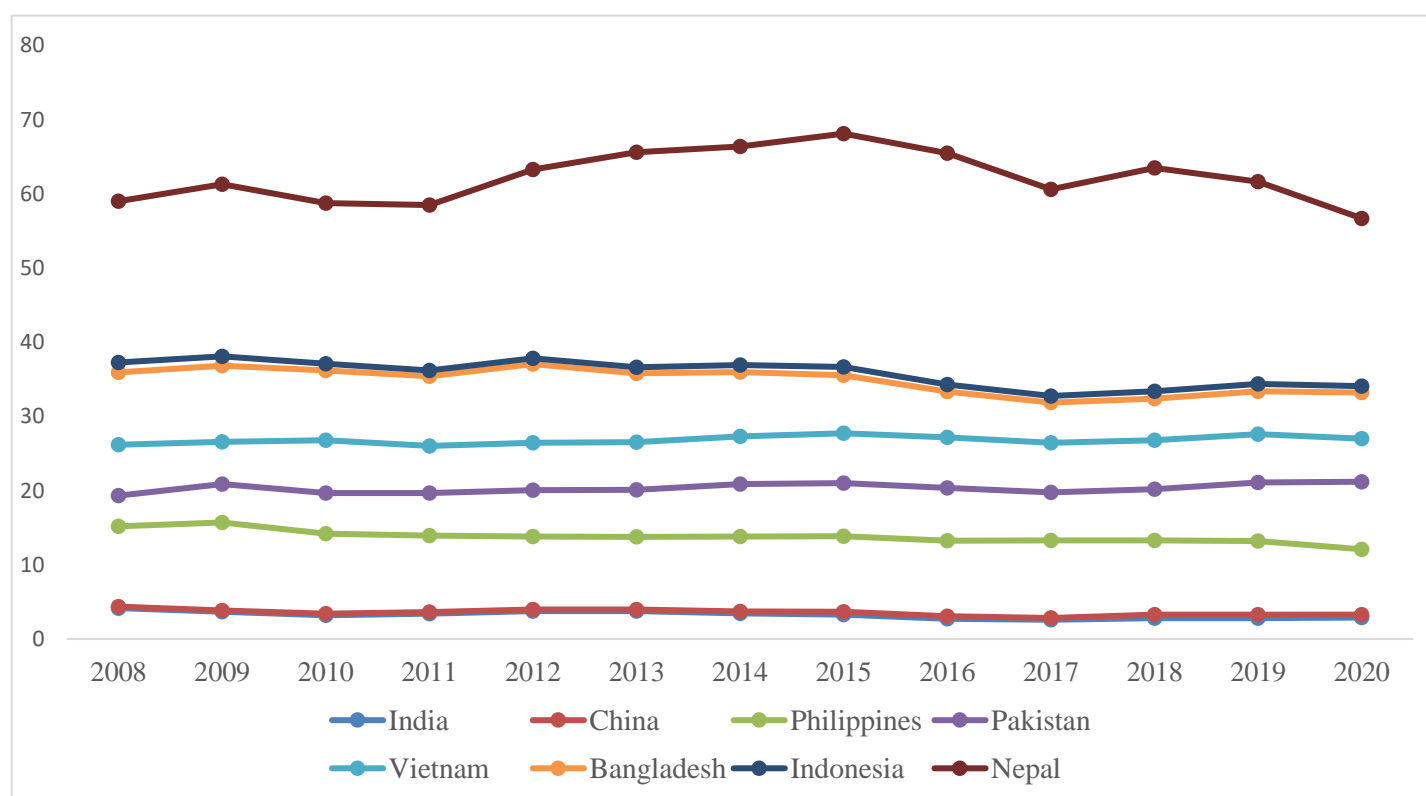
As we have already discussed that the international migration is playing a critical role in transferring a huge number of foreign receipts to the origin countries. Transfer of remittances also helps to improve the socio-economic development of the developing countries of the world. Therefore, the present section explores the Remittances as % of GDP among Asian countries. Table 5 below reveals that remittances are significantly contributing in the national buildings of the receiving countries. India is the largest economy after China in the world with 3 trillion economy. Although, the remittance as a percentage of GDP in India has declined from 4.17 percent in 2008 to 2.9 percent in 2020, which were more than 3 percent between 2009 to 2019. But still the contribution of remittances which are equal 2.9 percent of the GDP is also significant for a large country like India. Moreover, from the results it has also been observed that remittances as a percentage of GDP is much higher in Nepal, i.e., 22.6 percent in 2020, followed by Pakistan 9.1 percent, Philippine's 8.8 percent and Bangladesh 6.2 percent. However, due to Covid-19 pandemic the figures of 2020 are less, as the entire world are facing economic lockdown after 2019 onwards.

Table 6: Remittances as % of GDP Among Asian Countries

	2008	2009	2010	2011	2012	2013	2014	2015	2016	2017	2018	2019	2020
India	4.17	3.67	3.19	3.43	3.77	3.77	3.45	3.28	2.74	2.6	2.8	2.8	2.9
China	0.2	0.18	0.22	0.22	0.2	0.19	0.29	0.4	0.32	0.24	0.5	0.5	0.4
Philippines	10.8	11.8	10.8	10.2	9.84	9.83	10.0	10.1	10.2	10.4	10.0	9.9	8.8
Pakistan	4.14	5.18	5.46	5.74	6.24	6.33	7.06	7.14	7.11	6.46	6.9	7.9	9.1
Vietnam	6.86	5.68	7.12	6.35	6.42	6.42	6.44	6.73	6.82	6.7	6.6	6.5	5.8
Bangladesh		10.2			10.5								
Indonesia	9.76	7	9.41	9.38	9	9.25	8.67	7.84	6.13	5.41	5.6	5.8	6.2
Nepal	21.7	23.2	21.6		25.4		29.4	31.4	31.2	27.8		27.2	
	4	1	5	22.3	3	29	4	3	1	5	30.1	6	22.6

Source: World Migration Report 2020

Figure 6: Remittances as % of GDP Among Asian Countries



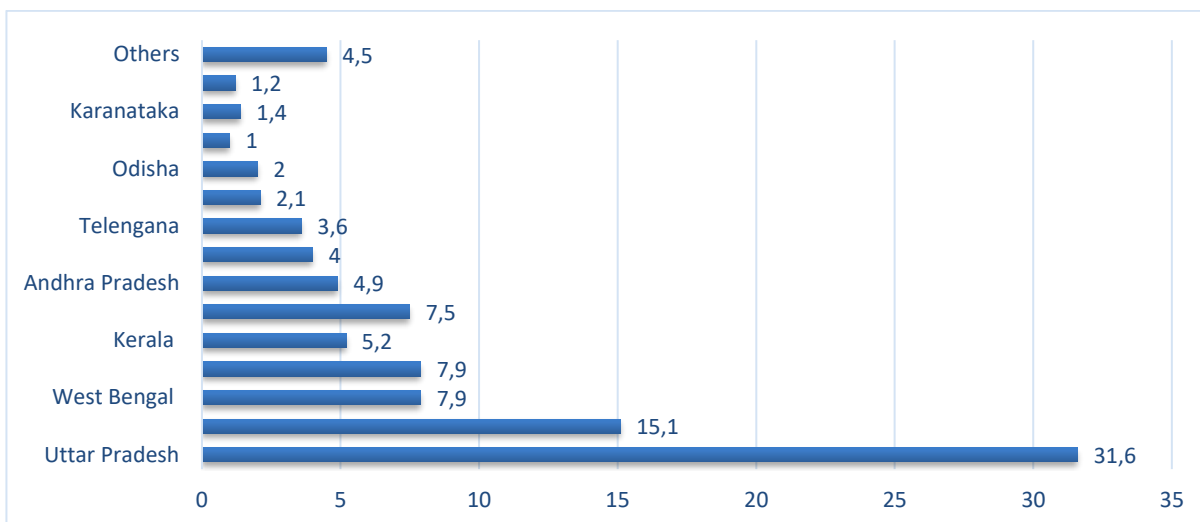
State Wise Number of Emigration Clearances for Employment at Overseas from 2011 to 2019 in Average (Number in Lakhs)

We have already discussed that international migration is having a huge impact on the socio-economic development in India. Although, India has achieved a significant growth and development in the country, but still it is a developing one, with a huge disparity across states. Among them Bihar, Uttar Pradesh, Madhya Pradesh, Odisha, Chhattisgarh, and many other states are under developed and are having higher incidence of poverty and unemployment. Therefore, a vast chunk of laborers from these states are migrating to other countries for employment opportunities either as skilled or unskilled labour. The present section explores state wise emigration clearances from 2011 to 2019 on an average for employment purposes in overseas. It has been observed from the table that Uttar Pradesh is having highest percentage share for emigration clearance for employment at overseas, which constitutes 31.6 percent. Uttar Pradesh is the largest populated state of India, with a population of approximately 21 crores. Bihar is the most under-developed state of India with high level of poverty. The state is having high level of inter-state migration in the country. However, in Bihar 15.1 percent of emigrations have been cleared for employment purposes at overseas during 2011 to 2019. West Bengal, Rajasthan and Tamil Nadu is also having a significant out-flow of migrants in the country. Therefore, it has been observed that a huge flow of Indian residents are migrated from the two under developed states of India i.e. Uttar Pradesh and Bihar.

State	In Percentage
Uttar Pradesh	31.6
Bihar	15.1
West Bengal	7.9
Rajasthan	7.9
Kerala	5.2
Tamil Nadu	7.5
Andhra Pradesh	4.9
Punjab	4
Telangana	3.6
Maharashtra	2.1
Odisha	2
Gujarat	1
Karnataka	1.4
Jammu and Kashmir	1.2
Others	4.5

Source: MEA Report (2011-2019)

State Wise Number of Emigration Clearances for Employment at Overseas during 2011-2019



Source: Computed by Author's Calculation

Total number of Emigrations Cleared for Direct Recruitment by Foreign Employers

Enormous number of employers are hiring directly labors from India from different parts of the world. Therefore, the present section explores total number of emigration clearances for employment at overseas. It has been observed from the table that the highest number of emigrations for employment at overseas was cleared from 2011 to 2015. During this period a significant number of persons from India migrated to other countries for employment purposes. The highest emigration clearances were made during 2013, in this year 819701 lakh persons have migrated to other parts of the world. However, after 2016, the number of emigrations has reduced and probably it was affected due to demonetization in India and later on in 2019 it was badly affected by the Covid-19 in the entire nations of world and also reverse migration was witnessed.

Total number of Emigrations Cleared for Direct Recruitment by Foreign Employers

Year	Number in Lakhs
2011	637337
2012	746349
2013	819701
2014	805005
2015	784152
2016	520938
2017	391024
2018	340157
2019	368043
2020	84585

Source: MEA 2011-2020

CONCLUSION

In 21st century one of the most important component, which is integrating the economic connection between the developed and the developing countries is international migration. The global number of migrants have increased from 84.460 million in 1970 to 271.642 million in 2019. Migrants as a percentage of world population has continuously increased from 2.3 percent in 1970 to 3.5 percent in 2019. India has become a leading country in the world in a diaspora population which has increased from 6.6 million in 1990 to 17.5 million in 2019. The United States of America are hosting more than 51 million of international migrants, Germany and Saudi Arabia are hosting 13 million, Russian Federation are hosting 12 million and the United Kingdom hosts 10 million. However, international migration plays a crucial role in the development, as it helps in achieving the benefits of globalization. Both developing and developed countries profit from migration from wealthy countries. Labour mobility benefits simultaneously for both origin and destination countries as it provides incentives for return to host countries. The remittances inflow of India has increased from 28.33 million dollars to 83.33 million dollars in 2019 and is on the top for receiving the higher number of remittances in the world. Similarly, China and Mexico are on the second and third country receiving 68.39 million dollars and 40.50 million dollars respectively. Moreover, Philippines, Egypt, France, Pakistan are also receiving a higher number of remittances which contributing significantly in the socio-economic development in these countries. On the other, remittances as a percentage of GDP in Nepal, is equal to 22.6 percent in 2020, followed by Pakistan 9.1 percent, Philippine's 8.8 percent and Bangladesh 6.2 percent.

It is beyond doubt that international migration has promoted social and economic development of a country. India being the largest receivers of remittance across the globe, one would expect such migration has contributed to her socio-economic development in terms of employment promotions and expenditures on different dimension of expenditure on health and education. In India, the Sothern state of Kerala received much attention in view of large number of migrants to gulf countries, which resulted in a paradigm shift in socio-economic conditions of the state. It is to be noted that remittances from gulf countries constitute more than one-fifth of state income (Aziz and Begum 2009). Migration and remittances can be a valuable complement to board-based development effort (Ratha et.al. 2011). It is therefore highly desirable to promote labor mobility across borders and reduce undue overregulation's by sending and receiving countries.

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The Impact of Entrepreneurial Marketing on the Performance of Tunisian Exporting Companies

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ABSTRACT

Internationalization is the process by which firms become aware of the direct and indirect effects of international transactions on their growth. More specifically, in the field of entrepreneurship, new ventures' entrepreneurs seek not only to facilitate their access to foreign markets, but also to develop their market orientation and entrepreneurial marketing strategies in order to capture other opportunities deriving from uncertain markets.

The objective of this article is then to in-depth understand to what extent entrepreneurial orientation, marketing capacities, and market orientation influence the performance of Tunisian exporting companies. To this end, a quantitative method was used and an enquiry was conducted with 58 Tunisian exporting companies' entrepreneurs. The obtained results show that marketing skills and entrepreneurial orientation are positively linked to the performance of exporting companies. Moreover, the interplay between these two variables generates a positive effect on market orientation and subsequently on exporting companies' performance.

Keywords : Entrepreneurial marketing, Marketing capacity, Market orientation, Performance, Tunisian exporting companies.

INTRODUCTION

Tunisia is an Arab country located in The Maghreb region of North Africa. It has an excellent geographical position in the heart of the Arab world, in the heart of the Mediterranean, close to major European cities and in the lead of Africa, which reinforces the openness of its economy. The economy of Tunisia has been engaged in economic reforms since 1986 and after January 2008, Tunisia was opened to the global competition by the conclusion of the free trade body concluded with the European Union in 1995.

Over the past few years, the Tunisian economy has been developing and strengthening its position in relation with the states of other African and Arab countries.

Tunisia is a culturally and economically open to the whole world. Its economy is based on diversified several sectors, such as agriculture, energy, tourism, textile, manufacturing, etc. Its performance and competitiveness will be more consolidated through deep liberalization, more marked integration, and via the improvement of exports.

More specifically, the export field is experiencing various developments, and it might be viewed as a source of new opportunities through the extension of traditional markets, access to high growth markets as well as the identification of new niches and markets (Thabet, 2010).

In terms of export destinations, Tunisia's target markets are increasingly diverse with a remarkable enhancement of the quality of products presented on foreign markets.

These markets can be classified into three categories: traditional markets (Morocco, France, Italy and Germany), development markets (Russia, Malaysia, Turkey and Canada), and new markets (India, Japan and Romania).

On the other hand, agriculture is an important field that serves for export, and it relies heavily on the olive oil promotion abroad. Indeed, Tunisia is considered as one of the best countries, which works a lot on modernizing and updating its olive oil production and its manufacture. For instance, Tunisia is seeking to enlarge its cultural surface in order to increase its agricultural produce.

At an international level, Tunisia is also ranked the 4th in terms of number of olives' trees and the 2nd in the world in terms of cultivated areas. This may explain why Tunisia is taking an increasingly important place in foreign markets.

The agricultural sector, and mainly the olive oil production, occupies an important place in the Tunisian economy and plays a primordial role in the socio-economic development of the country. In fact, it contributes greatly to the total revenues of exports, the GDP, employment, as well as the balance of payments, through the export of agricultural and agro-food products. To be more precise, Tunisia has exported olive oil since its independence date (in 1956) and it occupies the first place in the structure of exports (50% of agricultural and agro-food exports). Consequently, the olive oil exportation is the backbone of the economic development of the

country, since it is known for its experience in production and marketing on an international scale. Trade is intense in this branch, represented mainly by certain countries of the European Union and several other countries of the Mediterranean part such as Turkey, Syria and Morocco.

Additionally, Tunisian olive oil has been exported to 54 international markets including those of the EU (European Union) with more than 56 thousand tons, and from the United States of America with 35 thousand tons.

Besides, Tunisia considers the date sector as a field, which is mainly oriented towards 50% of the total export.

Date exports have shown an upward trend not only in quantity but also in value. Globally, Tunisia currently occupies the 4th place in the list of exporting countries of dates in the world in terms of value after the United Arab Emirates, Iran and Pakistan. It participates with 8% of the total exports.

For the season (from October 1, 2017 to July 2018), the date export revenue recorded an increase of 32.6% of the total value, to reach 700,832 MD against 528,263 MD at the end of the same period of 2018. In volume, Tunisia exported around 119,710 MT of dates during the 2017 season against 102,869 MT during the 2016 season, yielding an increase of 16.37%.

This increase is due to the evolution of exports to traditional markets such as the Marco (+ 25% exported quantities). Spain (+ 49% exported quantities).

Export figures have increased due to access to new markets such as South Saharan Africa, and Eastern Europe. The Minister indicates in the same context that the export of dates is stable with 26.7 MT to the Moroccan markets., 7.6 MT to France, and 7.1 MT to Italy.

1. THEORETICAL DEVELOPMENT

1.1. Entrepreneurial Marketing

Entrepreneurial Marketing (EM) is a concept developed at the crossroads between two sciences: Marketing and entrepreneurship. It has attracted the attention of researchers and scholars pertaining to many disciplines such as economics, sociology, entrepreneurship, etc. Entrepreneurial marketing (EM) is then a field of research that always attracts the attention of researchers given the importance and richness of this term, whether for the development of companies or for the advancement of theoretical issues (Hills , 1985, Morris et al, 2002; Hills et al, 2008 ; Tan Filis, 2015).

Moreover, EM is still underdeveloped, and consequently, the various tools and practices of this field are still insufficient. Unfortunately, there is not yet a standard and universal theory of this field although it is accepted by companies to behave differently when it comes to traditional marketing.

In the complexity and variety of the entrepreneurial marketing field, it is difficult to generate

and a standard and universal definition. Some conceptions extracted from precedent studies in the field are presented as follows.

It appears that the commonly used definition of entrepreneurial marketing is that of Morris, Schind Ehutte et al (2002, p.5) who considered entrepreneurial marketing as "proactive identification and exploitation of opportunities for profitable customer acquisition and retention through approaches which are innovative in terms of risk management, and mobilization of value creation resources".

Krauss and Harmas (2010, p.26) suggested another definition that combines the elements of marketing with the commercial spirit, arguing that it is : "like environmental management, an organizational function of creating, communicating and providing value to customers"...It consists of "managing customer relationships in a way that delivers value to the organization and its stakeholders ".

For Moris et al. (2012), "entrepreneurial marketing is distinguished by a set of strategies implemented for creating opportunities, and reaching customer intimacy on the basis of innovative products, adaptation, implementation of resources, and legitimacy of the emerging company and its products".

On another perspective, according to the prior literature on entrepreneurial marketing, there are three **major schools of thoughts** that revolve around this concept: (1) for the first one, entrepreneurial marketing creates value by developing relationships and marketing networks in small and medium businesses. It is employed to meet customers' needs and in order to enable a company to create radical innovations for opportunity discovery, evaluation and exploitation. (2) The second school emphasizes the influence of competitive resources (Coviello, Brodie & Munro, 1997 ; Carson & Gilmar, 2000), stating that small and medium-sized companies conduct adopt a business and marketing strategies which is fundamentally different from those of large/big firms. (3) For the third school, entrepreneurial marketing is adopted to explain the tactics of marketing as a function of strategic management. It is used to emphasize the tactics-centered on value and competitive advantage creation (Schindehutte, Moris and Kocak, 2008 ; Webb et al, 2011).

1.2. Market orientation

The 1990s were marked by the two fundamental works, those of "Kholi and Jaworski" as well as "Narver and Slater". These two authors' writings were the starting point for research on market orientation. Their main objective was to assess the influence of market orientation on performance.

In what follows, we will present the two behavioral and cultural approaches from the definitions of Kholi and Jaworski (1990) as well as Narver and Slater (1990). An emphasis on the points in common between the two definitions will be then outlined, before clarifying the concept of market orientation from the literature.

According to Kholi and Jowarzki (1990), a market-oriented organization should rely on those main pillars, which are customer/competitor orientation inter-functional coordination, coordinated marketing, and profitability objectives. In addition, market orientation is the translation of marketing into practice. It corresponds to the implementation of marketing practices and is considered as one of the key elements of the behavioral approach of market orientation. In other words, marketing intelligence is about empowering, understanding consumers' needs and expectations.

According to Kholi and Joworzki (1990, p.6) "market orientation is the organizational production of information on the current and future needs of consumers, the dissemination of this information in the various departments of the organization, and the reactions on it. Through this definition, the production of information (market intelligence) can be traduced into the current and future needs and preferences of consumers, to which are added the exogenous factors that might influence them (government regulations, technology, competition ...). The dissemination of information, that is to say marketing information is not the prerogative of the marketing department but of all organizations. The dissemination of information should be formal rather than informal. The reaction to information can be explained by the need to use marketing knowledge, i.e. the exploitation of information.

The notion of market is fundamental in the definition of Kholi and Jaworki (1990) for two essential reasons: on the one hand, all the departments of the company, and not only the marketing department, should take into account the market trends into their strategies. On the other hand, the notion of market refers essentially to customers; and therefore should integrate the forces that might influence them.

To shed some light on **the cultural approach of market orientation**, the definition of Narver and Slater (1990) should be revisited. Those scholars who set out to characterize the cultural components of the market orientation, identified three behavioral components that built up this concept : customer orientation, competitor orientation, and inter-functional coordination.

Besides, from the findings of those same researchers, customer orientation could be assimilated to the current and future needs to have a vision of potential consumers in the present and the future. Competitive orientation refers to the fact that each company is appealed to recognize the strengths and weaknesses of its competitors, as well as their capabilities and strategies. Finally, cross-functional coordination relates to the coordination of the company's resources in order to create benefits for the target customers.

On another perspective, Narver and Slater (1990) emphasized the effects of market orientation on performance. Market orientation is the organizational culture that can produce the right consumers (Desphande and Webster, 1989). Therefore, market orientation is more appropriate to create added value for customers. According to Aaker (1989) and Porter (1985), it is fundamental for a company to create competitive advantages.

It will be noteworthy to mention that the three behavioral components are conceptually linked

to maximize long-term profits and added value generation for the target clients. Several researchers, such as Desphande and Webster (1989); Narver and Slater (1998), or Humburg and Pflesser (2000), advocated the cultural view of marketing orientation and proposed many related models like the following ones.

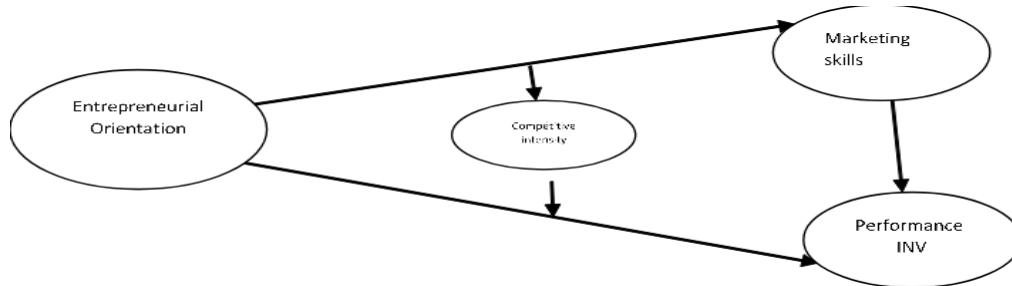


Fig1. Conceptual model of Martin and Javalgi (2015, p.2042)



Fig.2. The model of Gungor Hacioglu et al. (2012, p. 303)

2. RESEARCH METHODOLOGY

2.1. Sampling and procedures

The target population of our enquiry consists of directors of exporting companies, as well as marketing and export managers working in different regions of the country.

This sample was initially made up of 80 persons, but was ultimately limited to 57 respondents. The sample dimensions fall under the following criteria; (1) the availability of the Chairman and Chief Executive Officer and managers to answer our questionnaire, and (2) the geographic representativeness of the respondents.

The objective of this research is to assess the performance of exporting companies through: the operationalization of research variables. The research model includes two types of variables:

The explanatory variables that represent the different aspects of the effect of entrepreneurial marketing. They incorporate : (1) the marketing capabilities of the company, referring to "price", "product", "place", and "promotion". (2) Entrepreneurial orientation assessed via "innovation", "risk taking" and "pro-activity". (3) Market orientation measured by "customer orientation", "competitor orientation", "inter-functional coordination".

The explained variable which corresponds to the performance of exporting companies, measured via "profitability", "growth" and "satisfaction".

For more precision, we retained 10 variables, which were collected through an extensive review of the literature on the subject.

Performance can be triggered by many factors, some of which are important and immediate. Some are not important and often not be straightforward using dummy variables and exercise testing structural disruption was captured in all 10 variables identified by the literature review in a large study.

It is appropriate to test the hypotheses that we have drawn from the literature on a sample of 57 Tunisian companies' directors and managers that they all recognized as performing well. Then, the SPSS (version 20) software was employed for the statistical processing of the data collected. Linear regression is the explanatory method chosen. This turns out to be the most adequate method to undertake a quantitative approach through 4 quantitative explanatory variables presenting the effects of entrepreneurial marketing on the performance of exporting companies.

2.2. Validation of measurement scales

The validation of measurement scales consists in verifying whether the items are used properly to reach the research objectives (Evrard et al, 2003). It ensures the internal validity of the scale. For this purpose, the method of principal component analysis (PCA) was applied. Such a method enabled to go from a large number of items or statements to a smaller one, by gathering together indicators that measure the same dimension. Thus, a certain number of factors (principal components), were obtained. Each one of them represents a dimension of the corresponding variable; whereas the principal component analysis takes into account the variance of all the items. It extracts several factors from the correlation matrix in order to explain as much variance as possible in a variable with the smallest possible number of items. It checks out the key fundamental properties necessary for the validation of a measurement scale, namely: the convergent validity and the discriminant validity, which represent respectively the construct validity as well as the measurement of reliability (through the Cronbach's Alpha coefficient).

In the proposed research model, the dependent variable is approached through marketing ability, entrepreneurial orientation, and market orientation. By doing so, the dimensionality and internal consistency of the measurement scales will be tested.

In what follows, and in ascending order of assumptions, we will apply the validation of the measurement scales to the data collected in the reference and control sample.

To ensure the reliability of the measurements, the coefficient "Alpha" of Cronbach "was calculated in order to check the internal consistency of each scale, as recommended by Evrad et al (2003).

The closer the "Cronbach's alpha" coefficient is to 1, the better is the internal consistency of the scale. If it approaches 0, the consistency is weak, which indicates that the sample of items poorly reproduces the construct that we are trying to measure. In this case, the exclusion of certain

items is necessary, mainly those of which "Cronbach's alpha" is less than 0.6. This coefficient is otherwise acceptable if its value varies between 0.6 and 0.8.

3. MAIN RESULTS

3.1. Convergent validity

3.1.1. Marketing capacity

As already unveiled, marketing strategy refers to the development of an appropriate marketing mix. The main elements of the marketing mix are the “4P”, which correspond respectively to the product, the price, the promotion (via different means of advertising) and the place (where to distribute). The marketing mix involves: (1) the selection of customers or markets, (2) the analysis of their buying motives and behaviors, (3) the market segmentation on an appropriate basis, as well as the assessment of each segment and (4) the choice of the appropriate segment for the target market.

Following the exporting factor analysis carried out on the various dependent and independent variables, 13 factors summarizing our investigation were retained. The final structure of our measurement scales shows that all the criteria necessary for their purification were respected. The various items selected show strong correlations between them relatively to a single factor with factorial weights greater than 0.5.

Thus, the results of the different scales’ analysis revealed an overall acceptable internal consistency for all the variables. The obtained scales have then a good convergent validity.

The table below summarizes the results of the various analyses already mentioned.

Table 1 : Convergent validity and reliability of marketing capability

Categories	Number of items	Cronbach's alpha	K.M.O	% variance
Product	3	0.904	0.666	83.968%
Price	3	0.949	0.698	90.838%
Communication	3	0.936	0.730	88.671%
Distribution	3	0.919	0.753	86.000%

3.1.2. Entrepreneurial Marketing

Entrepreneurial marketing is an important factor that has a great impact on the process of international business. In addition, every business has to focus on the dimensions of

entrepreneurial marketing to ensure the success of its activities in foreign markets. The literature presents various dimensions of entrepreneurial marketing. Among them, three key items could be listed: innovation, proactivity, and risk taking. Through an analysis of reliability and validity of entrepreneurial marketing variables, the following results were obtained.

Table 2 : Convergent validity and reliability of entrepreneurial marketing

Categories	Number of items	Cronbach's alpha	K.M.O	% variance
Innovation	3	0.791	0.644	72.285%
Risk taking	3	0.794	0.686	71.515%
Proactivity	3	0.848	0.613	77.700%

3.1.3. Market orientation

Based on the previous literature, two essential studies were considered to assess market orientation: Narver and Slater (1990) and Kholi and Jaworzki (1990). According to those scholars, market orientation is a strategic determinant for superior performance as it intends to develop the skills that are required for it. The reliability and validity of its correspondent dimensions are presented as follows.

Table 3 : Convergent validity and reliability of market orientation

Categories	Number of items	Cronbach's alpha	K.M.O	% variance
Customer orientation	3	0.930	0.760	87.724%
Competitor orientation	3	0.847	0.689	76.731%
Inter-functional coordination	3	0.891	0.714	82.022%

3.2. Discriminant validity

A factor analysis based on principal components was applied to the overall performance of 57 Tunisian exporting companies in order to find out the groupings of variables that are strongly correlated between them and to check the discriminant validity.

As mentioned earlier, our conceptual research framework revolves around three multidimensional variables: entrepreneurial orientation, market orientation, and marketing capabilities.

The principal component factor analysis is applied to each multidimensional concept through the variables identified within each block. We opted for the Varimax method with orthogonal

rotation of the axes, to obtain the best number of factors. The statistical analysis makes it possible to bring out an overall picture of performance, which is similar to that developed by researchers in the field.

The items have clear factor contributions on each factor and each item associated with a factor has a strong contribution to that single factor. This factor structure suggests that the construct validity is satisfactory with regard to the discriminant validity criterion.

3.2.1. Discriminant validity of entrepreneurial orientation

Regarding entrepreneurial orientation, the fit results yield to a KMO measure of the appropriate sampling of 0.614, while the Bartlett's test of sphericity was significant ($\text{Khi}^2 = 280.850$, $\text{ddl} = 6$, $p < 0.000$), indicating sufficient inter-correlations.

As the following table shows, we have managed to retain the three components that explain the “entrepreneurial orientation” dimension of our study. Those components explain the variable at 77.478%; a percentage that is considered as relatively good. We can also point out that the items retained have Cronbach’s values greater than 0.7.

The first factor, named “pro-activity” includes the items (proac1, proac2 and iproac3) with contribution coefficient which vary between (0.815 and 0.879) it explains the total variance at 27.157%.

The second factor corresponding to “risk taking”, is presented through the items (price1, price2 and price3). Their factor contributions exceed 0.8. This axis has a total explained variance of 25.642%.

The third factor named “Innovation” has a total explained variance of 24.680%. This component brings together the items (innov1, innov2, and innov3) with a contribution exceeding 0.81.

Table 4 : Results of the factor analysis of entrepreneurial orientation

Items	F1	F2	F3
Innov1		0.823	
Innov2		0.818	
Innov3		0.810	
Proa1	0.815		
Proa2	0.879		
Proa3	0.868		
Risk1			0.812
Risk2			0.897
Risk 3			0.808
Explained variance (%)	27.157	25.641	24.680

Total variance (%)	77.478
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KMO	0.614
Chi-square	280.850
Ddl	36
Meaning of Bartlett	0.000

3.2.2. Discriminant validity of market orientation

For the market orientation dimension, the fit results gave an appropriate sampling KMO measure of 0.745, while Bartlett's test of sphericity is significant (Chi-square = 373.093, dof = 36, $p < 0.000$) and indicates sufficient inter-correlations.

The exploratory factor analysis lead to three main factors using the statistical criteria described above. The first factor explained 30.079% of the common variance and the other factors successively explained 28.502% and 25.368% of the variance. The three components explain the concept at 83.949%; a percentage that could be relatively good.

The principal component factor analysis shows that, after a Varimax rotation, the matrix of factorial weights is composed of a simple and clear structure. The first factor obtained the highest weights (0.870 - 0.931) with the three items (customer 1, customer 2 and customer 3). The second factor obtained weights greater than 0.83 with the items (concur1, concur2 and concur3). As for the third factor, it had significant weights greater than 0.81 with the three items (coorinter1, coorinter2 and coorinter3).

The three items are named successively as follows “customer orientation”, “competitor orientation” and “inter-functional coordination”.

Table 5 : Results of the factor analysis of market orientation

Items	F.1	F.2	F.3
customer 1	0.931		
customer 2	0.898		
customer 3	0.870		
Competition1		0.856	
Competition2		0.836	
Competition3		0.868	
COORINTER1			0.812
COORINTER2			0.873
COORINTER3			0.877

Explained variance	30.079	28.502	25.368
Total variance	83.949		

KMO	0.745
Chi-square	373.093
Ddl	36
Meaning of Bartlett	0.000

3.2.3. Discriminant validity of marketing capabilities

Regarding marketing skills, the fit results gave a KMO measure of the appropriate sampling which is 0.730, while the Bartlett's test of sphericity is significant ($\text{Khi}^2 = 674.413$; $\text{dof} = 66$; $p < 0.000$) indicating sufficient inter-correlations.

As can be seen from the table below, we have managed to retain the three components which explain the “entrepreneurial orientation” dimension of our study. The components explain the concept at 89.042%; a percentage that could be considered relatively good. We can point out that the items retained have values greater than 0.7.

The first factor, named “price” includes the items (price1, price 2 and price 3) with contribution coefficients which vary between (0.856 and 0.923). It explains 23.130%. of the total variance. The second factor called "distribution", is presented through the items (distrip1, distrip2 and distrip3). Their factorial contributions exceed 0.85. This axis has a total explained variance of 22.361.

The third factor referring to “communication” has a total explained variance of 22,039. It brings together the items (comm1, comm2 and comm3) with a contribution that exceeds 0.88.

Table 6: Results of the factor analysis of marketing capacities

Items	F.1	F.2	F.3	F.4
price1	0.923			
Price2	0.885			
Price3	0.856			
distrib1		0.889		
Distrib2		0.888		
Distrib3		0.927		

comm1			0.922	
Comm2			0.946	
Comm3			0.831	
Pdt1				0.854
Pdt2				0.937
Pdt3				0.903
Explained variance (%)	23.130	22.361	22.039	21.512
Total variance (%)	89.042			

KMO	0.730
Chi-square	674.413
Ddl	36
Meaning of Bartlett	0.000

3.2.4. Discriminant validity of performance

For the dimension of the dependent variable, the fit results yield to a KMO measure of the appropriate sampling of 0.852, while Bartlett's test of sphericity is significant (chi-square = 605.927, dof = 66, $p < 0.000$) and indicates sufficient inter-correlations.

The exploratory factor analysis identified three factors using the statistical criteria described above. The first factor explained 28.817% of the common variance and the other factors successively explained 25.053% and 25.959% of the variance. The 3 components explain the variable at 82.829%; a percentage that could be relatively good.

The principal component factor analysis shows that, after a Varimax rotation, the matrix of factorial weights is composed of a simple and clear structure. The first factor obtained the highest weights (0.790 - 0.870) with the 4 items (profitability1, profitability2, profitability3 and profitability4). The second factor obtained weights greater than 0.79 with the items (growth1, growth2, growth3 and growth4). As for the third factor, it had significant weightings greater than 0.84 with the 4 indicators (satis1, satis2, satis3 and satis4).

The three performance dimensions are thus named "profitability", "growth", and "satisfaction", as shown in the table below.

Table 7 : Results of the factor analysis applied on performance

Items	F.1	F.2	F.3
Profitability1			0.790
Profitability2			0.826
Profitability3			0.798
Profitability4			0.870
Growth 1		0.792	
Growth 2		0.843	
Growth 3		0.875	
Growth 4		0.913	
SATIS1	0.876		
SATIS2	0.899		
SATIS3	0.890		
SATIS4	0.849		
Explained variance	28.817 %	28.053	25.959 %
Total variance	72.829%		

KMO	0.852
Chi-square	605.927
Ddl	36
Meaning of Bartlett	0.000

3.3. Research hypotheses' testing

Testing the hypotheses of our research involves checking the influence of the explanatory/independent variables on the dependent variable.

Performance then involves subjecting the relationships formulated in the econometric tests to hypotheses in order to determine, when they exist, the importance and significance of the contributions of the independent variables on the variants of the dependent variables. To do this, we use simple and multiple regression techniques.

The impact of Entrepreneurial orientations on market orientation.

First of all, the impact that entrepreneurial orientations might have on customer orientation, competitor orientation and inter-functional coordination in exports is checked through three factors constituting this dimension "pro-activity", risk taking "and innovation.

They have been tested in relation to "customer orientation", concurrent orientation and inter-functional coordination, which are designated as independent variables. The strength of this relationship translates into the correlation coefficient (R).

Predictive measurement (R-tow). Thus, the assessment of the goodness of fit of this regression. We use the Fisher test. The question is whether the risk considered, the multiple R, is significantly different from O in the sample studied.

Table 8 : list of hypothesis

H1	Entrepreneurial orientation positively influences market orientation.
H2	Entrepreneurial orientation positively influences the marketing capacities.
H3	Market trends have a positive effect on marketing capabilities.
H4	Marketing skills have a positive influence on performance (profitability).
H5	Marketing skills have a positive impact on performance (growth).
H6	Marketing skills have a positive impact on performance (Satisfaction).

4. RESULTS' INTERPRETATION AND DISCUSSION

We have just presented the raw results of our treatments; we are now going to interpret them. All the interest of a research lies in the exploitation of the results obtained, with a view to contributing to the improvement of the knowledge and understanding that we have of the associated concepts and practices which are at the origin of our problem. The obtained results seem interesting both from a theoretical and managerial point of view. On the one hand, they allow us to discuss the nature of the concept of marketing capacities, entrepreneurial orientation and market-oriented, they encourage, on the other hand, to seek managerial explanations for the validation and refutation of our assumptions.

For our research, we started from four postulates, broken down into four sets of hypotheses: the dimensions of entrepreneurial orientation have a positive effect on the dimensions of market orientation is presented in our research as the first hypothesis. To justify this hypothesis, we referred to the writings of Pascal and Shin (2015) as well as Matetwa and Kayabasi (2016). In their respective studies, those scholars explained the importance of entrepreneurial orientation to improve the market orientation of exporting companies. Similarly, in our research, it was found that innovation has a significant influence on customer focus. On the other hand, pro-activity and risk-taking do not have an effect on customer orientation. For the concurrent orientation, results revealed that pro-activity is the only variable that is impactful. On the other hand, risk-taking and innovation do not have positive effects on the competitive orientation. Inter-functional coordination (as a component of market orientation) is influenced by innovation. Indeed, innovation seems to be well considered in the various departments of any company (production, marketing, ...) so that it ensures its performance.

Regarding the second hypothesis, the dimensions of entrepreneurial orientation have a positive influence on marketing capacities. For this purpose, we explored the studies of Javalgi and Martin (2015) and Qureshi et al (2017), who examined the effect of entrepreneurial orientation on marketing capacities through the importance of innovation variables, risk and pro-activity in the marketing department, that is to say to strengthen the components of marketing capacities and especially the product which must always be innovative. Moreover, one should not take more risk in setting the price because the price is very important for the customers. In our case, product impact innovation, in most of the companies we have visited innovation is the key to

product success in foreign markets. On the other hand, proactivity and risk do not have a positive effect on the product, for these companies the risk is low and the competitor's product capabilities are limited. But pro activity has a positive impact on the price and the other two components of entrepreneurial orientation have no impact on the price. Indeed, the company must take into account the setting of its selling price abroad, the pricing policies of its main competitors in order to guarantee its competitiveness in the face of customer needs. Distribution as a component of marketing capabilities is not influenced by innovation, risk-taking or proactivity, because not all companies manage the distribution of their foreign customers, therefore, for them, distribution is not important. On the other hand, communication has a major role in enhancing the Tunisian exporting companies' performance. Moreover, innovation has a positive effect on communication regarding technological change for example.

For the third hypothesis, it assumes that the dimensions of market orientation have an impact on marketing capabilities. To analyze the obtained results after checking it, we referred to the work of Martin and Javalgi (2015) as well as Jaworski and Kohli (1993). For those scholars, the concept of market orientation is important to characterize the way an organization implements its marketing capabilities and to see to what extent such capabilities could contribute to the performance of a company. Customer orientation is the level of engagement for businesses allowing meeting customers' needs and expectations. All business goals are guided by customer satisfaction. The benefit for businesses lies in understanding customer needs. In our case, too, customer orientation has a positive impact on the product. On the other hand, the competitive orientation has a significant effect on the price, in accordance with what he finds in the research of Jaworski and Kohli (1993), it is necessary to pay attention to the prices of the competitors because the price plays an important role in gaining clientele. Another time we find that the distribution is not influenced by the components of the market orientation as we have already said the distribution has no interest for the exporters and they do not take any responsibility for the distribution of the products in the markets. Foreign countries. But still communication is important because we find that the concurrent orientation has an impact on communication.

Finally, concerning the fourth hypothesis which considers that marketing abilities have a positive influence on performance, we have measured performance through profitability, growth and satisfaction. For this, we relied on the research of Al-Manasra and al. (2013); Gounaris and Siampos (2015); Pascal and Shin (2015); Martin and Javalgi (2015); Kayabasi and Mtetwa (2016) and Qureshi and al. (2017). Marketing skills involve the rapid development and launch of a new product and the rapid response to any change using pricing skills. Marketing capabilities are the processes by which companies choose the value propositions intended to target customers and deploy the resources to deliver the value offerings in pursuit of desired goals. Marketing skills can be defined as the skills developed and displayed by the organization to coordinate the tasks of the company and the exploitation of resources to achieve its goals. In our research, we aim at demonstrating that the product is a key determinant of

profitability and growth of companies. In other words, the more the product adapts to customer expectations, the more the exporting company might ensure its profitability and growth. On the other hand, when we talk about satisfaction, we have to touch the price and the distribution. The customer is interested in the product, its effectiveness, its usefulness.... Nevertheless, he is more attracted by the price, the distribution services and the communication strategy offered by suppliers.

CONCLUSION

In the present study, we have traced that entrepreneurial marketing is essential for the success of Tunisian exporting companies. In addition, the interplay between market orientations, entrepreneurial orientation and marketing skills have led to a positive influence on business growth and development. Consequently, entrepreneurs are appealed to draw a special attention to their marketing practices and invest in developing their marketing capabilities. Besides, public authorities should encourage business leaders to improve their marketing activities, by offering them additional funds and credits.

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Comparative Analysis of Marx, Weber, and Pomeranz Views on the Historical Economic Potential of the West and the East

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ABSTRACT

Among the modern paradigms of research it is particularly interesting to compare the views of two great German thinkers, Karl Marx and Max Weber. For Pomeranz, the problem is how to explain why European economies did not decline like China. Unfortunately, Marx's special comments on Asian societies are now considered to represent typical Eurocentric reasoning at the time, which led generations of scholars to a dead end when they sought a universal and unchanging Asian mode of production.

Modern historical studies have seriously challenged the Marxist and Weberian repetitive view that the political, institutional, and cultural context in which economic activity took place in Asia 100 years before the Industrial Revolution was very different from that of Europe.

An analysis of historical research on the Asian economy (as well as European) in recent decades tells us not only about the advanced, developed and underdeveloped regions of Western Europe, but also how Kenneth Pomeranz would say about the "World of Amazing Similarities" across Eurasia.

These studies have rendered virtually the whole corpus of Marxist and Weberianist interpretations useless. It was no longer self-evident that, centuries before the Industrial Revolution, European economies had in fact experienced particular shifts toward capitalism. Why did Asian countries use human, wind and water energy and not coal? The study of the geology, geography and transport of that period does not provide an answer.

Keywords: Eurocentric, Industrial Revolution, Capitalism

INTRODUCTION

For Pomeranz and other scholars (who reject the Eurocentric explanation of great divergence in terms of Smithian growth, the problem is how to explain why European economies did not decline like China and instead gradually extended mechanized methods of production to manufacturing and transport. Pomeranz gave a very convincing answer to the key question "Why did it happen that the English economy did not continue to develop like the Yangtze Delta?"

1. CHAPTER –HISTORICAL VIEWS ON CAPITALISM

For the last few decades, there has been a debate about the great divergence between the economies of Europe and China in the era of mercantilism and industrialization.

The tradition of researching the wealth and poverty of the peoples dates back to the time of Herodotus. Among the modern paradigms of research it is particularly interesting to compare the views of two great German thinkers, Karl Marx and Max Weber. Both scholars took a keen interest in the evolutionary processes of the economies of India, China, the Americas, and Russia. Weber's works relate to Eastern religions, philosophical schools, cities, states, and look much more serious than the works written by Marx and Engels combined.

When we want to understand the patterns of material progress and decline on continents, regions, and individual countries over a long period of time, it is interesting to distinguish between Marxist and Weberian approaches.

1.1 Karl Marx on Industrial Revolution

Marx was classically engaged in the study of the potential of material progress, which was reflected in the "rule of production." In contrast, the Weberian "research program" can be divided into two parts:

1. Comparison of hegemonic systems of faith (cultures) that operate in economic life to promote or limit individual and group behavior.
2. Empirical analysis of the historical, political, legal and institutional frameworks that accompany economic activity and assess their impact on the development of the economy around the world.

According to classical Marxist theory, the only rule of production that can ensure sustainable material progress is "capitalism." It is based on hired labor and capital accumulation. Marx discovered that the first transition to the rule of capitalist production took place in Western Europe.

The "deviant" (or additional) Marxist paradigm was recently developed as a result of research conducted by the School of Historical Sociology of World Systems. The school argues that the transition to capitalism, or to commercial society, that ultimately led to the creation of a successful industrial market economy, took place in Western Europe three or more centuries before the Great French Revolution and the first British Industrial Revolutions. This shift was due to the emergence of intercontinental trade and the colonization of North and South America. European ports were receiving ever-increasing flows of goods from all over the world, both across the Atlantic and the Indian Ocean. At the same time they were receiving political, institutional and cultural feedbacks.

Classical Marxist scholars defend canonical texts related to the progressive and non-progressive order of production. They join neoclassical scholars who have argued that Europe's own history was the driving force behind Europe's earliest transition to capitalism.

Discussions about transformations from one traditional economic system to another remain unresolved.

Here we are talking about how to determine and measure the importance of endogenous forces compared to exogenous forces that lead to economic growth in one part of the world economy (eg Europe) and at the same time cause growth retardation on the continents of Asia, Africa and South America.

Marxist studies devoted to the Asian rule of production and to the existence or absence of specific forms of "feudalism" outside Europe seem to be more of a theory today than a historical reality. Moreover, during the Cold War, classical Marxism looked less effective than its Weberian counterpart.

This difference in the standard of living between the West and the rest of the world was especially evident in the 1700s and later in the 19th and 20th centuries. Unfortunately, Marx's special comments on Asian societies are now considered to represent typical Eurocentric reasoning at the time, which led generations of scholars to a dead end when they sought a universal and unchanging Asian mode of production.

1.2 Max Weber on Capitalism Development

The works of Max Weber are impressive. His approaches, research-related topics, and questions have created new paradigms in the history of global material progress among works written over the past decades. He researched great periods of history, read much about classical and Eastern civilizations, and used comparative methods to find out why capitalism emerged in the West and not in the East.

Having read the historical material reflecting millennia, Weber acknowledged that the economies of India and China at historically early stages were already showing astonishing levels of scientific and technical development. Weber acknowledged and appreciated the fact that the Arab and Asian peoples had created complex systems and effective institutions for domestic and foreign trade long before European merchants began regular voyages across the Indian Ocean in the China Sea and around them in the 16th and 17th centuries.

For Weber, the discovery and colonization of America was of less importance than for Karl Marx and Adam Smith. He did not place the possibility of making a profit from transatlantic trade and colonization higher than the endogenous forces that had provided economic growth in Europe for centuries. Thus, like classical Marxism, Weber shared the view that the accumulation of capital and the evolution of slaves through the transition to the free market became "direct" determinants of material progress in Western Europe.

Along with Montesquieu and other Enlightenment thinkers, Weber (and the Weberians) believe that there were obvious contrasts between the institutional, ideological, and legal frameworks of Europe and Asia in which economic activity, especially domestic and foreign trade, took place. Significant differences in religious beliefs, family life, cultural conditions, institutional frameworks, and political systems contributed to different rates of economic growth, which ultimately led to a clear division of the world economy into rich and poor countries.

2. CHAPTER –GREAT DIVERGENCE OR GREAT RESEMBLANCES

As a prerequisite for any scientific analysis, it will be necessary to determine the differences in living standards in dynamics between the western and eastern points of the Eurasian continent. It is suggested that the difference between GDP per capita and labor productivity, calculated for the pre-World War I period, should logically begin several centuries earlier. Recent studies in Asia have shown that living standards in Western Europe, the coastal regions of China, and southern India did not differ greatly from each other in the 18th century.

2.1 A New Global History of “Strange Similarities”

Scholars of world history, whom opponents call "Eurocentrists," have come up with "Weberian" and "Marxist" evidence that the economy of northwestern Europe was moving in a more promising trajectory than the developed regions of Asia centuries earlier. This is evidenced by European cultures, political systems, property rights, and legal frameworks, regimes for the acquisition and dissemination of credible knowledge, commercial and financial organizations, trade networks, commodity, labor and capital markets.

Labor and capital are the components that most likely determined the origins of factories, mechanized industry, steam locomotives, mechanized manufactures, agricultural reorganization, trade in concentrated areas, and the origin of functional firms.

Three decades ago, Marshall Hodgson, who is considered as the father of modern global history, argued that "all attempts at the pre-modernist period to describe the features of the West that would explain the differences in living standards between Europe and Asia may seem unsuccessful after historical analysis

Two generations of post-war scholars in India, China, and Southeast Asia whose ideas have recently been summarized in the works of such scholars as F. Brodel¹, K. Chaudhur, G. Frank, J. Goldson, J. Goode, J. Hobson, K. . Pomerantz, J. Reed, K. Sugikhara, D. Washbrook, B. Crosby, H. Zurdorfer et al fully shared this view.

After an impressive and detailed comparison of the levels and types of development of European and Asian economies of the period of early modernism, Brodel came to the conclusion that the densely populated regions of the world stood quite close to each other. Nevertheless, "there was a historical inequality between Europe and the rest of the world." Europe created historians and made good use of them. The history of Europe was best covered and they were able to use it well. The history of non-European countries is still being written. And until the balance of historical knowledge and interpretation is restored, historians refrain from opening the Gordian knot..

Prominent Western European historian David Landes, in his famous 600-page book *Wealth and Poverty of Peoples* (1998), shows in a Weberian spirit why "Europe has been a major driver of modernism and development over the last millennium."

2.2 Modern Historical Studies of Three Last Decades

¹ Fernand Braudel, *Civilization and Capitalism, 15th and 18th Century* (3 vols. London, 1984).

Modern historical studies have seriously challenged the Marxist and Weberian repetitive view that the political, institutional, and cultural context in which economic activity took place in Asia 100 years before the Industrial Revolution was very different from that of Europe. These economic activities have hindered the development and integration of commodity markets in Asia: the development of financial intermediaries, the expansion of private property rights, trade operations, proto-industrialization, and, above all, and the commercialization of agriculture.

An analysis of historical research on the Asian economy (as well as European) in recent decades tells us not only about the advanced, developed and underdeveloped regions of Western Europe, but also how Kenneth Pomeranz would say about the "World of Amazing Similarities" across Eurasia.

Kenneth Pomeranz was named the winner of the Toynbee Award in 2021. Pomeranz is Professor of History, East Asian Languages and Civilizations at the University of Chicago. The Pomeranian was named the winner by the committee. "Toynbee Prize Foundation seeks to contribute to the development of the social sciences"

"Kenneth Pomeranz deserves this prize. Many of his works are important achievements of historical science over the last 30 years. "They are being extensively discussed by scholars around the world, and their impact extends beyond the community of global economic historians."

These studies have rendered virtually the whole corpus of Marxist and Weberianist interpretations useless. It was no longer self-evident that, centuries before the Industrial Revolution, European economies had in fact experienced particular shifts toward capitalism. That effective, legal, behavioral, institutional, and political frameworks have been established for the formation, integration, and functioning of markets. That this led to progress (albeit at a slower pace and with a limited dose of technology yet). This process took place as described in Smith's growth model.

In addition, pre-industrial Asian historians have also discovered and analyzed "cultures" that helped hardworking and ambitious family farms to demonstrate wealth and luxury with their extra income. Their works show that, contrary to the expectations of Werner Zombart (and his modern European followers), general attributes of material life appeared together in many towns and villages on the Eurasian continent, and it was not uniquely just the rational and hard-working households of Western Europe.

Moreover, before the era of liberal imperialism, that is, the period from the Opium War to World War II, states everywhere were hindering the Smithian growth that would result from the expansion and integration of markets. This constantly repetitive, endemic but unconvincing notion that dynastic and territorial rivalry between European states was constantly creating a more fertile ground for the development of market forces in the era of mercantilism and the wars of the new modernist nation was also rejected.

Studies can identify, measure, and determine unmistakable differences in the scale and intensity of Smithian economic growth over time and space. By following the reconfiguration of the well-known and accepted Asian economic history, we may witness more sophisticated and carefully defined long-term historical definitions of the differences between East and West.

CONCLUSION

Opportunities to overcome the demographic crisis, which manifested itself: by expanding the boundaries of agricultural cultivation, by implementing rental reforms, by investing in infrastructure for regional trade and specialization, By relocating pastures to arable lands, improving water control, and providing supplies for effective food stabilization policies, all of this was done better in China than in Europe.

The answers proposed by Pomeranc are supported by modernist studies of China and Europe and relate to the contrasts between endogenous and exogenous potential. After thousands of years of successful land use experience, Chinese agriculture has found itself closer to the limit of its production potential than European agriculture.

Thus China's premature Smithian growth, already high levels of trade, and dependence on labor-intensive crops (especially rice) made the imperial economy more "environmentally vulnerable" than it was centuries before the Industrial Revolution in Europe.

Nevertheless, according to some researchers, the UK and other European economies have also followed a similar trajectory of declining revenues from food, fuel and fiber and rising spending. But there were two circumstances of enormous importance that ensured that serious problems were avoided for Europe. These include: the discovery of cheap and easily accessible coal reserves and America's fertile lands and rich natural resources.

It is difficult to make accurate calculations. In addition, all sectors of the heat industry (metallurgy, glass, ceramics, beer, sugar and salt, refined soap, starch, railways, ships) made a profit when coal was replaced by other more expensive and less efficient forms of energy. Side effects such as coal utilization, transportation, canal construction, precision machine building, engine refinement and distribution were avoided. All this was central to the beginning of the

"steam age". 1846-1914 The use of steam energy proved inevitable but not dominant. Still a few decades separated us from the golden age of liberal capitalism.

Why did Asian countries use human, wind and water energy and not coal? The study of the geology, geography and transport of that period does not provide an answer.

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**Challenges in Detecting Money Diversion Within Cameroonian
Organisations**

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ABSTRACT

The Doing business flagship body of the World Bank and quantitative indicator on the regularization of business, as well as the protection of property rights in 190 countries, noted in 2015 that the recovery of a debt or misappropriation lasts 2 years 8 months on average in the mysteries of the courts, costs the applicant 33.5% of expenditure (World Bank, 2014). This cost is indicative, as our judicial environment due to corruption can widen or increase. What is more serious is the payment in “money monkey” of this debt (Yota Kuété, 2016). In the absence of local statistics in the field, taking this reality into account allows us to understand that for a misappropriation of 10,000,000 (ten million XAF) in a company, it is necessary to prepare 3,350,000 (three million three hundred and fifty thousand XAF francs) for the costs of legal proceedings, and expect a reimbursement in crumbs. If a company had a capital of 20,000,000 (twenty million XAF) it would only be left with 6,650,000 (six million six hundred and fifty thousand XAF) and 13,350,000 (thirteen million three hundred and fifty thousand XAF) will be in an uncertain repayment circuit

This observation challenges research to a distribution of tools aimed at solving the embezzlement of money in companies, in order to allow investors or entrepreneurs to secure their funds as much as possible by limiting fraudulent subtractions of funds in companies and detection early hijacking schemes (OHADA Code).

Keywords: Fraud, Corruption, Detection, Embezzlement

INTRODUCTION

Organizations lose 5 percent of their revenue to fraud each year, according to a new report from the Association of Certified Fraud Examiners. Forty-three percent of the schemes have been detected by tips, and half of those tips came from employees. There are three main categories of occupational fraud, according to the report as depicted by figure 1. Asset misappropriation, which involves an employee stealing or misusing the employing organization's resources, happens in the vast majority (86 percent) of cases, but these schemes also tend to cause the lowest median loss. On the other hand, financial statement fraud schemes, in which the fraudster intentionally causes a material misstatement or omission in the organization's financial statements, are the least common (10 percent of schemes) but account for the costliest category of occupational fraud. The third category, corruption — which includes bribery, conflicts of interest and extortion falls in the middle in terms of both frequency and financial damage. Corruption schemes happen in 43 percent of cases and lead to a median loss. In sum, the range of fraud starting with petty cash embezzlement to great White-collar crimes has shaken the trust of investors and total financial world.

The frauds in the financial world are increasing at a rapid pace, that are resulting in trillions of losses to the nation's wealth. The tools and techniques that were used in the past are manually done, expensive, time consuming and prone to error. There is no good or bad method of fraud detection, it depends on the type of fraud one want to identify. Every method has its advantages and disadvantages; therefore, it is very important to determine, what is expected from the process, and also what the authors want the entire to perform for them. (Mua, 2015)

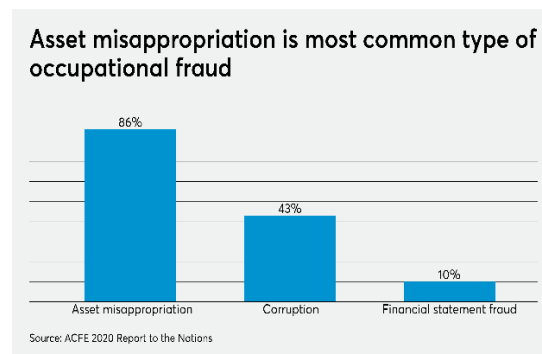


Figure 1: Asset misappropriation

Fraud, particularly those committed in companies, are real threats omnipresent in Cameroonian societies. They are likely to strike all businesses regardless of size, type. The association of “certified fraud examiners” (ACFE), defines fraud as “the use of one's own job in order to gain personal wealth while abusing or deliberately diverting the resources or assets of the company” this definition includes fraud committed by an employee, supervisor, officer or owner of an entity and for which the victim is the entity itself. This type of crime is also an internal fraud (Fleckinger, Lafay et Monnier, 2013:457).

Many business creators, managers, business owners, businessmen or entrepreneurs do not perceive quickly enough "shareholders or bosses" of another kind that they recruit in their company. This type of new shareholder who neither subscribes to the company's capital nor bears any charges, but shares the profits with the employers (Magnan et Cormier, 2010:61). Those who are egocentric contribute to the downfall of the company, under the ignorant gaze of the head of government of the company. The majority of companies go bankrupt because of the lack of foresight of the (real) bosses or the lack of mastery of management tools and especially the control of revenue or expense centers.

To secure finances, bosses must know the delicate areas and implement traceability procedures that vary depending on whether you are affiliated with a service, commercial or industrial company. By taking the "company" in the etymological sense, one limits its understanding. Thus, far from being an organization only, it is understood here also as an activity, a business etc ...

With the help of the environment, the prevention of embezzlement is better than a lawsuit to recover embezzled funds. Corruption being the master of justice in Cameroon (Assiga, 2001:721), its slowness ensures the coup de grace in a business world where speed is a strategic asset of competition and ambient corruption, you are not sure to recover the money embezzled by your employees, because they could corrupt the college of magistrates (Ngimbog, 2002). This situation offers an upstream detection of diversions, thanks to the mastery of acceptance tools and loads, in order to secure the entrances of the company as well as the exits. How to go about it if we do not identify, nor control the poles of possible and usable diversion?

1. PROBLEM STATEMENT

In an environment where corruption dictates its law, a new type of tacit contract is formed with employees, shareholders and the employer. This contract revolves more around the ability of each entity to divert money for personal gain. The decay of ardent morality, we find ourselves in a social system where the diversions go from the employee to the shareholder through the employer, the owners of capital are the victims of a crime of the majesty. The pursuit of corporate profits gives way to the egocentric pursuit of individual profits. This individualization of profit, in the company or the organization calls for an anticipation of palliative tools, so that investors continue to mobilize the funds necessary for the creation of companies or the implementation of projects by ricochet the creation of jobs. The proliferations of embezzlement lawsuits in criminal courts are legion (BICEC, a local bank) subject to embezzlement how many times that are the subject of the signatures of those who are not and will never be discovered (Fleckinger, Lafay and Monnier, 2013).

Another threat that contributes to corporate bankruptcy for subtle embezzlement into them is banking. Cameroonian banks taking advantage of the ignorance of its customers and the incomprehension of banking language to regularly abuse companies. Many companies pay aegis which are far from the general banking conditions submitted to them. Certain taxes are increased, the value date, the interest scales, the financing of projects, the provision of overbilled bank overdrafts. In short, Cameroonian bankers are not as holy as they try to make

users believe. Importers are often easy prey, in addition to credit applicants. Some to hide this state of affairs specify that the balance contained in their books is the only one valid and acceptable by the bank. This expression is the mask that hides the forest from diversions. Some bank transfer certificates invented from scratch by Cameroon's tax institutions have extended the list of corporate money embezzlement (transfer and tax transfer certificate) .

Another technique of embezzlement is that qualified as abuse of social assets, legal qualification of embezzlement fraud (Albrecht, Albrecht, Albrecht and Zimbelman,2015) various personal expenses at the expense of the company, as well as the signing or fraud of managers who favor their personal interests, in all illegality. These facts are punished by the penal code. Out of a dozen Cameroonian economic operators consulted, all have been at least once the victim of embezzlement in their business. These embezzlements are more those of assets or capital. The most affected are industries, retail banking and financial services. Even if public companies are the most affected in the hijacking, our gaze is more focused on those of the private ones. The most affected are not listed on the stock market. Small businesses with less than 100 employees are regularly victims of fraud (Silamakan Kante, 2016). This is explained by the frequent absence of efficient internal controls, sometimes non-existent and their limited resources. The distribution of the association Certified Fraud Examiners, association of fraud experts in internationally renowned companies based in the USA, recognizes that 42 % of frauds are detected by reports from employees, suppliers, customers or anonymous sources; 18.9% by internal company controls, 13.3% by internal auditors and 6.7% by external auditors. 42% of fraud is committed by employees, 38% by supervisors and 19.3% by managers or owners. Embezzlement or fraud caused by managers or owners tend to run into millions and are detected by reports.

The departments representing the highest percentages of fraud are: Sales department (17.4%), Company Head Office (15.1%), Accounting department (15.1%) and customer service department (12.8%)

2. COST OF FRAUD IN COMPANIES

The cost of fraud in business is difficult, especially since the embezzlement is clandestine, can sometimes go unnoticed in the document after several decades, also it is sometimes difficult to trace the amount embezzled by the perpetrator. Many companies to avoid bad publicity do not disclose fraud, it is generally accepted that for 100 XAF of revenue, 50 XAF disappear as a result of fraud. 50% XAF franc is the weighted average cost of fraud, not counting indirect job losses etc. This cost is higher when it comes to sole proprietorships.

Classically classified into three categories; they expand with the surroundings.

1. Diversion of assets or capital

Any conspiracy that includes the theft or abuse of active property of a business or organization, as well as the entry of sales, fraudulent billings, fraudulent payrolls and reimbursement of fraudulent expenses.

2. Corruption

Any plot to use his influence in a business transaction to obtain unauthorized gains (Meny, 1992: 241), contrary to his responsibility to his employer. Some examples are paying or accepting illegal bribes or tips.

3. Fraudulent financial statements

It is the deliberate falsification of an organization's financial statements in order to paint it more or less profitable than reality. Example: recording fictitious income, underestimating debts and expenses of the business.

3. HOW IS FRAUD EXECUTED

Embezzlement can involve money or non-monetary goods! Inventory of goods, equipment and more can be subject to fraud.

HOW IS MONEY GOING AWAY?

MONEY RECEIPT AND CASH OUT Money, including cheques or money orders, (Daniel Adeoyé Leslie, 2014) can be diverted into the day's receipts or into cash. Two methods can be used by fraudsters:

1. Skimming

It is the set of manipulations or techniques aimed at the diversion of money receipts before the entries in the accounting book, such is the case of an employee who pockets the receipts of a sale without however registering the sale in the cash register (27% fraud).

2. Cash theft: It is a maneuver by which money is stolen after it has been entered in the company's books. Thus, a supervisor who steals money from the daily deposit on his way to the bank (22.9% fraud).

Embezzlement of fraudulent money

Money is stolen from a business disbursement process. There are six (06) methods, Ndedi and Mua (2015):

1. Fraudulent billing.

It is the means by which the fraudster causes the issuance of a payment by his employer by submitting false invoices or supplier account, such as the creation of a company, the invoicing of fictitious services, the submission of account statements credit cards containing personal purchases.

2. Fraudulent payrolls

They are the submission of bogus claims for pay, adding a fictitious (imaginary) employee to the payroll, or inflating the number of hours or the hourly rate.

3. Handling of cheques:

For example, writing, altering or falsifying a cheque drawn on the company's bank account, such as a forgery by a third party, or issuing a cheque to the company's account to pay for personal expenses.

4. Electronic transfers:

These are involving the processing or submission of bogus requests for electronic funds transfers, such as a request to transfer funds to the bank from the account belonging to another company.

5. Reimbursement of fraudulent expenses:

Tips for an employee to submit a claim for fictitious or inflated business expenses, such as reimbursement for expenses for pleasure trips or a family meal.

6. Cash register misappropriation:

These are techniques where the fraudster records fraudulent sales refunds or cancels sales on a cash register in order to hide the stolen money.

NB: false invoices (38.6%) and handling of cheques or electronic transfers are the most frequent.

Fraud is common in three types of non-monetary property, Ndedi and Banaken (2020):

1. Stocks, equipment or supplies

These are tangible assets that are targeted.

Example: alteration of delivery slips in order to deliver the goods to the address of an accomplice or to receive shipments of financial resources.

2. Confidential information

Technique by which one extracts at the expense of confidential information or industrial secrets;

Example:

stealing personal information from a bank account holder in order to obtain fraudulent loans or credit cards.

3. Investment securities

These are the misappropriation of securities (Investment) such as treasury bills, bonds, company shares (Mao Ling Huang, Lie Liang, Quang Vinh Nguyen, 2009).

Five main methods for manipulating financial (O'Gara,2004) statement figures are listed:

1. Fictitious or inflated income

These are book entries that embellish the financial statements by recording sales of goods or services, or by inflating the amounts of current sales.

For example,

Alterations of the invoices in order to register a quantity of items sold greater than that currently delivered to customers, or the registration of sale to fictitious customers.

2. Underestimation of debts and expenses

Making entries allowing to distort the financial statements by entering debts and / or expenses incorrectly.

Examples:

the underestimation of the provision for guarantees, or the capitalization of costs that should be treated as operating expenses.

3. False demarcations:

It is a question of intentionally distorting the financial statements, by recording income in a different fiscal year from their related expenses.

Example:

Recording sales before they are made (before the good is delivered or the service is rendered). Or postpone expenses to future periods.

4. False valuation of assets:

This is a false assessment of the value of the business. This is the case when one fails to devalue obsolete inventory, or underestimates the allowance for bad debts.

5. False devaluations:

This is the case when management fails to disclose all material information in its financial statements in order to mislead its users. Failure to disclose any debts or transactions that appear apparent in the notes to the financial statements.

According to Mua (2015a), corruption is carried through:

1. Influence peddling:

It manifests itself in the fact that an individual offers, gives, receives or solicits something of value while having the aim of influencing an official or business transaction, without the endorsement of his principal. An example is an acceptance of cash rebates from a supplier for the purchase of an order by the employee.

2. Illegal tips:

Offer, receipt of a valuable gift with the aim of influencing an official or business transaction without the endorsement of its principal. An example is the acceptance of free travel following a decision to award a contract to a certain supplier.

3. Extortion:

It is the exercise of a malignant coercive force on a person in a transaction or in the delivery of a good, through coercion, threats, fear, economic constraints. An example is when an employee threatens to stop orders to a supplier if he does not offer cash.

4. Conflict of interest:

Holding of economic, personal, undeclared interests in a transaction that thus hurts the company. For example, the sale of goods at a lower price to a company owned by a family member of the fraudster. Fraud through corruption or conflicts of interest (77.1%) and bribes (40%). The majority of frauds are carried out by reporting. This gives support to the responsibilities of the statutory auditors and the external auditors. It is opportune to invite companies to further develop verification tests to detect and investigate indications of fraud. The manager must carry out this duty. (Ndedi and Banaken, 2020)

His position as head of government for the company makes detection by internal control complex and difficult. Reporting is the only method. In the absence of reporting techniques, the detection of hijackings is done more with internal audits. Internal audits are more likely to detect fraud, even these are less effective in government. Internal verification and that of the stock exchange gendarmes regularly make it possible to detect fraud. Internal audits are most effective in private companies. Anonymous mechanisms or a hotline to report irregularities or anti-fraud training (on ethics) to employees and managers, the implementation of internal audits

or fraud prevention, which carry out unannounced checks on a regular one, as well as an external verification are all measures. Reporting remains the key to detecting countless frauds. Technological innovation in the banking business has shifted the diversion to electronic means. The same is true of micro-finance or cooperatives.

Cyber-attack consists of a transfer to the accounts of hackers or the hacking of ATMs. Robert Hansen, of the WhitehatSec site, posted an interview with a hacker on his blog. To proceed with this fraud, it is necessary to know the mode of operation of the banking security systems. The hacker studies the financial institution and its partners to subsequently achieve a perfect "phishing". This phishing technique called "spear fishing" is sending emails to bank employees: it is about sending emails realistic enough to get the employee to take it into consideration. The objective is to enable the employee to open the attachment linked to the email: a single click on the attachment triggers the launch of a malicious program, which allows the hacker to control his victim's computer without them realizing it. Once the possession of the victim's computer is complete, like a long movement of "lateral displacement", the hackers navigate from computer to computer to find the one who administers the bank: it is this track that manages the transfers of money. The procedure is long, so a hacker is assigned to monitor employees' activities. (Ngalyuka,2013).

Another means of fraud is hacking into automatic teller machines (ATMs). Once they have entered the banks' computer system, the hackers identify the manager and the controller of the "ATMs" by taking out the banknotes. All that remains is to send a third party to look for money at the "ATM". Camouflage of the computer program comparable to the programs of the bank, and the respect of the limit of the amounts according to the legislation are as many precautions taken by the hackers. To reduce the success of such operations, Ease of fooling employees who open email attachments. (Ndedi and Kok, 2018)

Constant distrust and verification of the recipient's email address. Only one character may differ from the real address. All cyber-attacks are possible; the installation of computer security system in the bank must integrate more barriers possible so that a future intention is so costly that the hacker is discouraged. Network segmentation, which causes administrations to be placed in different networks from employees, is also a strengthening of IT security measures. There are also systems that detect an attack in progress and suspicious behavior, Ndedi and Banaken (2020)

Banks, tax auditors in partnership with the tax authorities do not fail to reach out when there is an opportunity in business. All these third parties take advantage of the ignorance of economic operators to help themselves in their business. They often weave their webs with the little self-proclaimed councils that are there only to make money regardless of their commitment to defend their principal or principal. From credit offers to imports, banks get rich on premiums, unjustified withdrawals, even in defiance of their general banking condition, regularly granted to customers. Bank reconciliation is necessary for monitoring banking operations and regularizing unjustified withdrawals. Tax filers who spend the time accepting damn sums are

prone to criminal agreements with inspectors for the purpose of scamming traders. (Ndedi and Banaken, 2020)

4. CONSEQUENCES AND DANGERS

With fraudulently acquired data, the crooks carry out banking transactions or use paid services in the name of the victim. With credentials, crooks have complete control over their victim's email account. All data can be read, criminals can write fraudulent emails to victim's contacts. Scammers have full access to the computer. The crooks call the phone and pose as an agent of a Microsoft company, state organization (tax / court) or legal body (lawyer). They try to convince the user to install malware, purchase a service, see a direct money transfer or send confidential business data. Consulting fees are requested. Thus the data of the credit card must be communicated or a transfer made.

Bogus services are bought or money is transferred for no good reason. The scams are manifested by requests for subscriptions to fake services, sending invoices, email bombs, illicit transfers by e-banking. Following a phishing or gathering information on social networks, the con artist will pose as the victim and disrupt their digital life. The usurpation can allow contracts to be made, the purchase of property on behalf of the victim. A new form of identity theft is rampant on dating sites or online dating sites with young African or Eastern European women seeking love. A scammer uses these photos and often requests money transfer before continuing with the correspondence. (Ndedi and Banaken, 2020)

On dating sites, face book, or messaging, the scammer asks the victim to send naked photos or record compromising videos. He then blackmailed for money. Some female or male partners take nude photos of their partners and brand them on face book networks etc.

It is malicious software that encrypts the data on the victim's computer as well as the network drives to which this computer is connected (Alata, Alberdi, Nicomette, Owezarki, Kaâniche, Les Actes SSTIC, 2007), which makes them unusable for the victim ransomware then displays a locked screen asking the victim to pay a certain amount in the form of bitcoins (virtual currency) to unlock the data.

DEFIGURATION OF WEBSITES

The disfiguration (mass defacement) of the sites is the process which makes it possible to take advantage of the security gaps of web servers to modify the context and the graphics of the sites (Candel, 2006). Their attacks sometimes have political motives and are the work of political activists. Image damage, heavy financial losses are all losses. Hackers use specific tools or ghost computer networks around the world without attacking any website or online service. The goal is to make it inaccessible for as long as possible and to waste money. In recent months,

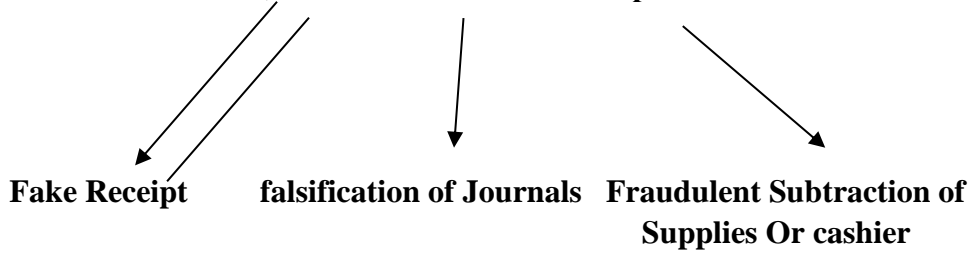
there has been such damage in the computer world where you have to pay in advance to avoid being attacked.

Structural Presentation of the company diversions

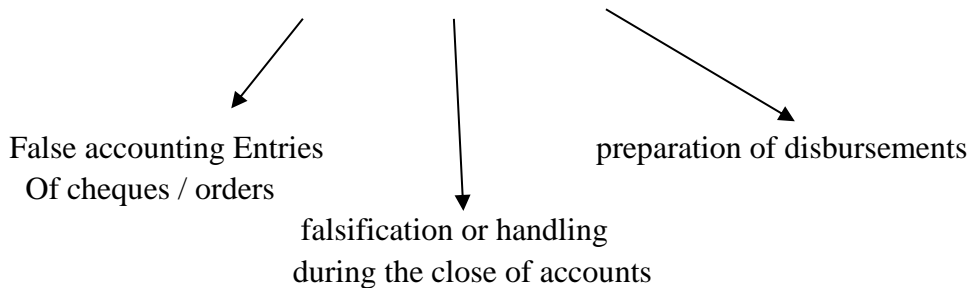
I. internally

- Commercial Enterprises

1) Commercial/Service Department

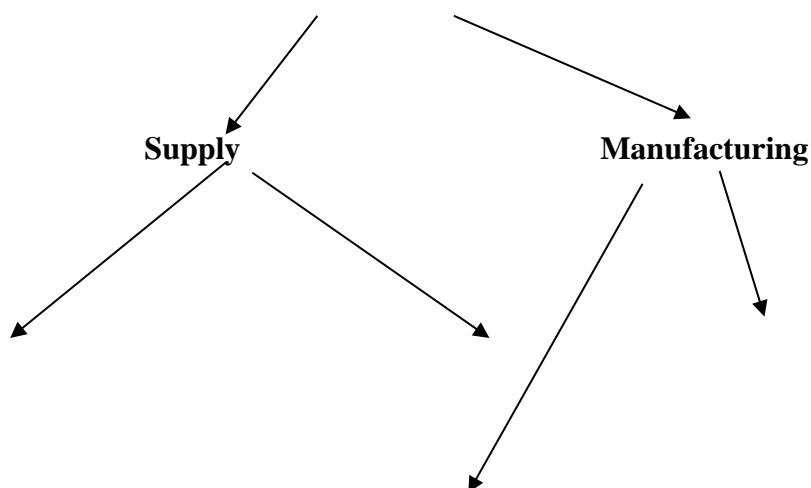


2) Accounting department



Industrial company

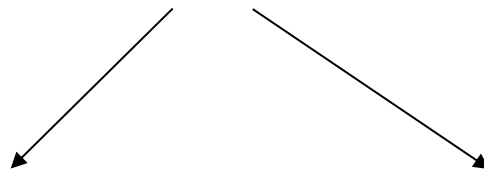
1) Production/Service Department



Fake purchase invoice	subtraction of the Raw materials Accounted to the commercial service	Declarations or shipments not
	Incorrect accountable quantity	

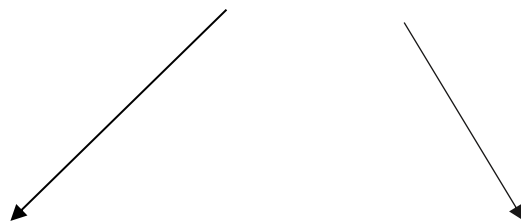
ACCOUNTING (SERVICE)
Identical fraud or similar modus operandi

Supply Service:



Overbilling of equipments or accessories Indication of non existence purchases

Accounting Department



Coaction with cash at hand Invention of positions not appropriate.

CONCLUSION

Nowadays, the expression Fraud does not need any formal introduction, the disaster it has been creating since the past three decades has left an everlasting effect on the world. It has become a part of almost every company in recent times. No matter what is the size, geographical location or the industry of the company, the impact is always highly negative.

Without claiming to have completed all the ways and means leading to embezzlement in companies, this practice seems to become the passion of young people and a few adults in

search of illicit enrichment for the purposes of social prestige. Its expansion calls for urgent reflection and action. The state and investors must set up strategies to secure their investments (Delville, 2010). Improved asset security is an ideal or mobile sea serpent. The more we explore solutions, the more new techniques are born.

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Corporate Social Responsibility Communication Policy in India and its Relations with the World Economy- An Analytical Study on CSR and Communication Policy

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ABSTRACT

Human Societies have witnessed many revolutionary advent and changes all over the World. One of them is advent of Corporate Social Responsibility activities done by organizations both public and private, who contribute their earned profit share for the welfare of downtrodden sections of the society. This is also combined with the big umbrella of sustainability concept for the survival of any business organization in the competitive environment.

With the start of 2000 year, all over the World including India have been focusing upon corporate social responsibility area because only any government cannot fulfil the requirements of development process in the country and society.

After these two decades still, companies and organizations in India are shy to adopt CSR activities as their strategic policy and companies assume it as philanthropy and donations to NGOs. It is found that India government is not very clear on CSR policy and there are not clear guidelines for companies regarding CSR policy, especially its CSR reporting and communication and CSR Audits.

In the perspective, this study focuses to analyse the CSR policy available and what needs to be included to make it more proactive for the companies.

Research methods- Observation, case study, analysis of policies, secondary data analysis.

Possible outcomes- the perception of companies needs to be changed in new policy, CSR audit, CSR communication policy, CSR budget disclosures and its audit mandatory for companies in new policy by Government of India. Policy of penal actions for defaulters.

Keywords: CSR Policy, Communication & Regulations.

INTRODUCTION

Corporate Social Responsibility has been in focus of all business, government, and corporate organizations for the last two decades with much emphasis on achieving SDG- Sustainable Development Goals- when these goals set by United nation organization (UNO) in 2015 year. To achieve these SDG goals, every government in the World and Corporate organizations are supposed to meet the targets set in the areas of social development, economic development, and environment protection as these three are pillars of CSR and sustainability. Doing business with responsibility and ethics and not focusing on just profitability has been most pertinent challenge for corporate organizations all over the world. In this perspective, India has not been behind with other developed countries concerning the promulgations of CSR laws and regulations, CSR act. 2013 and CSR regulations, 2014 under the company act., 1956, by parliamentary act. and promulgated by Indian Parliament. But, this is story of within one decade recently and there are so many undefined and non-explanatory rules in these acts that implementing and following the CSR guidelines set by Govt. of India and moving ahead at par with international CSR and sustainability parameters set by United Nations has been confusing and difficulty task for corporate companies and other organizations in India (Ministry of Corporate Affairs, Govt. of India, 2021).

This research paper focuses upon what are available guidelines and scopes to implement the CSR activities under the given rules in India and focusing upon how Indian CSR policy and regulations could be amended so that companies operating in India can contribute more and freely in the development process and sharing the burden of India Government as per UN guidelines and can help India to achieve SDG goals (Sustainable Development Goals) within set time period, 2030. The paper has also focused upon how CSR policy and regulations set by India government or any other country in the World could contribute into the World economy when SDG goals set by UN could be achieve altogether till 2030 period. The Sustainable Development Goals (SDGs), also known as the Global Goals, were adopted by all United Nations Member States in **2015** as a universal call to action to end poverty, protect the planet and ensure that all people enjoy peace and prosperity by 2030 (United Nations SDG website, 2021). To achieve this goal private sector corporations, have a key role in implementing their CSR activities and spending more budgets on this, also by integrating CSR communication policies to involve all stakeholders in this process. By achieving SDG goals, CSR and private sector companies can contribute into the World economy as well as in their respective country's economy. There are some important questions addressed by this paper are- 1. What are the impacts of Indian CSR policy, especially CSR communication or reporting policy upon the implementation of CSR activities and upon the stakeholders? 2. Do companies adopt reactive

CSR communication strategies not proactive CSR communication, if so, why? 3. Does CSR policy have inclusion of consumers or society as stakeholders in Indian context? These questions have led to investigate further the available CSR policies and regulations in India and possible outcomes could lead to formulate, improvise and integrate Indian CSR regulations in the World perspectives so that MNCs operating in India can freely increase their CSR budgets without any restrictions and contribute into not only Indian economy but also World economy and achieve sustainable development goals for the well being of humankind.

Theoretical Framework

This study has been based on some theoretical concepts and premises under the CSR (Corporate Social Responsibility) and Sustainability discipline. A company is now supposed to concentrate on both increasing its bottom line and being a good corporate citizen. The quality of relationships that a corporation has with its employees and other stakeholders such as customers, investors, suppliers, public and government officials, activists and communities, is crucial to its success. It is imbibed in its ability to respond to competitive business environment and Corporate Social Responsibility (CSR). And it requires that corporate companies adopt the sustainable development approach in their business activities and furthermore communicate their CSR engagements (Alessia D'Amato, Henderson, Sue Florence, 2009). According to Archie Carroll (1991), a company's pyramid of CSR starts with economic responsibilities and continues with legal, ethical, and discretionary responsibilities respectively. In the present scenario, what was ethical in Carroll's model is becoming increasingly necessary due to the changing environment in which the businesses operate. CSR can be a way of matching corporate operations with social ethical values in the time when these parameters are changing rapidly.

How CSR Communication is crucial- It is now commonly believed that responsible organizations should engage with their stakeholders on corporate social responsibility (CSR) issues, and regularly communicate about their CSR programmes, products, and impacts with concerned stakeholders (Du et al., 2010). It includes the communication on products and in advertisements, in corporate social responsibility reports, and through stakeholder engagement initiatives like participatory events. CSR communication is considered as crucial tool for convincing the consumers as well as to reward responsible companies (Bhattacharya and Sen, 2004), influencing corporate accountability and to enable managers and other stakeholders to make sense of the world. In present days, corporate responsibilities have increasingly expanded due to increased stakeholder's expectations in the new globalized economy (Scherer and Palazzo, 2009, 2011), and the way in which organizations communicate with their stakeholders, the CSR communication has become a hot topic of intense scrutiny. Theories of CSR Communication- There are various theories and approaches discussed by researchers and scientists related to the communication strategies for the corporate social responsibility initiatives taken by business organizations. If we delve into these diverse theoretical toolkits

that includes 'stakeholder theory', communication theory, legitimacy theory and organizational identification theory, it can be found the lack of a clear and common theoretical base. There are some dominant approaches for CSR communication. The literature available in the field of corporate social responsibility and CSR communication, the **stakeholder theory** is one of the most prominent theoretical bases upon which CSR communication have been examined. This theory was introduced by Freeman (1984) and popularized by management scholars (e.g., Mitchell et al.,1997), and it emphasizes the responsibility towards a broader range of organizational constituents, beyond traditional owners' interests. Stakeholder theory has primarily developed 'strategic' approaches to viewing CSR communications, whereby communication is driven by the relative salience of stakeholders in achieving the firm's goals (Barnett, 2007). However, Bartlett and Devin (2011) also identify more 'negotiated' and 'normative' applications of stakeholder theory in CSR communication to emphasize proactive stakeholder involvement in co-constructing CSR communication (e.g., Bhattacharya et al., 2011) and desired roles for business in society (e.g., May, 2011). Morsing and Schultz's (2006) influential typology theory suggests that CSR communication strategies are broadly understood to either 'inform', 'respond to' or 'involve' stakeholders in CSR. In all businesses, legitimacy has been conceptualized as the idealized end-state of CSR communication (Palazzo and Scherer, 2006); alignment or congruence between organizational activities and societal expectations, with scholars empirically exploring the processes through which legitimacy (or illegitimacy) comes into being (e.g., ivesey, 2002a; Patriotta et al., 2011). Many evolving research has revealed the 'meaningful versus symbolic CSR', in the form of corporate rhetoric and inequalities in social reporting practices (Hess, 2008), and analyzed the marginalization of stakeholder voices, self-laudatory reporting techniques, and board level commitment to act on stakeholder concerns (Crawford and Williams, 2011; Mäkelä, 2013; O'Dwyer, 2005; Rahaman et al., 2004). The Habermasian model of communicative action and the 'ideal speech solution' has also been drawn upon to advocate more participatory and democratic approaches to building legitimacy in social accounting research (Unerman and Bennett, 2004), and in CSR research more broadly (Palazzo and Scherer, 2006). Also, Cooper and Owen (2007, p. 653) argued that if accountability is to be truly achieved, 'stakeholders need to be empowered such that they can raise the question to those who are accountable for CSR engagements. Many theories also focused on consumer responses to CSR communication, the main theory is from psychology and social psychology that points to much of the marketing and consumer research literature.

RESEARCH METHOD

This study is based on secondary data analysis and the nature of paper is analytical research. CSR communication policies provided by ministry of corporate affairs and Niti Ayog, two prominent organizations of Government of India have been main data for this analytical research paper and objective of paper is to find out how and in what situations the private sector

companies in India playing their role in CSR and sustainability areas. In this paper, observation method has been used to analyze the policy and contents related to CSR communication strategies of some corporate companies operating in India and India government organization website having rules and regulations as policy documents. To some extent comparative data analysis of corporate companies related to how they communicate to their stakeholders about CSR activities and how much they are confident with the provisions of CSR policies provided by India government.

FINDINGS AND DISCUSSION

Upon analyzing the policy data provided by Indian government organizations- both MCA & Niti Ayog- there are interesting findings reflecting how the SDGs and CSR have not been integrated in a unified CSR & Sustainability policy. Upon analyzing the policies given on ministry of corporate affairs website and recent amendment in CSR regulations (CSR regulation act.2014, VII Schedule) in January 2021, I have found that a comprehensive CSR policy has been introduced and companies now have to take one CSR registration number and make many compliances with ministry of corporate affairs, Govt. of India. The lacuna in formulating CSR policy remains when policy makers have not integrated it with SDG (sustainable development goals) targets. Policy details available on another policy making government body- Niti Ayog, talk about sustainability goals and it has many policies about how to achieve sustainability goals in various sectors of social and economic developments in India. But, as far as the involvement of private sector companies for contributing into economic development process, CSR activities and Sustainability goals are two sides of one coin. Starting with CSR act. 2013, & CSR regulation 2014 and coming to this CSR amendment of January 2021, policy gap remains. Due to this private sector companies could feel choked with too many monitoring & compliance policies when now CSR spending is necessary for every company. But What companies needed the relaxation in CSR regulations that when they want contribution of fund from their head office in foreign land for CSR activities then FEMA (foreign exchange management act), it is not done by Government of India. Doing CSR activities could be felt like punishment by laws and act. by government is not justified. Also, upon analyzing some corporate companies (operating in India, both MNCs and Indian companies) website data and comparative study about how they communicate their various CSR activities to their all stakeholders by using various kinds of media, this paper has found that some companies like Nestle India and Mother Dairy have been using all media and do proactive CSR communication without any fear to risk their company brand reputation, but at the same time some companies like ITC , P& G, and others are adopting reactive or inhibitive CSR communication strategies for communicating their CSR activities. Why? CSR policies and regulations are highly responsible for this kind of company approach because they do not want to get entangled with some draconian company laws enacted by Govt. of India. Further studies can be made on other aspects of CSR communication like CSR financial aspects and investigating how companies make their

financial decisions to implement the various CSR policy and CSR fund management along with reporting it to various stakeholders with transparency. Further investigations can also be done for companies if they make any strategies to include consumer awareness aspects and involving stakeholder's participation in decision making process for CSR & sustainability goals.

CONCLUSION AND RECOMMENDATION

The communication strategies adopted by companies in India are mostly reactive and inhibitive though some good corporate companies have been doing proactive CSR communication and use various communication media aggressively to connect with the consumers and stakeholders. Upon analyzing the various media uses by the companies taken for the study, we find that companies in India have not any separate CSR communication policy, other than general media and communication policy, like their counterpart companies in western and developed countries. Through the knowledge gap found in our literature reviews, most of Indian companies have not proactive and aggressive CSR communication strategies, instead they adopt reactive and inhibitive CSR communication strategies. In this study, we found that companies are using reactive CSR communication strategy or inhibitive approach due to CSR policies not very clear about how to do and what freedoms are given to companies to make their own CSR activities policies so that at functioning level, every company can operate CSR engagements according to the specific needs and situations. But the government of India has made the cobweb of compliances policies that can be eased and converted into minimal compliance policy. In this way, corporate companies can contribute more spending on CSR activities through which SDG goals can be achieved more easily and these companies can share the burden on Indian Government related to expenditure on economic, social, and environmental protection as these are three pillars of CSR and Sustainability.

This study recommends that CSR and sustainability policies should be unified and integrated so there would not be any confusion for private sector companies. Also, CSR and CSR communication policy should be in accordance with United nations guidelines and CSR fund management be eased in the foreign money act. so multi-national companies can come forward to spend more on CSR and thus contribute into economic development in India. It is strong recommendation that private companies as stakeholders must be participating in India Government CSR policies so that there should not be any fear factor among corporations operating in India.

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Women in the Informal Economy: Human Rights Protection and Impact of Covid-19 Crisis

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ABSTRACT

According to ILO more than 60% of the global work force are engaged in informal economy and in developing countries the scenario is worse where more than 90% labour force rely on informal economy. The informal workers are vulnerable because they are engaged in casual arrangements without adequate labour and social protections. There is a high proportion of women workers in the informal economy and they are particularly vulnerable due to various economic, social and cultural factors. Social security is a human right as recognized in Article 22 of UDHR and Article 9 of ICESCR. Human rights monitoring bodies including CEDAW have called upon States parties to take effective measures for ensuring labour rights of the informal workers, including their right to social security without discrimination. As compared to men, women informal workers have suffered steeper loss of livelihood and income due to the ongoing pandemic. The Covid-19 crisis has disproportionately impacted the women workers in many ways and the gains made in past decades are at a potential risk. The present paper aims to understand this lopsided impact upon women workers in informal economy and analyse the human rights regime for their protection.

Keywords: Informal Economy, Women Workers, Human Rights, Covid-19 Crisis

INTRODUCTION:

Globally there are 3.3 billion labour force, out of which approximately 2 billion workers are engaged in the informal economy. It accounts for more than 60 percent of the world's employed population and represents the most vulnerable group in the labour market as they are engaged in casual work arrangements with no fixed salary or lack social protection, rights at work and decent working conditions (ILO, 2020). The percentage share of informal workers in developing countries is staggering where more than 90% of workers rely on the informal economy. The sector within the informal economy with the highest level of informal employment is agriculture which is estimated by ILO at more than 90% globally (Bonnet et al,2019).

In this rapidly expanding informal economy large deficits of decent work are a major challenge in South Asia. A significant factor leading this trend is associated with search for low cost labour. Globalisation and privatization has led to contracting of services and activities. The informal sector is viewed as innovative and full of opportunity but in reality the working conditions are exploitative, oppressive and prone to health hazards where most incomes are well below the poverty line. The workers usually do not have access to state-provided social protection, training, and social services. The abuse of workers' rights is common. It is a fact that a vast majority of people are in the informal economy by choice but it merely represents a means of survival (ILO, 1999). Thus, human rights protection of the women labour force in the informal economy becomes a pertinent issue of the international community.

Informal economy has persisted and expanded since the 1970s as a world phenomenon through economic activities triggered by globalisation and cross-border or rural-urban migration, all of these processes are highly gendered with women concentrated in low-income, irregular and informal employment (Chant and Pedwell, 2008). The rate of migration has increased over the years thereby causing a steep rise in urban informal economy and these migrant workers are mostly absorbed by the informal economy. Women migrant workers are most vulnerable as frequent change of residence due to the informal nature of work prevents them from getting access to health services, sanitation and lack of social support in new areas of destination. The existing unequal gender relations has a major role to play in defining the insecurities that women workers are subjected to. Economic empowerment alone is not sufficient to improve the socio-economic status of women given their vulnerable status at work and at home (Mohapatra, 2012). The issue of women workers is not only related to economic and political aspects but also other considerations like cultural, psychological and sociological factors should also be considered (Mittal, 2012).

The covid-19 has increased the burden of women workers who shoulder the main responsibility of household tasks and providing care to the needy members of the family. Women are

overburdened with this unpaid labour within their household as more people stay at home during quarantine or lockdown imposed by the government. This factor can cause further marginalisation of the women in the labour market as they are less probable to seek employment. The pandemic crisis has led to less access to sexual and reproductive health and instances of domestic violence have also increased (UN Women, 2020).

The doctrine of human rights articulates the idea that each individual is a subject of global concern and thus human rights is a subject of public morality of the world at large. Each person is entitled to human rights irrespective of social or political group or location to which they belong and to protect these rights the responsibilities extend across geographical and political borders. Human Rights are a standard that every domestic institution has to observe and the satisfaction of which is an international concern (Beitz, 2009). Despite various provisions guaranteeing gender equality, traditional values reflect the deeply rooted patriarchal ideologies that perpetuate moral inferiority of women to men and need to remain subordinately under the familial and political authority of men (Ramesh and Sedamkar, 2013). Along with the paid work women have to perform house chores as well, where the labour goes undocumented. The right of choice to work or freedom to choose trade and profession is curtailed due to cultural and social norms women are subjected to. Collective bargaining is not possible owing to the inability to organise or register trade unions.

METHOD

The methodology adopted in the present study is based on doctrinal research based on literature review of relevant publications as well as web-based research. It is a qualitative study wherein systematic review of literature is conducted and Human Rights instruments are analysed in consideration to the crisis that covid-19 pandemic has triggered to the workers engaged in informal economy in general and women in particular.

REVIEW OF LITERATURE:

According to Beitz human rights transcends all political boundaries and is subject of global concern. Several instruments including treaties relating to working conditions sponsored by the ILO have omitted effective implementation mechanisms as a result of ideological differences. (Beitz, 2009). CEDAW has specifically addressed the rights of women in development. The attitude of the government towards the rights of women however has been normative rather than positively establishing them in municipal laws (Ramesh and Sedamkar, 2013). Covid-19 impact on the informal sector will be long-term as they are most exposed to the economic crisis induced by the pandemic (Azeez E P et al,2021). A notable feature of the informal economy is that there is over-representation of women in occupations with lower chances of high returns. Women disproportionately contribute in domestic chores and provide care to household

members. Thus, adopting a productivist approach towards social protection, women must be identified foremost as workers thereby challenging the gendered norms which render economic contributions of women through both paid and unpaid work invisible (Alfers et al, 2017).

CONCEPT OF INFORMAL SECTOR

The first person to introduce the concept of “informal sector” was Keith Hart in 1971 (Blunch et al, 2001). Throughout the academic exploration of ‘informal sector’ there has been a wide heterogeneity in defining and giving characteristics to the concept of informal sector. In the year 1993, the 15th ICLS adopted an international statistical definition of the informal sector and gave certain criteria to characterise enterprises as informal (Chaudhury and Lukhopadhyay, 2010). The criteria given by the ICLS are that the enterprises are unincorporated privately owned by individuals or households and depending upon the national circumstances a threshold of employment size is determined to include the enterprise within the ambit of the informal economy (Naik, 2009).

ILO’s “International Symposium on Trade Unions and the Informal Sector” identified three main segments of the informal sector workforce. They are firstly owners or employers of micro-enterprises, secondly own-account or self-employed workers and thirdly wage labourers employed in micro-enterprises either on a full-time basis or as a contractual or casual employee including unpaid workers (ILO, 1999).

A notable feature of the informal economy is that there is over-representation of women in occupations with lower chances of high returns. Women disproportionately contribute in domestic chores and provide care to household members. Thus, adopting a productivist approach women must be identified foremost as workers thereby challenging the gendered norms which render economic contributions of women through both paid and unpaid work invisible (Alfers et al, 2017). Informal employment comprises broadly two types of employment, firstly self-employment in informal enterprises which are small or unregistered enterprises and secondly, wage employment in informal jobs which are without secure contracts and exempted from social security protection (Singh, 2011). Thus, informal employment is characterized by two important underlying factors, lack of access to social protection and insecurity in terms of employment.

The concept of ‘informal sector worker’ and ‘informal worker’ may appear a lot similar but they are categorically different groups. The concept of the latter category of worker is based on the work conditions or type of employment of the worker rather than the enterprise in which he or she is employed. The term ‘informal’ per se, denotes the informal nature of work, irrespective of whether the worker is in the informal sector or formal sector. A worker may be employed in the formal or organised sector but still be an ‘informal worker’ depending on the conditions of employment. Thus, the estimated number of informal workers is more than that of informal sector workers (Naik, 2009). The capitalist structure supported by globalization utilizes informality in

the formal sector in maintaining market competitiveness as producers strive to reduce production costs, especially wages. For example, a research in Guatemala showed how several US clothing companies provide local contractors with cloth, design patterns and occasionally with loans, but with no social security. The manual labour of Indian women who sew for wages significantly below the market price are used by these informal contractors (Yusuff, 2011).

FEMINIZATION OF INFORMAL ECONOMY

Worldwide there are two billion workers in informal employment and the women workforce comprises over 740 million of them. As women are mostly in informal employment of low- and lower-middle income countries they are more exposed to vulnerable situations (ILO, 2018). In non-agricultural employment the share of women workers in the informal sector are substantially higher than those for male workers. By some margin women are more likely to be engaged in the informal economy, but it is noteworthy that they have significantly greater probability than men to work as informal workers in the formal sector. Women in the formal sector occupy less skilled jobs in comparison to men (Charmes, 2000). The number of female workers engaged in the informal economy is 50% of the total women workforce. In the formal sector the female employment is below 30%. There exists under-estimation of women's contribution and participation, due to cultural and methodological reasons. World Bank estimated that 90% of the women workers in the informal sector are not included in the official statistics as a result their work goes undocumented (Singh et al, 2011). At world level the percentage share of men to women in informal employment is 63% for the former and 58% for the latter. However, in developing countries the percentage of informal women workers is substantially higher at 92% than male workers at 87% (Bonnet et al, 2019).

Thus, there is large-scale feminisation of the informal economy. However, the women labourforce remains concentrated in those areas of informal work which are invisible and unaccounted for. They have scattered work arrangements, engaged mostly in domestic work, small family enterprises or piece-rate work with low remuneration which offer little or no access to social security protection. By their nature of work informal women workers have limited ability to organize in order to ensure the enforcement of international labour standards and human rights protection (Chant and Pedwell, 2008). Policies and developmental measures undertaken by the government affecting the informal economy bear a distinct gender effect. Social and political movements championing women's rights have increased the visibility of women in the labour market but segregated employment opportunities still exist, limiting women to gendered occupations like domestic work and part-time work in small enterprises. The contributions of feminist scholars have been equally significant in making the role of women workers in socio-economic structures visible through scholarly research and inclusion in literature (Fapohunda, 2012).

HUMAN RIGHTS PROTECTION

Human Rights are a standard that every domestic institution has to observe and the satisfaction of which is an international concern (Beitz, 2009). A number of international Human Rights instruments accord protection to the informal workers. In the history of human rights, the Universal Declaration of Human Rights (UDHR) is a milestone document that lays down fundamental human rights which are to be achieved and protected for all people by the nations. Article 22 of the UDHR encompasses ‘right to social security’ which states that every member of society is entitled to realisation of social security through national efforts and international cooperation (art. 22, UDHR). Article 23 of the UDHR provides “Everyone has the right to work, to free choice of employment, to just and favourable conditions of work and to protection against unemployment”. Furthermore, addressing gender parity the Article states that everyone has the “right to equal pay for equal work” without any discrimination (art. 23, UDHR). UDHR also recognises ‘right to an adequate standard of living’ which entails “adequate health and well-being of himself and of his family, including food, clothing, housing and medical care and necessary social services, and the right to security in the event of unemployment, sickness, disability, widowhood, old age or other lack of livelihood in circumstances beyond his control” (art. 25(1), UDHR). Special needs of motherhood and childhood are also recognised (art. 25(2), UDHR). However, UDHR is not a binding document and only provides a universal standard to be observed by nations.

International Covenant on Economic, Social and Cultural Rights (ICESCR) is a binding document and the state parties have an obligation to protect and fulfil the rights enshrined in the Covenant. The underlying gender norms limit the free choice of employment guaranteed by ICESCR that every person shall have the opportunity to freely choose and accept his work to gain his living (art. 6, ICESCR). Right to fair and equal wages of every worker, that is sufficient to provide a decent living not just for themselves but also their families, is protected by Article 7 of the Covenant. Article 9 of the covenant recognises the right to social security of everyone including the right to social insurance. Furthermore, special protection that mothers need during a reasonable period before and after childbirth is also recognised (art. 10, ICESCR). Right to social security is of vital importance in realising the right to dignity of all persons (UN ECOSOC, 2007). Right to social security enshrined in ICESCR encompasses adequate health service, benefits for disability, unemployment or old age, employment injury insurance, maternity benefits, family support for children and adult dependents. Convention on the Elimination of All Forms of Discrimination Against Women (CEDAW) legally binds State parties to protect and fulfill human rights of women. It enshrines the right to social security for

women (art. 11, CEDAW) stating that women are entitled to social security in case of unemployment, sickness, maternity, retirement and also right to paid leave.

Right to health is a universal right which should be available to the workers as well. Article 12 of the ICESCR obliges the state party to ensure prevention, treatment and control of diseases including occupational diseases. Ensuring occupational health is a crucial task that the state parties must expand to all workers irrespective of the sector they belong to. ILO (International Labour Organisation) has also introduced a number of Conventions on social security covering occupational health and safety. The Social Security (Minimum Standards) Convention of 1952 (No. 102) is the most important instrument underlying basic social security principles. In addition there are a number of Regional human rights treaties as well that promote the human rights protection of workers in general and women workers in particular. The Human Rights instruments evidently promote the inclusion of informal workers in social security policies adopted by the nation states.

The expansion of social security protection is pertinent to informal workers in order to ensure access to decent work to all individuals so that these workers have a guarantee of basic minimum income and dignity even at times of vulnerability and shock brought by various factors (Samson and Kenny, 2006) and in the present case crisis caused by Covid-19. Furthermore, social security protection coverage like health, education and economic security improves the human development capacities of informal workers which will elevate them from poverty, one of the prominent characteristics of informal workers (Handayani, 2016). The social protection schemes adopted by the nation state are heavily based on characteristics of the formal economy and contouring employer-employee relation giving rise to justified claims by the working class are also defined in terms of formal economy, consequently the self-employed and informal category of workers are exempted from the ambit of protection (Goujdo, 2020). The ILO has repeatedly affirmed that all those who work have the right of workers recognised by the Human Rights instruments and International Labour Standard (ILS) notwithstanding where the workers are engaged (ILS, 2013).

However, these Conventions have not been effective in realising the social security mandates because the mechanism to realise these rights are not prescribed in the instruments. The state parties are given the flexibility to implement them depending upon the socio-economic capacity of each state (Lund, 2012). There are underlying fundamental deficits in realisation of rights in the informal economy, including rights at work such as ‘forced labour’ wherein least protected sections including women, youth and migrant workers are highly susceptible. Discrimination also prevails in informal employment as the law prohibiting discrimination often exclude or does not adequately cover all forms of discrimination in certain categories of informal workers such as casual workers, migrant workers and domestic workers (ILS, 2013).

IMPACT OF COVID-19

By April 2020, Covid-19 infections had spread to almost 210 countries and the numbers exceeded 2.8 million worldwide (ILO brief, 2020). In absence of treatment and vaccines, the countries adopted imposition of partial or complete lockdown to ensure physical distancing to prevent spread of the covid-19 virus, which impacted 1.6 billion informal workers with over-concentration of women workers . The beginning of the crisis itself witnessed a 60% decrease globally in the income of informal workers (ILO Monitor, 2020).

Covid-19 pandemic brought a major shock to the labour market posing threat to employment of the workers engaged in the informal economy. The lockdown measures to curb spread of Covid-19 adopted by different countries led to closure of non-essential services which has negatively impacted the labour market worldwide and particularly the informal sector (FAO, 2020). The workers engaged in the informal economy are vulnerable workers as they are employed on a casual basis with no employment contract and social security coverage. The ILO has grouped self-employed and unpaid family workers as the vulnerable workers. Due to the lack of stable income vulnerable workers are most affected by the economic crisis as they do not have stable income. The contention that the informal economy by nature is flexible and that it will act as a safety net and garner employment opportunities in the time of crisis is not tenable. The crisis has left informal workers in the most vulnerable situation without any sort of social protection guarantees needed in the time of crisis despite it being recognised as fundamental human rights in many Human Rights instruments.

An empirical study conducted in Thailand shows that the income of most informal workers both in agricultural and non-agricultural employment declined during the pandemic crisis (Pitoyo et al, 2020). The informal workers do not enjoy any health insurance benefit and loss of livelihood has left them with no option but to opt for any employment even during the prevalence of Covid-19.

Owing to the already existing vulnerabilities of informal women workers, they have been subjected to disproportionate repercussions in terms of livelihood, overburden of responsibilities, human rights violations and insufficient support. Noting that imposing a lockdown to prevent the spread of virus resulted in unprecedented loss of livelihood of millions of people in the informal sector, the authors highlight that migrant workers have been impacted the most, especially women workers. A vast majority of women are engaged in the informal

sector and according to one estimate 90% of the women workforce are engaged in the informal sector (Azeez E P et al, 2021). In devising adequate policy responses, identifying the needs of informal workers was crucial in order to avoid the economic shock and loss of livelihood that the majority of workers have undergone due to Covid-19 crisis. In absence of social protection coverage the vulnerable group of workers including informal women workers with insufficient and irregular income was worse hit by the health, economic and social crisis sparked by Covid-19. (ILO, 2020).

CONCLUSION

The contribution of the informal economy in economic development is significant. It has a major role in boosting the national economy and generating employment where the majority of the women workforce is absorbed. In imposing lockdown the government was not considerate to plan a response towards the crisis that informal workers would face by the imposition of lockdown. No scheme to guarantee basic needs to the vulnerable sections of workers was in the response mechanism to Covid-19 outbreak. The policy measures thus should have a gendered approach as the informal economy is highly feminized.

The nature of the informal economy is largely characterised by enterprises which are not legally incorporated thus employment in this sector is left out of the ambit of social protection programmes designed by the respective nations. It is also a challenging task to gather substantial data on informal workers which is very essential for the expansion of social security coverage. Although many countries have introduced cash grants and food supplies facilities to vulnerable groups of workers, especially informal workers, this however is only a temporary solution and piece-meal approach. In the long run the informal workers, especially women workers special needs must be catered by the policy makers. In covid-19 response gender matters and thus policy makers should adopt targeted measures by acknowledging the special need of women workers in the informal economy where the women workers are concentrated. Thus, in social protection laws and policies, the definition of ‘employee’ must be broadened so that informal workers are also covered within it. The Covid-19 crisis has mirrored the vulnerability of informal workers, thus nation states must take steps to bring these unprotected sections of workers under the purview of law.

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Impact of Institutional Quality on Economic Growth

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ABSTRACT

Recent literature on institutions and economic development have been emphasized because of a performance parameter on the institutions that increase the production factor's ability to contribute production, however, this study focuses on the proposal that the quality of the organization not only works as an increase in performance of Parameters, but also the role of the production factor in the determining the stock level. These results have analyzed to present in theoretical framework which includes such a role of institutional framework in determining and specifying the various factors of income among countries. The study is used panel data analysis from the period of 1996 to 2016 of Pakistan. The main objective of this study is to investigate the impact of institutional quality on economic growth. To check the stationary level of the variables, padroni panel co-integration test and Fisher test is applied. In order to investigate the relationship among the variables used to measure the quality of institutions and impact on economic growth of the country, the panel co-integration is used in this study.

Keywords: Institution Quality, Economic Growth, Pedroni Co-Integration Test, Panel Data

P.S.: Ms. Noreen KAUSAR and Mr. Luigi Pio Leonardo CAVALIERE are corresponding authors in this abstract.

INTRODUCTION

Economic Growth has been in the discus of economics as the beginning of economic thought. The thought goes backside to the era of Adam Smith (1776) when he pointed out that the intensity and rate of growth rate output. Then two dissimilar circumstances are regulated by every nation: first by the courage and judgment by its labor is normally applied; and secondly by the quantity between the amount of those who are in employment in labor and that of those who are not so in the employment.” Smith’s thoughts openly or indirectly certified three main sources of economic growth: first is the development in factors of production i.e. stock of capital and labor force; secondly, increase in the efficiency with which human capital is useful to labor through better division of labor and industrial progress and thirdly and last foreign trade that expanded the market and emphasize the other two resources of growth. Additionally, he considered the procedure of growth is self-reinforcing in the progressive situation. As long as the growth favors proceeds, there are savings and further capital accumulation, and thus, moreover growth. Smith give importance to productivity in growth is due to the distribution of labor, which depended on the amount and volume of the market. The idea of this conversation is that economic growth in not a latest area in the field of economics. Since at that time, economic growth persists to most dynamic research part in macroeconomics.

New tresses of growth theory come out in 1990s, which slot in the political and economic institutions as a determinant of economic growth. An enlightenment for the cross-country diversity in growth rates is presented by North (1990) and Acemoglu et al., (2001). These thoughts consider capital accumulation and technological developments are only the direct causes of growth as the determinants of growth are others. The initiator of the institutional school, North (1990) stated that the institutions determine the restraints and motivation of economic performer and so, the profile of economic effects. These thoughts provide opportunity for social, and policies set up to influence on long-run growth. North (1991) disagrees with that, institutions expand the framework of the spur structure of an economy; as that constitution develop in the economy, its formation the aspect of economic change towards stagnation, growth, or decline.

This study is a challenge to assess the nexus between institutions and growth models, by the panel data of 6 countries for 1996-2016. The crucial objective of each economic and social policy is to attain an economic growth convoy by good health low poverty, education standard and inequality and stable prices. Hence, it is issue of immense concern that how an economy can achieve high growth and development. Enormous literature discusses the determinants of growth. All study goes to find out that which factor could encourage growth. Primarily, it was suggested that more capital leads to more growth. Afterward on, it is recommended that as well as human capital is focused, that emerged growth theories. But still actual growth models observed in the world could not be explicated by the conventional theories. Put into 1980s, reduction poverty, sustainable growth and poverty is highlighted by development economics.

There is a case of economic institutions for economic development because they are in the form of encouraging main economic actors in the society. Purposely, they influence the investment in substantial human investment and technology and production. Economic institutions not only establish the ability to develop the overall economic development of the economy but also the allocation of resources in the community, but also the issue: in various sectors, not only will be related to the prospects of performance and economic development of different fields, but also with different distribution of benefits in individual and social groups.

Political institutions allocate more political institutions, and they will generally maintain political institutions that provide them with political power. Coming from the second mechanism of continuous stability comes from the distribution: When a particular group is rich with others, it will increase its real political power and help economic and political organizations benefit from its interest, Reproduce initial distinction.

Economic growth increases the capacity of an economy that produce goods and services, compared to a period. It is measured by comparing this year's overall country product with the last year's Gross National Product; the sustainable development proposal has come in further aspect of increasing the economy as an ecological sound process. Moderate expressions can predict the development of the economy, which includes inflation, or the correct term, which is familiar with inflation. This method is about to change. He also increased the importance of life as a economy. Increasing the development of a stable extension model in stable states; behavioral development, population development and unusual rate increase the growth rate of high rates. Economy development problem was the economy. Ricardo's argument is that they reject the natural perspective of the economy through the economic system, which will accumulate, the population increases, but there is no difference in technology development.

Contradicting Ricardo, the implementation of Adam Smith is that the worker is affecting the production growth factor. The difference between the wealth and welfare of the country has been the feelings of decades of economic experts. Many techniques are being planned to explain the development patterns of the countries. Each objective is aimed at human capital and institutional standards (Sato 1964), on the basis of physical interest, technical change, savings and special aspects of such aspects in the present currently development. In the literature of development, the quality of equipment is relatively one of the most important factors to participate in economic development. Several ideas have been presented by many theories in which the overall impact of the quality of the entire economy is economic development. Acemoglu et al., (2001) have differences in the extractive and development-oriented institutions while North (1990) lasts on the cost of transaction. However, the quality of our ideological quality is more interested in the development process and it has the capability of this study. The institution is not a direct element of quality production, and it cannot be transformed into labor or capital till it still has a major impact on development. It should not be confused with only one effective parameter. This study is based on institutions that play the normally anticipated role of performance parameters, but also affect the quality of human capital stock. This means

that the institutional quality not only produces significant role in increasing the performance of available stock and production of both the physical and human investments. Based on this, it can be legally legitimate proven that the better quality of institutions increases the overall performance of budget expenditure which directly influences the human capital Baldacci et al., (2004). Conditions of order and order, Reduction in riots and protection of property, increase returns to investors in human investment and innovation kaasa, kaldaru and Parts (2007), which resulted in the impact of institutionalization in the resulting promotion of technical development. The main contribution is that this study gets knowledge about development so that the institutionalization of the institutional system is an important source of human capital collection.

“Institutions are the by any means devised restriction that constitution political, social communication and economic. These consist of both casual restraint (endorse, taboos, traditions, way of life, and codes of conduct), and reserved rules (establishment, rules, property rights). All through history, institutions had been planned by human creature to create regulation and decrease ambiguity in replace”. North. (1991)

At an unproductive level institutions provide the attention of alternative (Acemoglu & Robins(2014). “The command of a planned minority, above the unorganized majority is predictable. The authority of any alternative is alluring as beside every single human being in the mainstream, who sets alone ahead of the entirety of the structured minority. At the similar time, the alternative is prepared for the incredibly reason to it is a minority”. Gaetano Mosca (1939, 53)

Institutions do in a range of customs to urge the economic growth of an economy. Result of famous institutional economists sturdily recommend that political institutions increased growth.(Acemoglu, Johnson & Robinson, 2001 & ;Easterly & Levine, 2001; Hall & Jones, 1999;

Rodrik et al., (2000). Aidt (2009), Hall & Jones (1999) and Acemoglu, Johnson & Robinson (2001) originated that corruption decreased growth in economies wherever good-governance and sturdy political institutions overcome. According to them, good-governance and institutional quality is precondition for economic growth, improvement and habitual of living. Acemoglu et al., (2001) established that distinctions in economic development are appropriate to disparity in political and economic and political development, which in revolve lead to distinction in the opulence across state. Finally, divergences in per capita income are reasons by diversity in economic institutions, further than chance, topography or culture (Acemoglu, 2001). Keefer & Knack (1997) and Knack (1996) initiated that ability of deprived economy to draw in front of the income levels of rich ones’ is largely determined by the quality of institutions. The entire over mentioned research illustrate that institutions are vital determinant to economic growth crossways economies. We moreover have analyzed some revision concerning growth junction to verify the efficiency of institutions on the means to the growth process.

1.1 Historical Research Gap/Objectives of the Study

1. An overview of institutional quality in Pakistan
2. To analyze empirically the effect of institutional quality on economic growth
3. To find policy recommendations based on the finding of the study

Rest of the study is organized as follows; Chapter 2 provides short overview about the importance of Institutional quality. Chapter 3 discusses brief literature of the previous studies. Data, variables description and results of descriptive statistics are expressed in Chapter 4. Estimation methodology and theoretical background of the study is defined in Chapter 5.

2. LITERATURE REVIEW

Commander and Nikoloski (2010) struggled to find out the significance of institutions for economic performance. The first apprehensive was the sort of political system, and its related institutions, have a tendency to influence performance. This was tackling by using some set of country level GMM estimation is used to measure the political institution. The second was related to the impact of institutions associated to the trade environment and investment on the performance of countries, with respect of their political relationship. In the case of political institutions, none of the descriptive variables was positive and significant. Amongst the strongest essentials of the recent economists' rule is that monetary sector development had a significant and positive impact on economic growth.

Massa (2011) explored the relationship between development of Financial Institutions (DFIs) and economic growth. She used Generalized Method of Moments (GMM) technique. She used panel data of 101 countries. She used data for the time period of 1986-2009. The researcher observed the correlation between the reserves of a selected sample of mutual DFIs (EBRD, EIB and IFC) and economic growth. The results recommended that economic growth had significant and positive impact by multilateral DFIs in recipient countries. There is strong impact in lower countries than rich countries. Researcher also established that economic growth will be increased by 1.3% in developing countries and by 0.9% in developed countries if Multilateral DFIs Investment 10% increases.

Dutta & Sharma (2008) performed an experimental study on Indian firm to examined whether the trade related intellectual property (TRIP) agreement have any affirmative effect on modern activities of Indian firms. This study engaged Fixed and random effect models to examine the firms pioneering performance. Data is used for 1989-2005. The logarithm of annual RD

expenditure of firm is dependent variable, while the foremost explanatory variables utilized were RD to sale ratio and government grant to sale ratio. This study originated that with preamble of TRIP, firm's strength of RD outflow improved which means that firm now agree to more inventive activities than before. This study also explained that after marking TRIP agreement, the number of copyright fixed to Indian firm's had improved dramatically.

Jadhav (2012) examined the role of economic, institutional, and political factors in attracting FDI to BRICS economy. He found that research utter that market size, rule of law, openness to trade, and important function in draw FDI to BRICS while usual resource accessibility had a negative outcome, involving that FDI to BRICS is mostly market-oriented. Researcher had also experimental that authority efficiency and rigid quality had a positive impact on FDI inflow in BRICS while political instability, voice and accountability, and control of corruption had insignificant and negative effects.

Drury, Krieckhaus and Lusztig (2006) investigated the impact of corruption in democracies and non-democracies. They used time-serious data from 1982-1997. they collected data from 100 countries. The authors illustrated a result that corruption disturbed growth in rigid regimes, whereas democracies moderate the negative effect and insignificant effect of corruption suitable to its natural world that democracy tolerates for the deportation of bad leaders.

Resnick and Regina (2006) explored a theoretical framework that specified the connection between different aspects of governance and growth. This paper examined a assortment of quantitative cross-country revised that contain measures of authority as independent variables and spotted on the dependent variable in at least two of three extent of pro-poor growth: inequality, poverty and growth.

Acemoglu at al., (2014) revised the relationship between human capital, institutions and economic development. They applied their research in cross-regional and cross-country. This study is important on historically firm distinction in human capital. It controls for the outcome of institutions, the long run institutional 'an impact on the development is dynamic, while the estimation of influencing of the human capital are moderate. Differentiations in preliminary human investment endowments in European pioneer had not any control on institutional development. These studies recommend that superior measures of sub-national institutions could be constructed and can make usage of it pro institutional development lane and for economic development.

3. METHODOLOGY

This chapter explained data, research methodology, and types of data and estimation method to perform the objectives of the besieged research. The major purpose of the study is to investigate the impact of institutional quality on economic growth in South Asian economies. To obtain a

superior understanding of the structural transforms happening in the economy econometrics models suggest useful estimation.

Panel data techniques initiate with apply of panel unit root tests. To estimate the long-run connection between variables, special panel data techniques like Johansen Fisher and Pedroni (2004) proposed by Maddala and Wu (1999), totally modified Ordinary Least Square (OLS) are applied. To verify the Ganger causality test and causality (Dumitrescu and Hurlin, 2012) is also performed.

To get access the generally impact of institutional quality on economic growth, seven models are developed. Detail of these models is mention below in this chapter..

3.1. Research Design

Panel data is favored to time series data because of two main advantages. (i) Panel data has main sample range so it represented greater consistency, more effectiveness and less significant co-linearity between variables. (ii) Owing to panel data, researchers turn into able to contain time particular effects and country thorough effects to examine the effects of unobservable variables which are interrelated with independent variables in the panel (Reppas and Christopoulos, 2005). The earliest step in investigated the relationship between variables is to find the stationarity of the variables through effect of various unit root tests. It is preferable to usage the natural integration order of variable relatively than taking 1st or 2nd difference to make the series stationary as it can lead to the probability of non-existence of long run relationship (Vuranok, 2009). After concerning the panel unit root test and verification of the integrated order of variables, the issue arises whether co-integration subsist among variables or not. In other words, stochastic trend subsist in variables in the long run or not. Proceed panel co-integration tests have lofty power as evaluate to traditional co-integration tests. Pedroni used a variety of tests for co-integration in panel data analysis which is authorized considerable heterogeneity. Pedroni supposed trend for the cross section units and constitutes the null hypothesis of no co-integration. Padroni's test consents for numerous repressors' for the co-integration vector to modify across various sections of the panel. Furthermore it affords the appropriate critical standards in composite regressions(Pedroni, 1999).Pedroni anticipated the following panel regression model

$$Y_{it} = \alpha_i + \sum_{m=1}^N \beta_{mi} X_{mit} + \delta_t + \mu_{it}$$

3.2. Model Frame

After the confirmation of co-integration among all the variables, then task is to estimate the related co-integration parameters. In case of subsistence of co-integration, OLS give inconsistent and biased thoughts. Unusual estimation techniques have been planned. For

example, Kao (1999) proposed Dynamic OLS which have prepared well in case of co-integrated panels and mainly in small samples. In case of cross section heterogeneity, the panel DOLS is incapable to provide the reliable and consistent estimates. Pedroni (2000) resolved this dilemma by suggesting the group imply fully modified OLS estimator for co-integrated panel. This method is not exaggerated by great size distortions when endogeneity and heterogeneity are current and provides consistent and reliable estimates in case of small samples. In order to checks causality, Dumitrescu and Hurlin (2012) panel causality test was useful which is a basic form of Granger non causality test for the form having heterogeneous panel data and fixed coefficients. It reflected on 2 extent of heterogeneity: the heterogeneity of regression models through which Granger causality test is used. To check causality, the following model was considered:

$$z_{it} = \alpha_i + \sum_{m=1}^M \gamma_i^{(m)} z_{i,t-m} + \sum_{m=1}^M \pi_i^{(m)} y_{i,t-k} + \varepsilon_{it}$$

Where $i= 1, 2,3,4,5$. And $t= 1, 2 \dots T$

In the above equation, y and z are two stationary variables, That are experiential for 5 cross sections in T time period. $\pi_i = (\pi_i^{(1)}, \dots, \pi_i^{(m)})'$ and α_i the intercept term are invented to be fixed in the time dimension. Homogeneous lag order of M for every country in the panel is assumed. Regression coefficient $\pi_i^{(m)}$ and autoregressive parameter $\gamma_i^{(m)}$ are acceptable to change crosswise the cross-sectional units in the panel. In null hypothesis, it is assumed that no causal relationship exists for any of the cross-sectional entities of the panel. This statement is named as Homogeneous Non- Causality (HNC) hypothesis.

The null hypothesis is defined as:

$$H_0 : \pi_i = 0$$

Whereas $I = 1, 2, \dots, N$

The substitute hypothesis is named as Heterogeneous Non- Causality (HENC) hypothesis. In this hypothesis, 2 sub-groups of cross-sectional entity of the panel are precised. There is fundamental relationship from y to z for the 1st sub-group but it is not essentially based on same regression model. And there is no causal relationship exists from y to z in the 2nd sub-group. In this set heterogeneous panel data model with fixed coefficients is measured. Alternative hypothesis is written as follows:

$$H_a: \pi_i = 0 \quad \text{Whereas } i= 1, 2, 3 \dots N_1$$

$$\pi_i \neq 0 \quad \text{Whereas } i= N_1 + 1 \dots N$$

It is understood that there are $N_1 < N$ individual process having no causality consecutively from x to y . Even though N_1 is not identified yet it gives the following forms:

$$0 \leq N_1 / N_1 < 1.$$

The average statistics $W_{N,T}^{(HNC)}$ is planned which is connected with the Homogeneous Non-Causality (HNC) hypothesis as stated below:

$$W_{N,T}^{HNC} = \frac{1}{N} \sum_{i=1}^N W_{i,T}$$

While $W_{i,T}$ explained the individual Wald test statistics for i^{th} cross-sectional linked to the individual test.

$$H_0 : \pi_i = 0.$$

Let $X_i = [e : z_i : y_i]$ be the $(T, 2K+1)$ matrix, where e shows a $(T, 1)$ unit vector and $Y_i = [y_i^{(1)} : y_i^{(2)} : \dots : y_i^{(k)}]$, $Z_i = [z_i^{(1)} : z_i^{(2)} : \dots : z_i^{(k)}]$.

$\theta_i = (\alpha_i \gamma_i' \pi_i')$ is a vector of the parameter of the model. Also let $R = [0 : I_m]$ be a $(M, 2M+1)$ matrix. For each $i=1, 2, \dots, N$, the Wald test statistics $W_{i,T}$ resultant to the individual test

$H_0 : \pi_i = 0$ is distinct as:

$$W_{i,T} = \hat{\theta}_i' R' [\hat{\sigma}_i^2 R (Z_i' Z_i)^{-1} R']^{-1} R \hat{\theta}_i$$

In this null hypothesis of non-causality, every individual Wald test statistic converge to chi-squared distribution with M degree of freedom for $T \rightarrow \infty$.

$$W_{i,T} \rightarrow \chi^2(M), \quad \forall_i = 1, 2, \dots, N$$

The standardized test statistics $Z_{N,T}^{HNC}$ for $T, N \rightarrow \infty$ is given below:

$$Z_{N,T}^{HNC} = \sqrt{\frac{N}{2M}} (W_{N,T}^{HNC} - M) \rightarrow N(0,1)$$

$W_{N,T}^{HNC} = (1/N) \sum_{i=1}^N W_{i,T}$. More information related to these statistics can be explored from the

study of Dumitrescu and Hurlin (2012)

3.2.1. Data Collection and Analysis

On the basis of data availability, six south Asian countries namely Bangladesh, India, Nepal, Pakistan, Bhutan and Sri Lanka are taken for observed estimation. This study covers the time distance from 1996 to 2016. For this study, panel data is used in which the actions of different

cross sectional entity over a period of time are observed. Panel data has the benefit as it controls the effect of unobservable effects of variables which creates the problem of heterogeneity (Reppas and Christopoulos, 2005). Institutional quality index variable is taken from principal component analysis. Population and consumer price index are controlled variable. GDP is dependent variable. data of Gross domestic product ,Population and Gross domestic product are taken from World Development Indicators (WDI) online source of data. Data of four variables of institutional quality is taken from world governance indicator. Institutional quality index variable is taken from principal component analysis.

To achieve the research objectives of the study, empirical analysis is done. Seven models are used for empirical analysis.

3.3. Models

Model 1: Effect of voice and accountability on Economic growth

Model 1 describes Gross domestic product as a function of voice and accountability and other control variables.

$GDP = f(CPI, POP, VC)$

The model has the following general equation

$$GDP_{2it} = \beta_0 + \beta_1CPI_{it} + \beta_2POP_{it} + \beta_3VC_{it} + u_{it}$$

Where,

GDP = Gross domestic product

CPI =Consumer price index

POP = Population

VC = Voice and accountability

μ_{it} = Error term which is supposed to be independently and normally distributed having constant variance and zero mean.

Model 2: The Effect of political stability on Economic growth

Model 2 describes Gross domestic product as a function of political stability and other control variables.

$GDP = f(CPI, POP, PS)$

The Model has the following general equation

$$GDP_{2it} = \beta_0 + \beta_1CPI_{it} + \beta_2POP_{it} + \beta_3PS_{it} + u_{it}$$

Where,

POP = Population

PS = Political Stability

Model 3: The Effect of Government Effectiveness on Economic growth

Model 3 describes Gross domestic product as a function of government effectiveness and other control variables.

$GDP = f(POP, CPI, GE)$

The Model has the following general equation

$$GDP_{2it} = \beta_0 + \beta_1 CPI_{it} + \beta_2 POP_{it} + \beta_3 GE_{it} + u_{it}$$

Where,

POP = Population

GE = Governance Effectiveness

Model 4: The Effect of rules of law on Gross domestic product

Model 5 describes Gross domestic product as a function of rules of law and other control variables.

$GDP = f(POP, CPI, ROL)$

The general equation of the model is given as

$$GDP_{2it} = \beta_0 + \beta_1 CPI_{it} + \beta_2 POP_{it} + \beta_3 ROL_{it} + u_{it}$$

Where,

POP = Population

ROL = Rules of law

Model 5: The Effect of institutional quality index on Gross domestic product

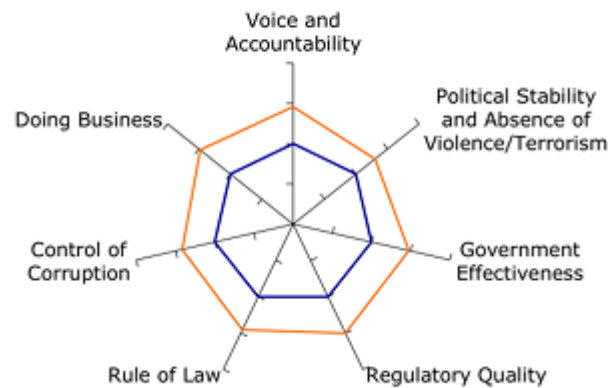
Model 7 describes Gross domestic product as a function of institutional quality index and other control variables.

$GDP = f(POP, CPI, IQI)$

$$GDP_{2it} = \beta_0 + \beta_1 CPI_{it} + \beta_2 POP_{it} + \beta_3 IQI_{it} + u_{it}$$

POP = Population

IQI = Institutional Quality Index



Source: world bank

4.RESULT AND DISCUSION

Voice and accountability on Economic growth

Variable	Coefficient	Std. Error	t-Statistic	Prob.
CPI	0.008481	0.000336	25.26525	0.0000
POP	-0.198861	0.038069	-5.223669	0.0000
VC	0.037979	0.006248	6.078585	0.0000
R-squared	0.997582	Mean dependent var	27.72172	
Adjusted R-squared	0.997417	S.D. dependent var	2.852966	
S.E. of regression	0.145001	Sum squared resid	2.459967	
Long-run variance	0.014711			

Interpretation:

Panel fully modified least square test is used to check the relationship between the variables. At above table there is positive relationship exist between Gross domestic product and voice and accountability. Value of Voice and accountability is (0.037979).

Political stability on Economic growth

Variable	Coefficient	Std. Error	t-Statistic	Prob.
CPI	0.009147	0.000300	30.44922	0.0000
POP	-0.212340	0.031952	-6.645576	0.0000
PS	0.156782	0.019903	7.877410	0.0000
R-squared	0.998131	Mean dependent var	27.72172	
Adjusted R-squared	0.998003	S.D. dependent var	2.852966	
S.E. of regression	0.127480	Sum squared resid	1.901382	
Long-run variance	0.011301			

Interpretation:

Panel fully modified least square test is used to check the relationship between the variables. At above table there is positive relationship exist between Gross domestic product and political stability. Value of Political stability is (0.156782).

Government Effectiveness on Economic growth

Variable	Coefficient	Std. Error	t-Statistic	Prob.
POP	-0.176319	0.035503	-4.966357	0.0000
CPI	0.008482	0.000301	28.16691	0.0000
GE	0.033910	0.001233	27.50202	0.0000
R-squared	0.997576	Mean dependent var	27.72172	
Adjusted R-squared	0.997411	S.D. dependent var	2.852966	
S.E. of regression	0.145177	Sum squared resid	2.465925	
Long-run variance	0.011885			

Interpretation:

Panel fully modified least square test is used to check the relationship between the variables. At above table there is positive relationship exist between Gross domestic product and Government effectiveness. Value of Government effectiveness is (0.033910).

Rules of law on Economic Growth:-

Variable	Coefficient	Std. Error	t-Statistic	Prob.
POP	-0.213108	0.039564	-5.386391	0.0000
CPI	0.008154	0.000357	22.86663	0.0000
ROL	0.021604	0.002589	8.344534	0.0000
R-squared	0.997772	Mean dependent var	27.78927	
Adjusted R-squared	0.997617	S.D. dependent var	2.825222	
S.E. of regression	0.137905	Sum squared resid	2.187056	
Long-run variance	0.015667			

Interpretation:

Panel fully modified least square test is used to check the relationship between the variables. At above table there is positive relationship exist between Gross domestic product and rule of law. Value of Rule of Law is (0.021604).

Institutional quality index on Economic Growth:-

Variable	Coefficient	Std. Error	t-Statistic	Prob.
POP	-0.192570	0.033786	-5.699664	0.0000
CPI	0.008293	0.000301	27.50570	0.0000
IQI	0.031048	0.014156	2.193307	0.0303
R-squared	0.997802	Mean dependent var	27.78927	
Adjusted R-squared	0.997649	S.D. dependent var	2.825222	
S.E. of regression	0.136997	Sum squared resid	2.158339	

Long-run variance 0.010842

Interpretation:

Panel fully modified least square test is used to check the relationship between the variables. At above table there is positive relationship exist between Gross domestic product and institutional quality index value of IQI is (0.031048).

CONCLUSION AND SUGGESTIONS

Current age of globalization and industrial revolution has shifted the debate of economic growth to environment-friendly economic growth and development. Industrial development promotes economic growth. Good quality governance formulates long-term policy by incorporating the rights of future generation. Furthermore, it pursues the economic growth policies which don't hurt the rights of future generations. Governance is one of major factors which determine the growth process. Governance, by pursuing social and economic policies, determines the condition of transaction cost to perform in any economy. This study is an attempt to analyze the nexus between institutional quality and economic growth. We have used annual time series data of 1996-2016 using Pedroni, and Fisher techniques. Our study examines the direct impact of governance which is measured by the index of institutional governance.

The Whole empirical and theoretical analysis of the study shows that institutional quality is significant factors which can promote economic growth, directly as well through the channels of population. The good quality institutional governance is crucial to generate transactions-cost less economy, where economic agents can effectively contribute in the growth process. Population complemented with bad institutional governance is a problem, whereas population with good quality institutional governance can enhance economic growth. Empirical results of this paper assist the theoretical institutional models that institutional quality promotes the economic growth and performance. This study has to tell us several important conclusions. First of all, the overall institutional quality that is combined index of the simple and average control over government effectiveness, political stability, voice and accountability, rule of law is significant and positive impact on gross domestic product of the country. But the institutional impact is not the same for all the countries, it may differ from country to country so the development and growth process is also different in every country. The institutional quality is also varies from high income countries to low income countries. In nutshell, the impact of institution quality on economic growth may vary across countries and it is based on country's stage of development and growth. The insignificant variables are also not considered to be irrelevant in explaining performance of economy but somehow significant role are played by overall quality institutions. Country needs to adopt different and various set of policies to

promote the performance of institutions and make quality of its institutions better and best for long run and presistent growth.

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Techno-Entrepreneurial Intention Among the Business Management Students: Does Gender Matters?

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ABSTRACT

The aim of the study is to investigate the intention of business management students towards techno entrepreneurship and also find out the intentional differences between the male and female students. Finding is based on 280 students of business management discipline from West Bengal, India. The Partial Least Square Structural Equation Modeling method is employed to test and validate the proposed model and multi group analysis (MGA) has performed to find out the intentional difference about the techno entrepreneurship between male and female students. The results of the study reveal that knowledge on technology; self-efficacy; motivation and entrepreneurial orientation have significant influences on techno entrepreneurship intention. In addition, research highlights that there is no significant difference between the male and female students towards the techno entrepreneurship intention. The findings can help new generation female students to engage with entrepreneurial activities and institutions can design strategies to enhance techno entrepreneurship intention amongst the students.

Keywords: Knowledge on Technology; Self-Efficacy; Motivation; Entrepreneurial Orientation; Multi Group Analysis, Student.

INTRODUCTION

The most emerging terminology now-a-days is 'technological entrepreneurship' or better to consider as 'techno entrepreneur'. It is nothing but a venture employing new technology (Jones, 1995). In this entrepreneurship, emphasis is duly given on the resources and structures to explore technological opportunities (Lui, 2005). These entrepreneurial or intrapreneurial opportunities revolve around those who have the competency to prove worth in technology intensive environment. In these hours of crisis, it acts a medium to facilitate economical viability to individual, firms, regions and nations. To be precise, techno-entrepreneurship has an immense impact on growing firms and local economic enlargement (Audretsch, 2000) and achieves sustainable development facilitating regional growth (Antocic, 2008).

In this current scenario, it is of utmost necessity to employ technology to meet the need of not only the nation but also across the globe by launching an innovative product or service (Joshi, 2014). It has been noticed that there is a definite need in respect to new innovative business, so new-technology based companies have started to prove worth on a regular basis to cater the demand (Homing, 2010). It has been revealed that techno entrepreneurship is based on business model having rapid growth with a definite contribution to economic stability, growth and job creation (Suluyman, 2014). This techno-entrepreneurship thus emerges as a most dynamic consideration to influence the social and economic growth (Olawala 2010).

Unlike social entrepreneurship or small business management, it gives provisions for collaborative investigation to pursue opportunities to promote new product or features (Collins, 2004). In the third world country like India, the most striking problem is unemployment. The deficiencies of job opportunities give jolt to country's economic progress and poverty reduction. Every year a huge amount of promising talent passed out from reputed universities and colleges, only handful students manage to give a definite direction to their carrier by securing job. In such a grim situation, the only respite is techno-entrepreneurship. Again COVID-19, a menace in our own life, proves productive as well since it makes everyone realizes the need to be tech savvy. The technology has thus become an integral part of our life. It opens avenue for the budding talents to create a job of their own and thus reduce financial crisis. They can figure out technology in all walks of life to cater the need of the society and give financial growth to the nation to eradicate the curse of unemployment and poverty (Gurel , 2010).

Techno Entrepreneurship is acting as a gamut for progress. It is definitely serving as a medium to facilitate the X generation to achieve something desirable in life. It even gives option to capitalize their talent by utilizing their knowledge on technology. In this trivial study we are trying to make a modest attempt in order to understand how far male and female are serious in respect of employing their technological knowledge and to develop a business model to meet

the need of the hour. Even we have a desire to understand their motivational level for achieving the promising career of techno entrepreneur and to be a name in the society. In a nutshell, it is an attempt to make out how far they are inclined for achievement- Techno Entrepreneur.

1. REVIEW OF LITERATURE AND HYPOTHESIS DEVELOPMENT

Entrepreneurship has always been a driving force for economic development (Bag & Omrane, 2021). Entrepreneur has that competency to create and exploit opportunity to bring a positive change towards economy and society (Rahim & Mohtar, 2015).

The concept of creativity and entrepreneurship is an amalgamation of different disciplines (Runco, 2004) and the synergies that prevail make it a distinctive one to consider. Creativity is simply the combination of novelty and appropriateness to resolve the issue of the volatile environment (Bag & Roy, 2019) while entrepreneurship is exploring the opportunity to create values to give a better shape to the society (Bolton & Thompson, 2000).

In the earlier research on creativity, emphasis is duly given to understand the trait of creative individual (Matthews, 2007). Later on, the researchers pay heed to the knowledge and its impact in respect to creative thinking and techniques to explore opportunities and add value to environment and social relationships (Berglund & Wennberg, 2006).

Today, creativity is considered as an indispensable element not only in entrepreneurship but also for techno entrepreneurship. Researchers are often seen to make a modest attempt to understand the reason for venture. Vesper (1980), mentioned that it is difficult to figure out solitary reason. Some are inclined to venture to employ a new technology to establish something of its own.

Feldman & Bolino (2000) concluded that creative individuals are always inclined to become self-employed. However, Lee & Wong (2004), pointed out that there is not enough evidence to prove that creativity only instigates one to form a new business. Falat (2000), figured out that person with creative thinking often prove productive to set up something of its own.

This creative mind is of utmost necessity for the third world country like India. Hemant Kumar, et al., (2013) thus rightly established that entrepreneurs can only solve unemployment problem and give financial stability to the nation like India. Various initiatives are thus taken to entice young generation and the most noble one is the fusion of technology and entrepreneurship.

While doing literature survey, we come across various studies, where researchers are very specific to bring forth their ideas on entrepreneurship and its impact in our life. They even point out how it facilitates our progress in terms of achieving economic stability. The researchers to some extent are considerate in shedding light even to the importance of technology in entrepreneurship. It has also been observed that how the buzzing concept like techno entrepreneur categorically affect male or female students are not given enough emphasis. Keeping these in our mind, we through our trivial studies try to explore these relevant areas which need further attention.

Therefore, the following four hypotheses (refer to figure-1) are enunciated to find out the differences between male and female students of business management regarding the Techno-entrepreneurial Intention:

H₁: Knowledge in technology for techno-entrepreneurship is significantly difference between female and male students.

H₂: Self efficacy toward Techno-entrepreneurship is significantly difference between female and male students.

H₃: Motivation toward Techno-entrepreneurship is significantly difference between female and male students.

H₄: Entrepreneurial Orientation towards Techno-entrepreneurship is significantly difference between female and male students.

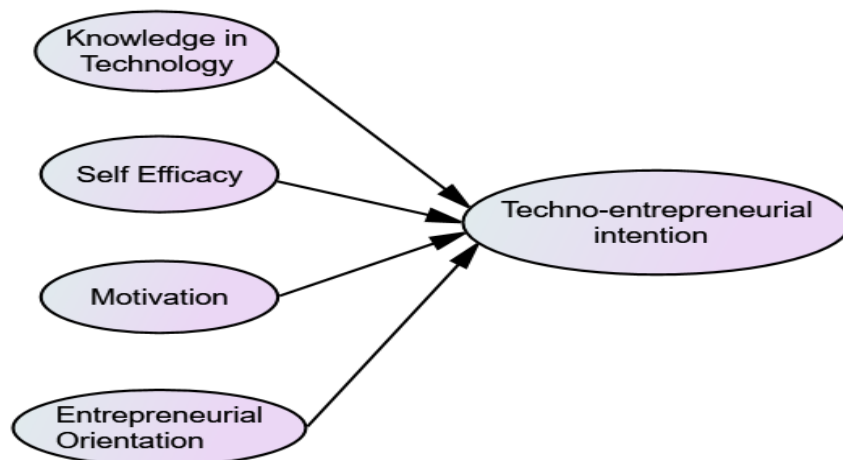


Figure-1: Theoretical model

2. METHODS

2.1 Data collection and sampling process

The exploratory research is based on study of 289 students of business management in post graduation level. The survey is carried out mainly with the help of a questionnaire link shared through google form. Data are collected during the months of May and June, 2021 during which the virus spread was quite high and therefore face-to-face interaction was avoided. Before the analysis of data, the presence of outliers is checked based on univariate and multivariate analysis.

The univariate outliers were checked using Z score values (i.e., values $>\pm 3.29$) (Pallant, 2011) and multivariate outliers through Mahalanobis distance as suggested by (Leys, et.al., 2019), nine outliers (five univariate and four multivariate) were detected which do not considered for further empirical analysis. Hence, the final sample size (N) is 280.

Out the 280 respondents, 170 questionnaires were successfully completed by male students (60.1%), and 110 by opposite gender (39.9%). While checking past academic background before pursuing business management, it has been revealed that only 32 students (11%) from science background, followed by 34 students (11%) from Arts background. Most of the students were 108 (39%) from business administration and 106 (38%) from Commerce background. Most of the students (232) do not get themselves involved in their family business (82.9%) and similarly, a small number of students 12% students are engaging with their venture besides their education.

2.2 Data analysis

The measurement and structural models of the study were examined using partial least square structural equation modeling (PLS-SEM) (Bag, et al., 2020; Ringle et al., 2015). In addition, multi group analysis (MGA) is also performed to compare the effects of each business management students towards techno entrepreneurial intention. According to Hair et al., (2017) PLS-SEM is most suitable non-parametric SEM for multi group analysis. Prior to the multi group analysis, however, it is of utmost necessity to set up measurement invariance, so that measurement invariance for composite (MICOM) approach has been applied (Rasoolimanesh et al., 2017).

3. RESULTS

3.1 Assessment of measurement models

The PLS-SEM has been used to assess the measurement and also structural models for both male and female students of business management. The theoretical design for this study comprises by five reflective constructs, four of which are relating to the orientation of business management students (i.e. Knowledge on technology, self efficacy, motivation and entrepreneurial orientation), which influences the intention towards techno-entrepreneurship. To determine the measurement model, reliability of indicators and constructs, convergent validity, and discriminant validity were checked for all reflective constructs in respect to male and female students (Ali et al., 2018; Hair et al., 2017). The loading of the items for each construct (refer to figure-2) should be more than 0.6 for the indicator reliability (Islam & Bag, 2020). To construct reliability and convergent validity have been established through the

Composite Reliability (CR) and rho A, which should be higher than 0.7 (Bag & Omrane, 2020), and the Average Variance Extracted (AVE) should be higher than the threshold value of 0.5 (Hair et al., 2017; Ray et al., 2020a). Table 1 show that the composite reliability and convergent validity for all constructs have been acceptable and also reliability and convergent validity of all the construct of the study have been acceptable for both male and female students of business management discipline.

Table 1: Reliability and convergent validity of measurement model

Constructs	Cronbach's Alpha			rho_A			Composite Reliability			Average Variance Extracted (AVE)		
	Composite	Female	Male	Composite	Female	Male	Composite	Female	Male	Composite	Female	Male
EO	0.888	0.913	0.870	0.908	0.928	0.894	0.888	0.913	0.868	0.577	0.642	0.535
KT	0.850	0.855	0.825	0.863	0.891	0.829	0.847	0.841	0.824	0.585	0.584	0.540
MT	0.823	0.890	0.747	0.829	0.906	0.764	0.820	0.888	0.752	0.580	0.618	0.502
SE	0.806	0.849	0.767	0.834	0.875	0.793	0.791	0.838	0.747	0.546	0.521	0.527
TEI	0.884	0.931	0.838	0.884	0.933	0.836	0.882	0.931	0.832	0.517	0.661	0.516

Note: EO- Entrepreneurial Orientation, KT- Knowledge in Technology, MT- Motivation, SE- Self Efficacy, TEI- Techno Entrepreneurial Intention

Source: Own elaboration

To establish discriminant validity, the heterotrait-monotrait (HTMT) ratio has been performed. According to Henseler et al., (2015); Bag, et al, (2020), the discriminant validity would be established when the HTMT ratio of each construct lowering than 0.9. Table 2 shows the results of HTMT ratio, which indicating acceptable discriminant validity for both groups of male and female students of business management.

Table-2: Discriminant validity [Heterotrait-Monotrait (HTMT) ratio]

	Female					Male				
	EO	KT	MT	SE	TEI	EO	KT	MT	SE	TEI
EO	-	-	-	-	-	-	-	-	-	-
KT	0.363	-	-	-	-	0.449	-	-	-	-
MT	0.864	0.610	-	-	-	0.853	0.513	-	-	-
SE	0.835	0.362	0.818	-	-	0.826	0.466	0.724	-	-
TEI	0.846	0.543	0.843	0.808	-	0.769	0.514	0.743	0.735	-

Source: Own calculation

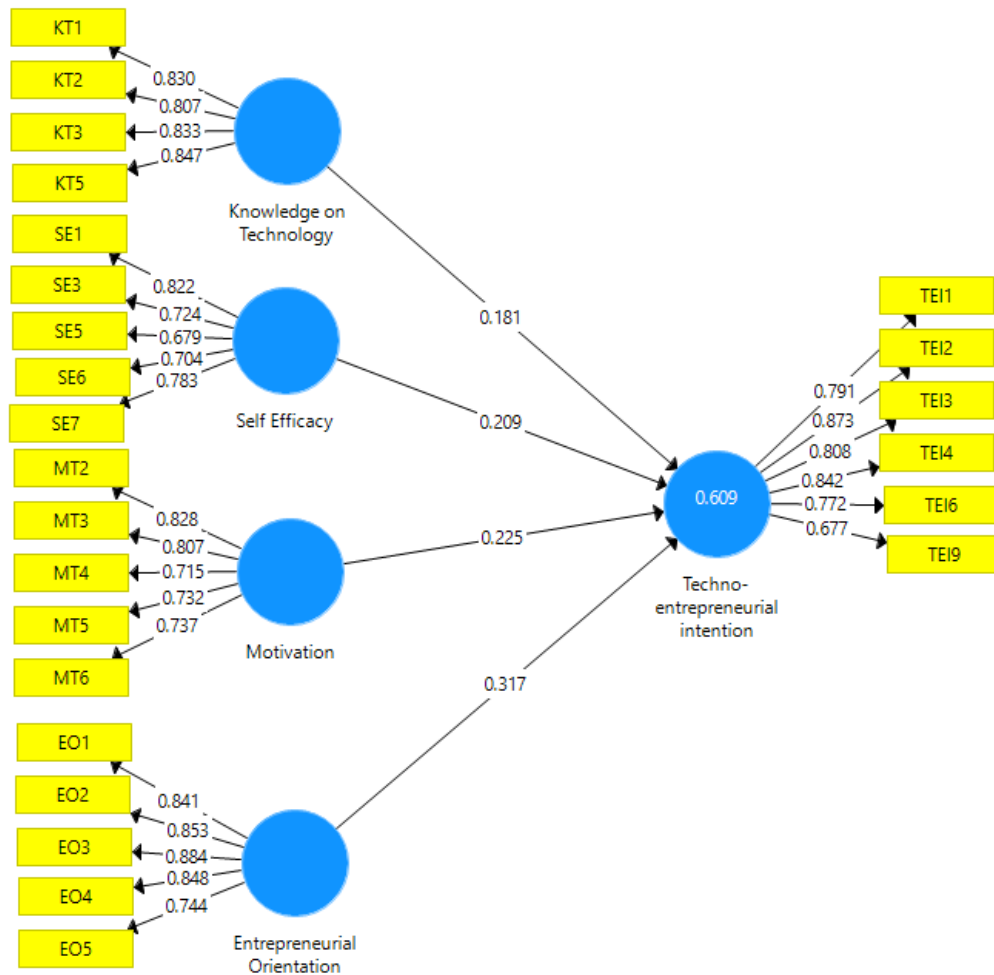


Figure-2: Results of path analysis

The measurement invariance should be examined for both groups of male and female students as an important criterion to conduct multi group analysis (Rasoolimanesh et al., 2020; Sarstedt et al., 2011). According to Henseler et al., (2016); Md Noor et al., (2019) the measurement invariance for composite (MICOM) approach is ideal for PLS-SEM. The MICOM procedure includes three stages: (a) measurement of configural invariance, (b) measurement of compositional invariance employing the constructs correlation, and (c) measurement of equal means and variances (Rasoolimanesh et al., 2017). In addition, partial measurement invariance is to be calculated to perform MGA, which is determined by establishing compositional and configural invariance. Table 3 shows the results of MICOM, thus indicating the establishment of partial measurement invariance. Therefore, based on the results of Table 3, MGA can be performed to compare the path coefficients for both groups and to test the hypotheses.

Table-3: Results of invariance measurement testing using permutation

Constructs	Configural Invariance	Compositional invariance (Correlation = 1)		Partial measurement invariance established	Equal mean assessment			Equal variance assessment			Full measurement Invariance
		C=1	Confidence Interval (CIs)		Differences (Female-Male)	Confidence Interval (CIs)	Equal	Differences (Female-Male)	Confidence Interval (CIs)	Equal	
EO	Yes	0.999	[0.998, 1.000]	Yes	-0.078	[-0.339, 0.322]	Yes	0.291	[-0.473, 0.429]	Yes	Yes
KT	Yes	0.994	[0.994, 1.000]	Yes	-0.622	[-0.330, 0.343]	No	0.066	[-0.457, 0.401]	Yes	No
MT	Yes	0.996	[0.997, 1.000]	Yes	-0.317	[-0.366, 0.359]	Yes	0.475	[-0.528, 0.485]	Yes	Yes
SE	Yes	0.999	[0.994, 1.000]	Yes	-0.233	[-0.348, 0.338]	Yes	0.382	[-0.559, 0.581]	Yes	Yes
TEI	Yes	0.999	[0.998, 1.000]	Yes	-0.274	[-0.329, 0.350]	Yes	0.414	[-0.610, 0.572]	Yes	Yes

Source: Own calculation

3.2 Assessment of structural models and multi-group analysis

Prior to performing the multi group analysis to compare the effects of the four dimensions of students of business management towards engagement in techno entrepreneurship between male and female students and testing of proposed hypotheses of the study, the structural equation model for both the groups must be measured. To evaluate the structural model, the R^2 and Stone-Geisser criterion (Q^2) for techno entrepreneurial intention, as well as the significance of the path coefficients for the two groups should be assessed (Ali et al., 2018; Hair et al., 2017). The R^2 values of 0.67, 0.33, or 0.19 imply substantial, moderate, or weak endogenous latent variables in the inner path model (Chin & Dibbern, 2010; Ray, et al., 2020b). The results produced R^2 values of 0.854 for the techno entrepreneurial intention of female students, and 0.703 for male students of business management, which refers to high scores in the behavioural sciences (Rasoolimanesh et al., 2017). The Q^2 value should be more than zero to reflect the predictive capacity of a structural model (Ali et al., 2018). The result of the present study represents that the Q^2 values for female students predictive model is 0.516 and 0.489 for male students. Therefore, the predictive capabilities for both the group's structural model is excellent. Moreover, significance of the path coefficient is determined using the bias-corrected (BCa) confidence intervals. Table 4 shows the positive and significant effects of knowledge on technology, self efficacy, motivation and entrepreneurial orientation on techno entrepreneurial intention for female and male students of business management students.

Table 4 represents the results of multi group analysis and testing of proposed hypothesis. Two conservative and nonparametric approaches such as Henseler's multi group analysis (MGA)

applying bootstrapping and the permutation approach (Chin & Dibbern, 2010) have been employed to contrast the effects of management students engagement dimensions on techno entrepreneurial intention between male and female students. Using these two methods, the results of MGA shows that there is no significant difference between the effects of student engagement dimensions on techno entrepreneurial intention for female and male students.

Table-4: Results of hypothesis testing

Hypothesis	Relationship	Path Coefficient		Path Coefficient Difference	Henseler's MGA	Permutation p-Values	Remarks
		Female	Male				
H1	EO -> TEI	0.424	0.339	-0.085	0.705	0.704	No/No
H2	KT -> TEI	0.174	0.140	-0.034	0.802	0.791	No/No
H3	MT -> TEI	0.275	0.164	-0.111	0.596	0.605	No/No
H4	SE -> TEI	0.142	0.246	0.104	0.589	0.582	No/No

Source: Own calculation

CONCLUSION

This paper aims to compare the Knowledge on technology, self efficacy, motivation and entrepreneurial orientation towards the techno entrepreneurial intention between male and female students of business management discipline. Prior to the comparison the study has address the relationship between students' engagement dimensions and techno entrepreneurial intention has been studied. In the past couple of decades, it has realized that entrepreneurship education gets a significant growth (Katz, 2008; Matlay, 2008) and development in techno entrepreneurship courses seems to be increasing within universities across the world. The result of the study shows that knowledge on technology, self efficacy; motivation and entrepreneurial orientation have significant influences on techno entrepreneurship intention. In order to enhancing self-employment the higher education institution should make significant changes among the students and also encourage them to adopt entrepreneurial activities especially

technology oriented entrepreneurship (Lundstrom and Stevenson, 2001). Even so, higher education institution would provide sufficient access to other informal sources of support to the students, for instance, meeting academics and learning from them, besides formal sources of support such as career advisory services, motivational and technology oriented activities. In addition, higher education can impact on techno-entrepreneurs' skills in self-efficacy (Greene, and Storey, 2004) that institutions should first meet criteria with respect to how to express good practice in delivering techno entrepreneurship education for students especially business management.

In regard to the differences between female and male students of business management, it is found that there are no differences of knowledge on technology, self-efficacy, motivation and entrepreneurial orientation towards teach entrepreneurship intention.

It is high time now that the institutions imparting higher education should keep focus on how to employ these budding talents to make them more inclined to opt their own career in their own unique way – techno entrepreneurship. A positive framework from the institutes not only guides them to shape their venture but also motivate them enough to be a successful entrepreneur. The determination should be inculcated so that they would be ready to prove their worth. The competency needs to be inherited from the institutes so that it acts as a driving force not only for him or her but also for the entire nation. It needs to keep in mind that apt, diligent, scientific and systematic nurturing would only guide them to be a successful techno-entrepreneur eradicating the evils of unemployment and poverty.

LIMITATIONS AND RECOMMENDATIONS FOR FUTURE RESEARCH

Like every extensive study our trivial effort is not devoid of limitations. For instance, the study suffers from time limitation and it would be better if we could devote more time to reach the optimum outcome. On the other hand, the result would be more reliable and satisfactory if we manage to interact with more number of respondents as a small sample size may not prove worthy in reflecting the result. This exploratory research work is based on primary data. The interpretations of the data and observations from our findings are a mere reflection of whatever data we manage to gather from a structured questionnaire. This study is restricted to five constructs and it would have been better if we could manage to shed light on other constructs too. A definite apathy is noticed among the respondents to answer rationally, critically and logically. The spontaneous participation would definitely help us to reap rich dividend. Therefore, this study would definitely open avenues for the researchers to shed light on these issues. We have managed to select five constructs only for the limitation of the time. In future the researchers would definitely consider more constructs to reach a far more convincing result. The efforts would invariably give base to the institutes imparting higher

education to come up with a model to inspire the budding talents to opt for their own career – Techno entrepreneur.

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Energy Policy of Turkey and Its Contemporary Applications

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ABSTRACT

The energy is the essential input of the economic and social developments of the countries. The energy and state legislators must provide this most basic necessities of the community in an uninterrupted, reliable, timely, cheap and clean manner. This necessity is much the same for the industrialists and tradesmen as well as the consumers in their home. In the globalizing world, an indispensable prerequisite is to supply the energy for the country's industry from uninterrupted, reliable sources and low-priced as the most basic and weighted input into the cost of the final product. However, the realities experienced in the energy field of our country, far from being in harmony with these basic requirements, are in stark contrast. The energy policy of Turkey aims at diversifying the source country and route, starting to use nuclear energy while increasing the share of renewable energy in the energy mix, research on increasing energy efficiency and contributing the energy security of Europe. Our country, which is located in a region with approximately seventy percent of proven oil and natural gas reserves, is one of the largest natural gas and electricity markets in its region. In this presentation we have tried to put forward the policies of Turkey with regards to energy and which activities and methodologies it utilizes to prevail.

Keywords: Energy, Power, Turkish Policies

INTRODUCTION

It has been reported that in 2030, the energy consumption will rise by 60% in the world and higher than 100% in Turkey compared to the present. Similarly, it is expected that the world and Turkey's population will rise by 1%. The primary cause of this rise is the increasing population as well as the demand from developing and growing economies in the world and the demand mainly arising from urbanization and industrialization in our country. Increase in car ownership and electricity consumption as a result of increased incomes in developing economies are other reasons for the increase in energy demand (Ibish, 2020).

Like in other parts of the world, the demand for energy increases in Turkey every day and this increase will be more and more every year depending on the growth strategy of the country. The growth of the economy as a result of the development of industry and technology, and the increase in the demand of the community as a result of the urbanization in parallel with the increase of the population lead our country and the world to find different resources for more energy supply and energy acquisition. Although energy is the most important factor of production, energy consumption has a linear relationship between countries' development, improvement and welfare levels, the local and renewable energy policies must have priority in Turkey, especially for reducing the high rate of dependence on foreign suppliers in the field of fossil fuels (Avsar, 2020).

When comparing the electricity generation, according to primary sources, i.e., the data by the end of July 2019 and the end of July 2020, it is seen that the percentage ranking has not changed. Considering the generation percentages, it concludes that:-

- The percentage of hydraulic and lignite-sourced productions decreased;
- The percentage of production from imported coal, natural gas and renewable resources increased (Ibish, 2020).

As of the end of July 2020, the Installed Capacity of Our Country for Electric Power Generation by Primary Resources are analyzed as hydraulic, renewable and natural gas (Oz, 2020).

Total electric power generated by the end of July 2020:
170.133 GWh

Total electric power installed capacity by the end of July 2020:
92.097 MW

When the installed capacity data are examined as a percentage and compared to 2019 data, it is seen that the change in the data is very little. In addition, the top five rankings of installed capacity on a resource basis by the end of July 2020 are as follows:

Hydraulic (31,66), natural gas (27,79), renewable (geothermal, wind, solar and waste and garbage) (18,19), lignite (10,96) and imported coal (9,74).

The Share of Solar Energy in Total Electric Power Generated at the end of July 2020 is 4,04%.

The Share of Solar Energy in Total Electric Power with Installed Capacity at the end of July 2020 is 6,7%.

The share of Solar Energy in Total Electric Power Generated in 2019 was as follows according to months:

When we compare the share of Solar Energy in Total Electric Power Generated compared to 2019 and July 2020, it appears that it increased from 4,09% to 4,58% (Ibish, 2020).

Having close proximity to the region with approximately 70% of the world's oil reserves and insufficient resource potential of Turkey is increasing its dependence on oil to neighboring countries. Almost half of Turkey's oil imports are from Iran and other regional actors, Russia, Iraq and Saudi Arabia. Although Turkey's dependence on foreign sources is a risk factor for energy and the country's security, its most important advantage is that it is an energy center due to its geostrategic location. Turkey is striving to ensure their own needs with its oil pipes, and to be a regional energy center with the efforts to provide both power and energy security. The effort to be an energy corridor between east and west makes it one of the active and powerful actors in the region with its historical power from the past. With its close partnership with Azerbaijan, Georgia and the USA and the pipelines it has established, it creates an alternative to the transit line dominated by Russia and shows that it is a powerful actor in the region. Transporting Caucasus and Middle Eastern oil to western markets through safe and alternative routes through these pipelines is crucial for the countries of the region as much as Turkey (Ibish, 2020).

In particular, the BTC pipeline has a different importance for Turkey. Turkey reaches the Caspian region crude oil in this pipeline and it provides resource diversity by producing alternatives to Russia and Iran and has become an alternative that strengthens its relations with the West on energy security. With this project, Turkey has the chance to establish close contact with Central Asian countries on energy. Turkey is one step closer to becoming an energy center and a corridor and this line, which increases its geopolitical importance, is also one of the most successful concrete projects of cooperation in the energy field between the USA and Turkey. Turkey is an important actor in this energy war, especially in the world where the powerful actors focus on with its almost central position and its historical and geographical proximity to the Middle East and the Central Asian region. To be a powerful country, Turkey must continue to work in order to increase the diversity and to reduce oil dependency with its strategy of location and researches on oils and must follow policies that will succeed (Oz, 2020).

Turkey's renewable energy potential is very high. The use of renewable energy sources is of vital importance to reduce import energy dependency. Turkey has stated in the fifth five-year development plan - firstly put into effect in 1984 - that the initiatives must be supported in order to get the most reasonable time and efficiency of new and renewable sources. It was stated in the sixth five-year development plan that hydraulic, geothermal and solar energy resources should be utilized more, and stated in the seventh five-year plan that the use of renewable energy resources should be expanded. Especially in the eighth five-year development plan, renewable energy sources were mentioned in detail, and their features such as the use of these resources in the world and Europe, the incentives provided, their effects on the environment were mentioned in detail. In order to use renewable energy resources and to be integrated into energy

production, the necessary technology as well as the arrangements of necessary incentives and laws and regulations need to be developed in Turkey. Considering the potential of renewable technology, the importance of the technology to be developed in the Eighth Five-Year Development Plan is understood. It is known that developed countries, especially the USA and European countries, have made significant investments in these technologies recently. Turkey is an important market for this energy source with the potential. Turkey has to catch the local technology in developing renewable energy sources and technologies. If Turkey does not produce the technology of renewable energy sources, with the developing trend in the increasing energy demand, for renewable energy resources technology, it will be obliged to pay the costs it has paid to oil and natural gas in recent years to renewable energy technologies after 15-20 years.⁷⁶ The world has felt the importance of energy in the energy war in the 21st century. Turkey's energy dependence is high, and the existing potential should be used correctly in order to meet the increasing energy demand for its rapidly rising development. It aimed to have sufficient potential in fossil energy resources and aimed to solve this missing energy power in the axis of foreign policies it wanted to apply. Turkey, which determines the goal 'Great Turkey,' should develop renewable energy resources with great potential for the policies it wants to apply for being 'Energy Center and Energy Corridor' and should be added to energy production. For this reason, existing energy resources should be analyzed in the best way and correct policies should be developed (Avsar, 2020).

Turkey is one of the countries which is rich in wind energy potential. Approximately 3500 km of coastline and being surrounded by seas on three sides contributes greatly to the wind energy potential. Especially, the Marmara and Aegean region coastlines have a productive and strong potential. The first law covering renewable energy resources in Turkey is the Electricity Market Law issued in 2001. With this law passed, the abandonment of the state's guarantee purchases over a certain price has led to a further reduction of investments which is quite low in Turkey. Turkey, who wants to benefit the maximum from renewable energy sources in the energy diversity, has gone to a revision in the law due to the decline of investments. With the legal study made on May 10, 2005, with the Law No. 5346 on the Use of Renewable Energy Resources for the Purpose of Generating Electrical Energy, the purchase guarantee for electrical energy was increased from 7 years to 10 years and the purchase price base increased to 7.3 dollars and this accelerated investment (Avsar, 2020).

TANAP Project

TANAP is Trans Anatolian Natural Gas Pipeline Project. This project aims at the transportation of the natural gas produced in the Shah Deniz 2 gas field in Azerbaijan's Caspian Sea and the other areas in the south of the Caspian Sea to Europe through Turkey. TANAP combines with the South Caucasus Pipeline (SCP) and the Trans-Adriatic Pipeline (TAP) to form the Southern Natural Gas Corridor. In the next period, it is planned to take the project into commercial operation and to gradually transport 10 billion cubic meters of Azeri gas to Europe. In addition, it is expected that TurkStream Natural Gas Pipeline Project will carry Russian gas to Europe through Turkey in 2020 (Oz, 2020).

TANAP starts from the village Türkgözü, Posof Ardahan at the Turkey Georgia border and it will pass through 20 provinces including Ardahan, Kars, Erzurum, Erzincan, Bayburt,

Gümüşhane, Giresun, Sivas, Yozgat, Kırşehir, Kırıkkale, Ankara, Eskişehir, Bilecik, Kütahya, Bursa, Balıkesir, Çanakkale, Tekirdağ and Edirne and will end in İpsala district of Edirne on the Greek border. From this point, it will be connected to the TAP Natural Gas Pipeline that will transfer natural gas to European countries. Two outlets for connection to the national natural gas transmission network will take place under the project - one in Eskişehir and the other in Thrace within the borders of Turkey. TANAP Natural Gas Pipeline system consists of above ground facilities whose numbers and qualities are stated below to be used in connection lines to the outlet in Turkey with a total of 1850 km main line, 19 km of which is the Marmara Sea crossing (Ibish, 2020):

7 compressor stations,

7 compressor stations,

4 measurement stations,

11 pig stations,

49 block valve stations and

2 gas output stations to feed into the national gas station network in Turkey

In addition to the above ground facilities, camp sites where workers will stay, pipe storage areas and access roads will also be established to be used temporarily in the project.

CRITICAL POINT OF TURKEY – NATURAL GAS RESERVE

Turkey ranks second in the world exploration list with 2 billion barrels of oil equivalent (405 billion cubic meters of natural gas) exploration, and ranks first in the explorations made in the seas (Oz, 2020).

Minister of Energy and Natural Resources Fatih Dönmez, told AA reporter that, Gas Field discovery of Sakarya is a critical point for Turkey. Dönmez told that with the discovery, the most concrete result of the National Energy and Mining Policy was obtained in the field of hydrocarbons, and stressed that " The purchase of ships, navigation and continuing their operations uninterruptedly despite all kinds of obstructions shows that Turkey would not back down from its goal. As long as the countries of the region disregard the fact with their policies based on chaos, and so long as they ignore the resolution of Turkey, they should know well that they will be frustrated." Pointing out that the exploration is a result of long-term policies, Dönmez continued as follows (Ibish, 2020):

" We started seismic studies in the region 14 months before the exploration. When our friends stated that the region is a promising place, we called back the Fatih from the Mediterranean to the Black Sea. In the drilling we started on July 20, we made the exploration in just 1 month. Now we have 2 more layers to go down in front of us. Data show that 320 billion cubic meters of reserves will be revised upwards. Our exploration ranks first among maritime explorations in 2020. Our explorations of 320 billion cubic meters of natural gas, equivalent to 1.9 billion barrels of oil, is followed by Gazprom's exploration of 1.3 billion barrels of oil in Russia."

Minister Dönmez stressed that considering all the explorations made this year in land and sea,

Turkey ranks second after the exploration of the United Arab Emirates at its land field, and added that " However, the following point should not be ignored here. First of all, the Gulf countries are rich in oil and natural gas deposits. The region hosts the world's largest oil and natural gas deposits. Second, the exploration made in the United Arab Emirates was made on land, and the exploration made on land is more affordable than those made at sea, both in terms of cost and operation." (Avsar, 2020).

CONCLUSION

Turkey's Nuclear Energy Potential and Emerging Policies nuclear energy has an important place in the world energy system. Renewable energy sources and nuclear energy constitute important alternatives for countries that want to reduce their energy dependency. However, this type of energy is not an energy source that is highly accepted by the society in terms of its existence and history. The social counterpart of this energy source, which is of vital importance for countries, must be provided. Nuclear power plants and the energy obtained from them must have high technology systematically and in terms of the risks involved. The nuclear power plants required for a country dependent on foreign energy like Turkey constitutes also a different commitment to countries that provide this technology as well as help the development of technology (Oz, 2020).

Turkey attaches importance to nuclear energy to reach the target by 2023. With the nuclear power plants to be established, it is desired to meet a significant part of the energy that will be needed in 2023 and to reduce the dependence on energy imports based on fossil fuels. We can cite France as the most obvious reason for this desire. Although it is 99% dependent on petroleum and 97% on natural gas, the rate of import dependency on energy is 50%. In Turkey, the dependence on fossil fuels, although much lower than the energy dependence rate is about 72%. The obvious difference is that in energy production, France's share of electricity from nuclear energy is 75%. As these examples on nuclear energy can be increased, it is understandable that Turkey takes a significant share in energy policy. Turkey has made nuclear energy plans by planning plants to be built in Mersin and Sinop. When these power plants start generating, it is predicted that 80 billion kWh of electricity will be generated annually. Approximately 16 billion cubic meters of natural gas must be used in order to generate the amount of power determined in this determination from an alternative natural gas power plant. The cost of natural gas to be used in this amount is 7.2 billion USD annually, or approximately 13 billion TL. This amount has large volume for developing countries such as Turkey and Mersin, with this amount, 4 units can be installed in Akkuyu nuclear power plant. In addition to this economic contribution, there are reasons such as not having a reserve shortage like other energy sources, having a serious advantage in greenhouse gas, having a more affordable cost than other production varieties, and having a much less waste amount than fossil fuels. For example, for energy from 1 kilogram of uranium, it is required 3.000.000 kilograms (3000 tons, 25 heavy-duty train carriage) 13 coals or 2.700.000 liters (2700 cubic meter, 135 large size fuel tanker) petroleum (Ibish, 2020).

83 Nuclear energy is an energy type that has risks as well as advantages. The Mile Island, Chernobyl and Fukushima Daiichi incidents show the extent of the risks. However, despite the many risks involved, considering its efficiency and continuity, many countries still consider nuclear energy as a powerful alternative when planning for energy policies. Turkey makes first step towards this goal for the Akkuyu Nuclear Power Plant, which was decided to be built in the Akkuyu field. Agreement on Cooperation for the Establishment and Operation of the Nuclear Power Plant was signed with the Russian Federation on May 12, 2010. On 15th July 2010, Agreement adopted by the General Assembly in the Grand National Assembly of Turkey (Parliament), was published in the Official Gazette No. 27721 dated October 6, 2010. As per the agreement, the project company, Akkuyu NGS Elektrik Üretim A.Ş., was established on December 13, 2010. Nuclear power plants in Turkey, apart from reducing energy dependence and being an alternative energy power, it has been seen as an important alternative to becoming a strong country with the prospective technology studies, the employment of labor force and the manpower to be trained in nuclear technology and knowledge and the use of this technology, power in military (Avsar, 2020).

It is possible to summarize the basic elements of our country's energy strategy as follows (Oz, 2020):

1. Prioritizing energy security related activities, taking into account the increasing demand and import dependency,
2. Considering environmental concerns at every stage of the energy chain in the context of sustainable development,
3. Creating a transparent and competitive market by ensuring the necessary reform and liberalization, increasing productivity and efficiency,
4. Increasing energy technologies related R&D.

In this context; it is aimed at:-

1. Diversification of resources and routes in the supply of oil and natural gas, which are imported hydrocarbon energy resources,
2. Increasing the share of domestic and renewable energy,
3. Increasing energy efficiency, and
4. Including nuclear energy in our basket.

As mentioned previously, the energy policy of Turkey aims at diversifying the source country and route, starting to use nuclear energy while increasing the share of renewable energy in the energy mix, research on increasing energy efficiency and contributing the energy security of Europe (Oz, 2020). Our country, which is located in a region with approximately seventy percent of proven oil and natural gas reserves, is one of the largest natural gas and electricity markets in its region.

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Vermicompost and Vermiwash as Organic Utility Products - A Case Study of Northern Part of West Bengal, India

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ABSTRACT

The present-day world is focusing on sustainable development. The key solution for it would be, using available local resources through participatory management. In this context, organic manures vermicompost and vermiwash are important. They replace chemical manures, placing an important argument in favor of sustainable development through green practices and technology. However, here the question arises about the satisfaction level of the users. To test the satisfaction of the users' present study captures the responses of some of the users of the manures vermicompost and vermiwash and also some of the businessmen carrying out the business of the products in three districts of North of West Bengal, India- Cooch Behar and Jalpaiguri. Primarily, the study goes through the components used for the production of the products. It is followed by the scenario of organic farming in West Bengal, a state of India, which gives the base of the study. Based on it further, a sample survey was carried out to measure different issues of satisfaction and problems regarding the use of the products.

Keywords: Sustainable Development, Vermicompost, Vermiculture. Organic Manure

INTRODUCTION

Evidence from history indicates that way back in 1905, the organic method of agriculture practices was realized [1]. However, the yield from organic manure was less, and there was a need for more yields of crops. This molded the agri-system in the world to shift toward chemical fertilizers. Soon the ill effects of the chemical fertilizers emerged from all spheres. The pesticides administered never stand in the place and moves away from there and cause a mass range of water and soil pollution.

Research results also indicated that pesticides are also linked to more fatal diseases like cancer. Also, diseases linked to malfunctioning of both the nervous system and reproductive systems are caused by pesticides. Parkinson's disease, childhood leukemia, lymphoma, and asthma are some deadly diseases to be referred[2]. Owing to deadly side-effects of chemical pesticides, the world community is slowly and surely moving towards the "Green production system". Different data throughout the world reflects the fact, and the orientation is more visible after the 1990s. Till 2011 162 countries throughout the world practiced organic agriculture in 37 m Ha (courtesy-ICAR), with Oceania, Europe, and Latin America having organic agriculture of 12.1,10.6 and 6.8 m Ha, respectively. In this case, the data does not favor Asia. It is just 3.4 m Ha in the year 2009 .It may be because of the high population of Asia that the continent cannot just rely on the organic cultivation system. The data of business from organic farming is also not lagging. In the year 2011, the global sale of organic food and drink reached 62.9 billion US dollars.

In terms of the Indian context, the story is quite different. At the time of independence, the agricultural infrastructure in the country was not organized, and neither was the food yield. So India has to concentrate on more food yield to feed its large population and at the same time decrease the food import level to a minimum level. Research in this direction brought "green revolution" in the 1960s, and there was an upsurge in the production of food in India. However, this development enhanced the use of chemical fertilizers in India. Nevertheless, the story of other parts of the world also prevailed in India[3].

In this position second green revolution came in the hands of organic farming, keeping in mind a new vermiwash model (Sathe, 2004)[4]. The use of it showed a significant positive effect on the betterment of humankind and animals through the growth of good quality crops and fruits.

A Small introduction is necessary in this case. Vermi worms used here act as biological agents to consume those wastes and to deposit excreta in the process called Vermicompost (Adhikary,2012).While vermiwash is the liquid extract of vermicompost extracted from earthworms(Esakkiammal, et al., 2015)[5].

In the discussed context, the present study focuses upon the use of vermicompost in the Eastern state of Indian union West Bengal. Data (APEDA-2013-14)[6] suggests total farm area under organic certification during 2013-14 in the state was 2095.51 Ha. The organic option in the state was mainly used to grow tea and various vegetables. In the present study, field study has been carried out in three districts of West Bengal, India, among the farmers who have used the vermicompost and vermiwash. It also captures the views of some of the businessmen who sell and produce the mentioned organic manure. Based on the discussion, the objectives finalized for the study are as follows.

- To study the views of the users of vermicompost and vermiculture regarding the utility of the products.
- To know the crops where vermiwash is being sprayed by the users and the outcome.
- To conceptualize the job generation avenues in producing and using the vermin-products.

In the present section A, introduces the topic. Review of Literature is carried out in the subsequent section B. In Section C, the composition of the vermiwash is placed that is followed by Section D, where facts about West Bengal, India in organic farming and vermicompost use are discussed. Section E, focuses on Field Survey. In Section E, the users experience, survey outcome, and impact on the people have been discussed in sub-sections. Finally, Section F concludes the study.

REVIEW OF LITERATURE

The utility of organic manure like vermicompost and vermiwash is being felt from all spheres. Different union governments, scientists, environmentalists, and researchers have advocated for organic manure in place of chemical manure. This urge is being reflected in different literary and research works throughout the globe. Supporting the fact, Selden et al.(2005)[7] further said that vermicomposting is beneficial because of its benefits. Like-it is faster than other traditional methods, and less space is required .In addition, though, there is a foul smell attached, but they are less compared to other composting techniques. It also has excellent positive environmental impacts. It reduces the number of green wastes that pollute landfills and sometimes different water bodies. The end product is rich in nutrients and boosts the productivity of the soil. The use of worms for organic matters production as well as application in small firms is being examined by Yarger (2010)[8].The author said that vermiculture having high utility from small firms' point of view. It recycles kitchen and livestock wastes into rich

organic fertilizer and produces high-protein feed for poultry. Moreover, the worms and worm castings are sold, generating business options. Worms help to build the soil in the garden. The bigger effect of the use of Vermiculture is reflected in the research work carried out by Wani and Lee (1992), Wani et al.(1995)[9].They felt that global productivity and environmental protection could be achieved by adopting ecological and sustainable farming practices. In terms of the Indian scenario, Adhikari (2012) focused on how chemical fertilizers became an inseparable part of the Indian Agriculture system. According to the author, the Green Revolution in the 1960s has increased the agricultural output of India. However, at the same time, it has enhanced the use of chemical fertilizers. On its part, the chemical fertilizers have adversely affected the health of Indians. In this scenario, Adhikari felt that there should be more and more vermicompost type organic manure. Placing the favor for vermicompost and vermiculture the author said that- both are proven as growth promoters and protectors for crop plants. Srinivasrao, et al (2013), in the research report for Central Research Institute for Dryland Agriculture (CRIDA)[10] feels that vermicomposting is being practiced for over two decades, such agricultural practices should come at the center stage of crop residue management and soil fertility enhancement.

The research work also places some bulletin documents that are helpful in running different models of vermicompost production, which could be highly useful for students, entrepreneurs, practitioners, and field functionaries of the several development departments. Vermicompost and vermiproducs are not only for the growth of plants and good natural manure for the soil but have significant use in aquaculture(Chakrabarty et al.,2013)[11].They felt, for this reason, there is an urgent need to enhance the culture of earthworms. The food is highly nutritious as they contain iron and amino acid.

The question arises about physicochemical characteristics, micronutrients, proteins, and carbohydrates present in vermiwash before and after inoculation of earthworm species. Prabha and Varghese (2014)[12] carried an experiment in this definite direction. They conducted a comparative study on the effect of vermiwash upon *Capsicum frutescens* growth parameters of root and shoot length, number of leaf count after 30 days of the plantation.

Taking the same research study, Khachi et al.(2015)[13] carried out comparative efficacy of bio-organic nutrients on cropping behavior and fruit quality of kiwifruit. In it, farmyard manure (FYM), vermicompost (VC), bio-fertilizers (BF), green manure (GM), and vermiwash (VW) was used. The research output reflected that - use of various sources of bio-organic materials under the organic farming regime, there will be sufficient improvement in fruit quality and plant nutrient contents. In the same way et al.(2015)[14] studied the combined effect of vermicompost and vermiwash from the organic wastes by earthworms on lab beans. The combination showed maximum results on the growth and yield of the lab beans.

The study also indicated that vermicompost and vermivash could be effectively used for sustainable plant production at low-input basis green farming. Similarly, the effect of vermivash was experimented with by Sundararasu and Jeyasankar (2014)[15]. As in previous cases, the results revealed that vermivash spray enhanced the growth parameters and yield parameters measured in plant height, number of leaves, number of flowers, and fruits per plant. Also, other results indicated that the flowering and the fruiting ratio were significantly increased in experimental plots. So on totality, the result reflects that earthworm extracts offer a valuable resource that could be effectively used to increase production.

COMPOSITION OF VERMIWASH

A Good Quality Vermivash contains the following composition (supplied by Mr. Partha Ghosh Dastidar, producer and distributor of the product)[16] showed in Table 1. The product mainly consists of potassium, sodium, calcium, copper, zinc, iron, magnesium, and manganese.

Table 1

Items	Composition
pH	7.48 x 0.03
Electro conductivity dS/m	0.25 x 0.03
Organic Carbon %	0.008 x 0.001
Total Kjeldal Nitrogen %	0.01 x 0.005
Available Phosphate %	1.69 x 0.05
Potassium (ppm)	25 x 2
Sodium(ppm)	8 x 1
Calcium(ppm)	3 x 1
Copper (ppm)	0.01 x 0.001
Ferrous (ppm)	0.06 x 0.001
Magnesium (ppm)	158.44 x 23.42

Manganese (ppm)	0.58 x 0.040
Zinc (ppm)	0.02 x 0.001
Total Heterotrophs (CFU/ml)	1.79 x 10 ³
Nitrosomonas (CFU/ml)	1.01 x 10 ³
Nitrobactor (CFU/ml)	1.12 x 10 ³
Total Fungi (CFU/ml)	1.46 x 10 ³

FACTS ABOUT WEST BENGAL IN ORGANIC FARMING AND USE OF VERMICOMPOST

The samples are collected from three districts, i.e.- Darjeeling, Jalpaiguri, and Cooch Behar of West Bengal, India. So the focus area is West Bengal. This part presents some initiatives of West Bengal concerning the state's initiative in introducing organic manure. Along with it, vermicompost and vermiwash business in the state is also discussed.

i. Small facts on agriculture of West Bengal, India

- Agriculture plays a main role in the state's economy. Nearly three out of every four persons are directly or indirectly involved in agriculture which is 70 percent of the total population.[17]
- Though the state has only 3 percent of cultivable land, it accounts for 8 percent of the total food grains produced in the nation.
- The net area under cultivation in West Bengal is about 52, 96,005 ha with a cropping intensity of 182 percent.

ii. Initiatives and facts on organic cropping in West Bengal

Data on bio-fertilizers, organic manures, compost, and green manures, compost, and green manure during Rabi season 2012-13 is as follows.[18]

Table 2

Bio-Fertilizers	Organic Manure	Vermi Compost	Rural & city compost	Green Manuring
1650 MT	43.35 Lakh MT	23.95 Lakh MT	87.7 MT	685100 HA

(Data published in National Conference on Agriculture for Rabi Campaign-2013 by Department of Agriculture, Government of West Bengal)

- In 2008-09 District Rural Development Cell (DRDC) with Consortium of Training Research and Development (CTRD)(a non-profit organization working in the backward areas with the disadvantaged communities since 1993) helped for training 6383 Self-Help Groups(SHG) members in 12 Gram-Panchayat of eight blocks in five districts of West Bengal in production of Vermicompost and networking. It helped in forming 220 producers and 11 Activity clusters.(Courtesy-CTRD)[19]
- West Bengal has covered approximately 10,000 ha (both officially registered and unofficially registered) until January, 2009 regarding organic farming in its field. In it, tea is taken as a major commodity where vermicompost is used.
- In order to boost organic (uncertified) and near-organic farming, largely avoiding chemical fertilizers and other inputs, the Government of West Bengal has subsidized the organic inputs to the extent of 85%(Report up to January-2009).The Government is also thinking of providing a grant to farmers practicing organic farming. [20]
- The West Bengal government, keen to train farmers with proper bio/botanical pesticides like vermicompost in organic cultivation, set a plan to form one bio-village in each of the 341 blocks in the state within 2011(Economic Times, March 30,2009).The program was launched in 2004-05, and 75 bio-villages were established till 2007-08.
- As per the figure provided by West Bengal Food Processing and Horticulture ministry, due to greater demand for organic cultivation, 775 vermicompost units have been constructed during the year 2013-14 concerning 329 in 2010-11.(Press Trust of India, Kolkata June 26, 2014)[21]
- High cost of organic inputs, no market for the organic product, unavailability of organic inputs, less yield, and no price advantage for organic products is the major constraints(Agro-Economic Research Centre, Visva-Bharti, Santiniketan, West Bengal,2011).
- In West Bengal farm area under organic certification during the year, 2013-14 stands to be 2095.51 Ha(As per APEDA,2013-14))

THE FIELD SURVEY

About 45 users (farmers, producers, distributors) of the product were interviewed from three districts, namely- Cooch Behar, Jalpaiguri, and Darjeeling among eight districts of Northern part of West Bengal, India. Among these interviews, the experiences of some users are shared.

i. Experience of the users

- Name- Partha Ghosh Dastidar

Address – Buniad Vermiwash, Siliguri, Dist- Darjeeling, State-West Bengal.
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Description- Mr. Ghosh Dastidar, founder of FORTUNA AGRO CAPITAL, is a producer and distributor of vermicompost and vermiwash. He is an expert in using the discarded banana tree, kitchen waste, garden waste, cow dung, flower-packaging refuse as raw materials for generating cent percent organic product under the brand name BUNIAD VERMIWASH (an organic foliar spray).He distributed his products through 15 counters in the six districts of North Bengal.
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Feedback and experience- The product has a high market opportunity and future. Because farmers maintain the productivity of their land, they will use cow dung as organic manure in a year. So if this product can replace the existing, then the breakthrough will be easily achieved. For that high awareness, the drive is needed, and wherever the awareness drive is successful, the product has placed its feet. Apart from that tiny part in North Bengal (as per Mr. Partha, it is 1000 acres) uses the product. So obviously, there is an opportunity for other farmers to use it.

- Name- Prakash Das

Address – Anjali Fertilizer, Bhim Bhar, Bidhan Nagar, Dist- Darjeeling, State-West Bengal.
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Description- He is a farmer having farmland of 4-5 acres and distributes the product from his pesticide distribution center. Using the product for the last three years. Orders in each 1-2 months.

Feedback and experience- Used in his tea garden. Vermiwash worked as a good nutrient for tea plants. By using it, leafs become soft. Others, after using gave good feedback, but for complete awareness among the villagers, he urged for awareness drive. He compared vermiwash and other inorganic manure with homeopathic and allopathic medicine, respectively, where homeopathic medicines give long-term effects but could not give short-term effects. I contrast; allopathic medicines can give short-term good effects but have long-term bad effect. He also added that as the tea leaves plucking cost has increased significantly, farmers can't wait for long-term effects.
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- Name- Anil Chandra Sarkar

Address – Bidhan Nagar, Village-Sahodarganj, Police Station- Phasidewa, District-Darjeeling, State-West Bengal

Description- He is the manager of the farmers' co-operative .He generally orders both 1 and 5 liters packs and orders once every three months. The order ranges to 10-15 liters used in his field to grow potato and tea.

Feedback and experience- On using the vermiwash the plants always remain fresh. It saves the plants from insects. Price is also less concerning other inorganic pesticides. He also added that some of the co-operative farmers also poured it in jackfruits and got good results. However, the main disadvantages are- first, a high dose is needed for inorganic foliar, and as a result, the cost-benefit is completely eaten away by an extra dose. Secondly, small packages are not that available, and farmers are not interested in big packs all the time.

- Name- Ajit Mondal

Address – Brahmapur Bazar, Village-Pagalpara, District-Jalpaiguri, State-West Bengal

Description- He is a farmer and has his tractor. He used vermiwash in various plants and crops like maize, oilseeds, potato, paddy, jujube, lemon, papaya, brinjal, banana, betel nut, olive, and greens. Sprays after every 15 days.

Feedback and experience- Gives more results concerning urea manure. While using in brinjal, its body got extra glaze. He got good results in all the plants and crops used. Even the greens which were about to die showed positive result and got alive. This product costs less than other products in the market. The main problem is that the supply does not meet demand as organic vermiwash production is less in this area.

- Name- Mofizuddin

Address – Jotdartari, Gram Panchayat-Saptabari 2 , Block-Mainaguri, District-Jalpaiguri, State-West Bengal

Description- He is a farmer by profession and works as a distributor in his area. He used vermiwash in growing parwal, paddy, chili, different pulses. He is using vermiwash for the last three years. He had farming experience for over 40-45 years.

Feedback and experience- The vermiwash foliar spray takes time but gives better results than others. Gave good results in terms of the production of all the crops he has grown in his field. The vermiwash saved his plants from root diseases. After chopping the crops, they

remain fresh for about one month. After using this vermiwash in his field he has send his field's soil sample in Research laboratory in Odisha where result came in favor of vermiwash and vermicompost ,i.e, the organic manure on soil causes no harm rather it is having good result in soil compared to other inorganic sprays.

- Name- Rohini Kumar Barman

Address – Guriahati, Cooch Behar, State-West Bengal

Description- He is a distributor of the vermiwash. Used the vermiwash in potato, bean and bittergourd. Purchases the product 2-3 times a month.

Feedback and experience-By using the vermiwash, production has increased to manifolds. For example previously 3 bighas (1 Bigha = 17452.0069808 square feet) yield used to fill up a truck, but using vermiwash has come down to 2 Bighas. Moreover, if used for potatoes when they are planted, than the plants could be saved from dry rot, brown rot, and gangrene sorts of diseases. Even using vermiwash increases the chances of yield in the fields where chances of growing crops were less. On spraying, the color and freshness of the potatoes remains good even after one month.

Name- Robin Sheal

Address – Jabramali Village, Gram Panchayat-Saptabari 1, Block-Mainaguri, Dist-Jalpaiguri, State-West Bengal

Description- He is the farmer and also a distributor of the vermiwash .So he also carries out the business of the product. He is using the product for the last two years. Vermiwash was used in vegetables like cabbage, cauliflower and potato. Also in paddy, tea, and fruits like mango, litchi. He sprays his field in every ten days.

Feedback and experience- Least cost and high yielding. It also saves the crops from different insects and pests. On spraying, vegetable color remains the same from beginning to end. Again, spraying freshness remains the same for potatoes after plucking and sending to the market after 5-10 days. This phenomenon has increased the sales of his product in the nearby Ranirhat market.

- Name- Saiful Islam

Address – 78 kms from Siliguri, Dist-Jalpaiguri, State-West Bengal

Description- He is a farmer using the product for the last 2-3 years. He also distributes to his neighbors. Used in potato and greens.
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Feedback and experience- More old the product is more effective it is. It is cost-effective and gives good results.

ii. Outcome of the survey

The outcome reveals several facts of the use of vermicompost and vermiwash, which in their part advocated for the use of the organic manures. In words they are as follows-

- Vermiwash is almost not harmful to the plants, instead it are useful for the plants. It helps the vegetables fresh even after they are plucked from the main plant. Also, it saves the plant from insects.
- The vermiwash and vermicompost helps to keep the land fertile for a long time. However, it may not produce a high yield compared to the inorganic manure or foliar spray.
- The greater amount of vermiwash is needed concerning the inorganic foliar spray for the field.
- As very few farmers have used the organic foliar in the land so there are lots of opportunities for the businessmen and entrepreneurs to generate lots of business and lots of income from the business.
- As vermiwash and vermicompost are organic manures so the crops grown by using them will not be harmful for the health of people consuming different crops.
- It costs less than the inorganic foliar in the market and in the long run gives a high yield from the field.

iii. Impact on the people

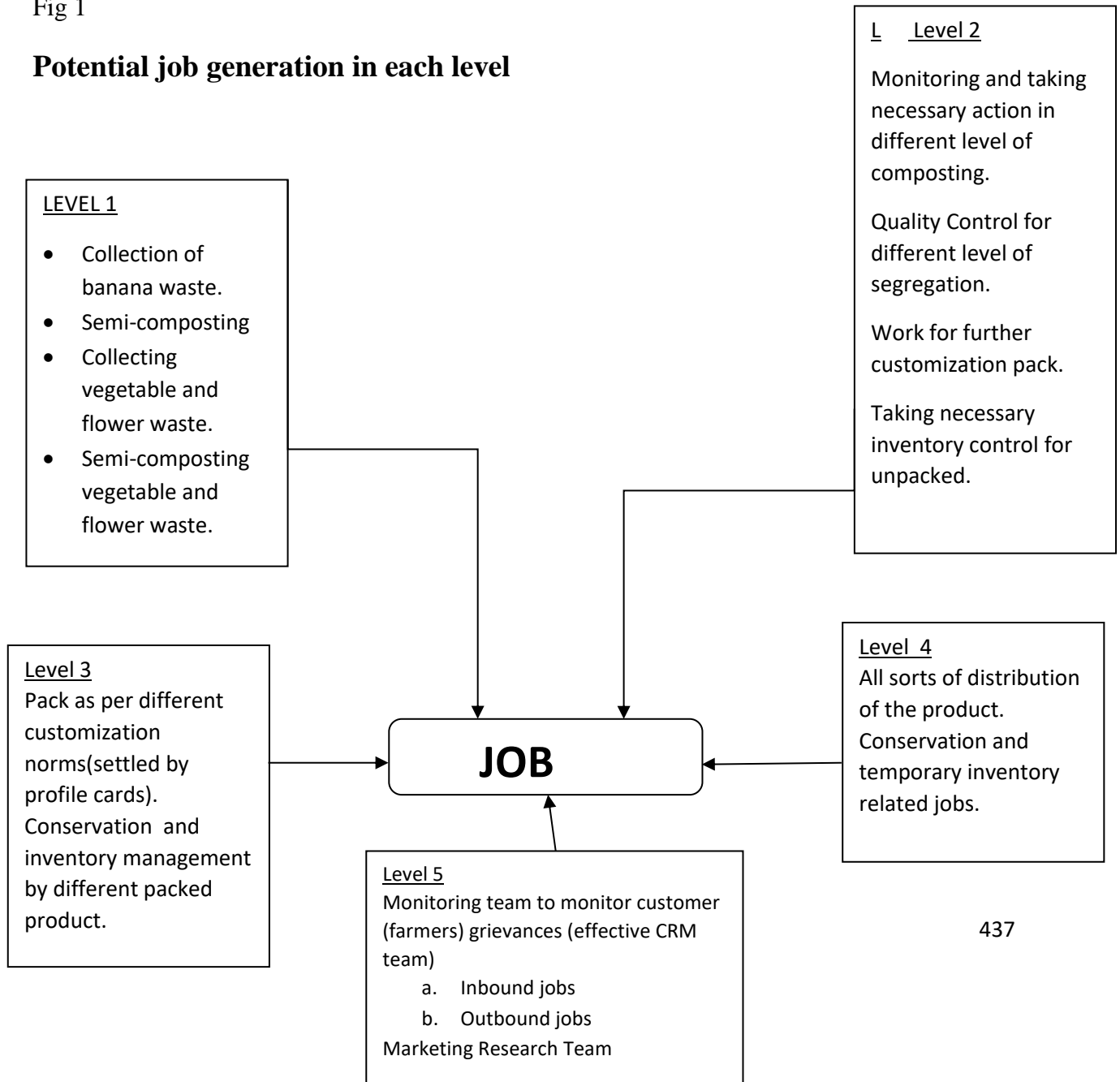
The experience of all the farmers, producers, and distributors of organic manure had established that they are useful for plants. Side by side, they are also helpful for people. Some facts establish the usefulness.

- It helps people to maintain their health as organic manures are less harmful to human health.
- The business has a high potentiality to generate lots of income from it. Further, riding on high potentiality to generate business and income, there is possibility of generating more and more employment from this trade which will work as a source for sustainable development. From collecting wastes to selling the product to the market, different steps are followed. They are-

1. Collection of wastes (in the form of cow dung; vegetable, flowers and fruit wastes and other organic wastes from different locations.)
 2. Vermicompost and vermiwash culture in the laboratory
 3. Production of final product
 4. Sending the final product to different distribution center
 5. Sending the product to the final customer from different distribution center
- In each and every level employment could be generated which is showed through Figure 1

Fig 1

Potential job generation in each level



CONCLUSION

India is a highly populated country. Again its economy is mainly dependent upon agriculture. So to feed the large population and become self-sufficient, India to a great extent depends upon the yields of her fields. Here the yielding potentiality of the organic manure like vermicompost creates an obstruction. The yielding potentiality of vermicompost (and overall organic manure) is less than the generally used inorganic manure. However, on the other hand indiscriminate use of chemical manures destroys the yielding potentiality of the fields in the long run, contaminates water and soil and affects human health with different diseases related to nervous system, digestive system and reproductive system(for human being). So the problem is in both ways and overall there is a need to strike a balance between both ends .Probable solution, in this case may be (as suggested by one of the producers of vermicompost and vermiwash) is that- First, if the farming field for a farmer is small and the field yields more than one crop in a year, in that case at least one crop should be yielded by the help of organic manure. It will retain the soil fertility, but if the farmer has big farmland, the farmer can divide his farmland in few parts. In some parts, he may use organic manures like vermicompost, and in the other inorganic option could be administered. Finally, in the fields' at least once the nitrogen-fixing crops like-beans, peas, grams may be cultivated.

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Does Employee Satisfaction Influences Turnover Intention? An Empirical Study with Mediating Role of Love of Money

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ABSTRACT

The purpose of the present study is to access the relationship between organizational environments, customer orientation, and employee wellbeing with the employee satisfaction in their work place. Besides, the study is also predicting the effects of employee's love of money in relation with turnover intention and satisfaction of employees in hotel industry of Karnataka. This is a single cross-sectional, quantitative research and used partial least square structural equation modeling (PLS-SEM) to test the proposed hypothesis. A sample of 264 hotel employees has been drawn from the state of Karnataka situated in south of India, of which 96 percent rate of responses has been obtained. Employee satisfaction in hotel industry of Karnataka depends on their wellbeing with organizational environment and the customers. It is also noted that the love of money acts as an enhancer to increase employee satisfaction and reduce turnover intentions amongst the employees. The study provides insights into the important identifiers that may encourage further research work. It can act as the tools for practitioners for identifying the other variable which may improve standard satisfaction.

Keywords: Employee, Wellbeing, Satisfaction, Love of Money, Turnover Intentions, PLS-SEM.

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INTRODUCTION

The employees are the base of the any organization whether it is product based or service industry. The satisfaction of employee is an essential criterion for setting up the health and wealth of an organization. The level of performance is largely depends upon the sound management of human resources (Fitzgerald et al., 1994) and their satisfaction in the workplace with experiences will affect the quality of service. The human resources are termed as assets because they possess the inherent capabilities to perform any job, acquired knowledge, skills and expertiseness represented by the talents and aptitudes quality of an employee. To increase the productivity of any business the employees' motivation, commitment towards the work should be nurtured as much as possible. The employee should be utilized optimally in order to reach individual as well as organizational goals. Therefore, employees' routine work leads to achieve the ultimate organizational goals. So, an organization should give emphasize on employees satisfaction. The term employee satisfaction refers to mitigating the physical, psychological and financial needs, which may extent the personal and professional efficacy (Blessings, W., 2001). It is important to understand the level of employees, satisfaction as it influences the level of performance. Organizations should manage workforce efficiently in order to minimize the cost of produce and enhance the level of customer satisfaction. The managing sufficient employee workforce in an organization is referring to employee retention. Employees are performing for the development of the organization as far as retention strategy is adapted by the organization. The organizational retention strategy influences to make the employees loyal towards the organization. Though, employees' loyalty depends upon several other factors including financial and non-financial benefits, perceived career opportunities (Aich and Bag, 2021) and so on. These financial and non- financial factors may be an issue of the current organization in the form of low pay structure, less recognition and rewards for better performance or arises from the external environment in term of good payment structure, reward and recognitions etc. Therefore, it is important to offer good pay structure to retain the skilled and efficient employees for the organizational sustainable growth and development. Moreover, customer satisfaction and retention is depending upon the level of employees' satisfaction in the workplaces (Akıncı, 2002). The employees' loyalty increases the customers' intent to stay with the product or the services. When an organization unable to ensure the level of employees' satisfaction, resulted that employee will be leaving the current organization within the shorter period of time. It can be great challenge to a company's productivity if skilled and efficient employees are leaving and the employee's population contains higher percentage of novice employees. To retain the employees, motivation and satisfaction plays an important function. Satisfied employees are more motivated, productive and loyal, which in turn, improves organizational performance (Edmans, 2012). It is thus essential for firms to ensure the

employees satisfaction which is ultimately influences the employees' final decision relating the sating or leaving in/from the organization.

In this situation, the present study aims to investigate the role of organizational environment, customer orientation and wellbeing on the satisfaction of the employees which is ultimately influences on the employees' turnover intention. Moreover, the present study also investigate the importance of love of money on turnover intention as the mediating factors for the employees in hotel industry.

1. REVIEW OF LITERATURE AND HYPOTHESIS DEVELOPMENT

1.1 Organisational environment and employee satisfaction

The influencing factor for task related satisfaction can be considered as the money or the compensation (Lambert, Hogan & Barton, 2001). The working environment of an organizations offer some good practices for money making such as incentive schemes, promotional schemes, and bonus which leads to improve the level of satisfaction and motivation among employees (Ijaz & Khan, 2013). If an employee appreciation is directed towards the motivation of the employees, it can build commitment of the employees and client benefit levels too (Gostick & Elton, 2007). The overall improvement and the engagement of the employees get evolved leading to employee satisfaction. There is always need of acquiring new information that can expedite the management style to empower, motivate, retain and increase employee effectiveness. To develop the human capital continuous consultation is done by the business practitioners and they are keen to make changes within the organisation.

The HR practices must be focused on training, job security, decentralized management, employee empowerment, fair pay, fair procedures, and good benefits that are then complimented by management competence (Boxall and Macky , 2009). Thus, organizational environment play an immense role in shaping the satisfactions of the employees. So, we proposed the following hypothesis to measure the effect of organizational environment on employee satisfaction.

H₁: Organizational environment positively influences employee satisfaction

1.2 Customer orientation and employee satisfaction

The customer experiences and purchasing behavior is somewhat related to the service personnel. The service providers shape the customers experiences and contribute towards customers' good words of mouth, satisfaction and loyalty (Hartline & Ferrell, 1996). The hotel employees spend a considerable amount of time in helping the guests who visits the hotels,

providing best services in every way. Their interaction with the customers is the main focus (LePine, et al., 2002). The guests or the customer has got extra-role behavior, and is broadly identified as helpful, kind, considerate or thoughtful acts, their feedbacks which are voluntarily performed by guests that benefit service personnel in career growth (Gruen, 1995).

The market-oriented firms like the hotels communicate the purpose of the organization by various social media publicity and guests' feedback. Hence the work role and happiness of the employees get enhanced when the growth of the hotel reaches height, improving the work environment and leading to an increase in employee satisfaction when there is customer centric approach in the work of the employees which strongly contribute to an organization's success. There comes the positive association between employees' satisfaction and customer satisfaction (Homburg and Stock, 2004). Therefore, the following hypothesis is proposed.

H₂: Customer orientation positively influences employee satisfaction

1.3 Employee Wellbeing and employee satisfaction

Happiness and satisfaction is an element of overall well-being (Ryan & Deci, 2001). The employees who are in the state of well being feel more pleasant emotions comparatively unpleasant emotions. They are engaged in various activities of the organisation, experience more pleasure and less pain and have quality work life balance (Diener, 2000). The idea of employee well-being was not of importance in the past days but now it is considered as mental well-being or happiness. The satisfied and happy employees are productive and retain more in the organisation for longer time slot (Wright, 2006, p. 118). There are many factors of well being which is effective in nature. Ryff and Keyes (1995) proposed six dimensions of well-being allotted from an extensive literature review, including autonomy, environmental situation, growth of relations with others, purpose in life, self-acceptance and personal growth. Overall satisfaction includes satisfaction towards work, family, leisure, health, finances, self, well being and one's group (Diener et al., 1999). Hwang et al. (2014) found that professional stress based on various simultaneous factors has a detrimental influence on hotel employees' personal lives as well professional lives, such as problems with well-being and depression, which possibly increase turnover intention affecting happiness and satisfaction. Therefore, the following hypothesis is proposed.

H₃: Employee wellbeing positively influences employee satisfaction

1.4 Employee satisfaction and turnover intention

The happy workforce can become an engaged workforce. Satisfied, loyal and productive employees create values within the organisation. The expectation about the job needs to be matched with the work role to improve an employee's performance towards work which will generally leads to employee satisfaction. The career goal of an employee is very much important for the employers. The employers or the managers can provide the platform to develop the individuals. The current fast paced life characterized by a 24X7 work environment leads to with 24*7 work environment the stress increases which are termed as occupational stress. While emotional exhaustion is defined as employees work-related well-being and is characterized by sense of emotional tiredness due to work situations on the other hand is affects the employee satisfaction and the by quality of life (John, 2008). An increase in emotional exhaustion is seen to diminish the satisfaction which the employee has gained throughout his work life (Tamini & Kord, 2011).

The employees should stay in an organisation for long period which will increase the efficiency levels of other employees. If existing experienced employees keeps on leaving the organization, the ability of the remaining employees to complete their task and duties will be affected definitely. Employees who are satisfied are more likely to be dedicated and engaged towards their work activities and committed to their organizations and reduce the intention of quit from a job. Turnover intention of employees refers to the willingness of an employee to leave the current organisation where he/she is working and got responsibilities. Less retention with high turnover increases the expenditure of the organization in recruitment and selection process. It also consumes lots of time while training the new hire or will the new hire adjust in the new workplace. At present the big business houses are giving turnover intention an important space in the organization regardless of its location, size or nature of business.

Turnover intention can also be seen as a positive phenomenon from the employee perspective when they have no career growth or enough financial benefits When an employee receives a better job offer with respect to material (e.g. benefits) and/or immaterial considerations (e.g. more autonomy and challenge), than turnover intention becomes a positive phenomenon when seen in the light of employability. For example, it can be a response to the need to adapt to the changing labour market, which requires more and more flexibility on various dimensions for the benefit of the employee's (Hall, 1996; Van Dam, 2003). Individuals who are well treated with care and affection by their managers are more likely to become affectively committed to the organization, display more organizational behaviors and lower turnover intention (Sun, et al., 2007).

H₄: Employee satisfaction positively influences turnover intention

1.5 Love of money

The financial rewards are the extrinsic reward which involves pay, bonuses, allowances, insurance, incentives, appraisals and security. Nowadays employees strive for financial growth with their career growth. They move to the companies where they are provided with financial support, may it be in any form. Money is ranked at the top for creating motivation because people require money to fulfill the basic necessities of life so it motivates the employees more than any other incentive (Sara et al., 2004). Money making for the employees is often viewed as a sign of personal triumph and accomplishment (Bohlander & Snell, 2004). Depending on the job and the service sectors income level is identified. The good income of an individual's generates satisfaction because they can buy desirable things with their income (Roznowski and Hulin, 1992). According Barton (2002) organization should take into account financial rewards like salary and other financial benefits as an important because it has strong influence on employee motivation, satisfaction and retention.

H₅: Love of money mediates the relationship between employee satisfaction and turnover intention

The above mention hypotheses are presented in figure 1.

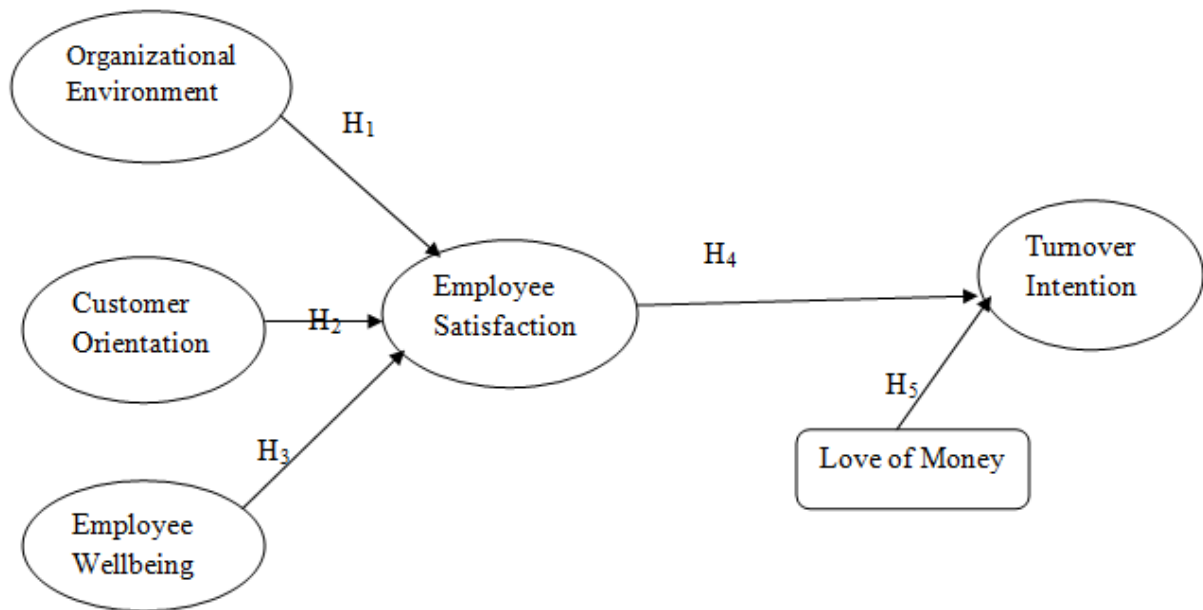


Figure-1: Theoretical design of the study

2. METHOD

2.1 Sampling and data collection

This study has been conducted on the existing employees of star category hotels of Karnataka. Data was collected using a well structured self-administered questionnaire was employed to assess to satisfactions of the employees with their present work profile. A total of 264 valid responses were received out of 275 questionnaires with the response rate being (94%) which was then used to arrive at results and analyse them.

The summarized demographical characteristics of the respondents portrays that out of the 264 respondents, 180 i.e., 65.2 percent were in male category and 34.8 percent were females. In response to age, 17.4 percent employees are below 25 years of age, 25 percent are between 25 to 35 years of age, within 36 to 45 years of age 30.3 percent respondent exist. 46 to 55 age limit 16.7 percent employees exist and above 55 years of age 10.6 percent respondent exist. In the section of marital status, married respondents are 190 i.e 72 percent and single respondents are 74 i.e. 28 percent. While taking the education background 12th pass respondents are 7.5 percent, Diploma in Hotel management (Regular) are 20.7 percent, Diploma in Hotel Management (Distance) are of 37.7 percent, Degree in Hotel Management is 41.7 percent, Post Graduate in Hotel Management (Distance) is 6.4 percent and Post Graduate in Hotel Management (Regular) is 15.2 percent. Also in the demographical profile the years of experience has been taken. The employees with less than 5 years experience are 12.4 percent, within 5 to 10 years experience is 30.8 percent, 10 to 15 years is 19.7 percent, within 15 to 20 years experience is 26.5 percent and 20 to 25 years experience the employees are 10.6 percent.

2.2 Measurement development

The measurement items of this study were adapted from the past literatures and the studies. The measurement instrument i.e the questionnaire was consists of two parts. The first part of the instrument comprises of demographic profile of the employees. The items of the model construct such as organizational environment, customer orientation, employee wellbeing, employee satisfaction, love of money and turnover intention were presented in the nest part of the research instrument, Measurement items of the study were measured on a 5 point Likert scale ranging from 1= 'strongly disagree' to 5= 'strongly agree'.

Data has been analysing using partial least square structural equation modeling (PLS-SEM) (Ringle, Wende, &Becker, 2015), which is widely accepted (Chowdhury, et al., 2019) in place of co-variance based structural equation model (CB-SEM).

For the convergent validity, the constructs' reliability and validity have been employed to predict the outer model (Chin, 2010). More precisely, Cronbach's alpha (λ) and the Composite Reliability (CR) have been calculated to assess the reliability for the constructs. Their corresponding values were greater than the threshold of 0.7 (Nunnally and Bernstein, 1994, Bag, et al., 2020a) for all cases. The results of construct correlations, Cronbach's alpha, CR and AVEs were presented in Table 1. The construct correlations indicated the

correlations/association to each other (Bag and Omrane, 2020). Concerning the AVE, the findings reveal that all the values were more than 0.5, foreshowing a valuable convergent validity (Cohen, 2001; Hair et al., 2012). Therefore, the measurement model of the present study is satisfactory based on the evidence of its adequate constructs' reliability and validity.

In addition, the Heterotrait- Monotrait should be considered as another important criterion for establishing the discriminant validity (Henseler, et al, 2015, Bag and Omrane, 2021). In terms of the structural model, the path coefficients and p value will be measured. Accordingly, we applied all aforementioned criteria in order to assess the measurement and structural models.

Table-1: Measurement of validity and reliability

Construct	Cronbach's Alpha	Composite Reliability	Average Variance Extracted (AVE)	Q ²
Customer Orientation (CO)	0.908	0.929	0.685	
Employee Satisfaction (ES)	0.917	0.933	0.667	0.543
Employee Wellbeing (EW)	0.917	0.936	0.709	
Love for Money (LM)	0.871	0.912	0.723	
Organisational Environment (OE)	0.906	0.927	0.679	
Turnover Intention (TI)	0.892	0.921	0.699	0.438

Table 2: Discriminant **Validity: [Heterotrait – Monotrait (HTMT)]**

	CO	ES	EW	LM	OE	TI
Customer Orientation (CO)						
Employee Satisfaction (ES)	0.954					
Employee Wellbeing (EW)	0.903	0.915				
Love of Money (LM)	0.927	0.913	0.889			
Organizational Environment (OE)	0.800	0.835	0.757	0.848		
Turnover Intention (TI)	0.864	0.812	0.833	0.868	0.787	

3. RESULTS AND DISCUSSION

Based upon evaluation of outer model of this study, inner model was assessed to examine the strengths of explanatory variables and also predict significance of the proposed model. Moreover, the size of the path coefficients and significance of the hypothesized relationships was estimated. The main criterion for evaluating the structural model in PLS is the variance explained (R^2). According to Bag, et al., (2020b) the R^2 values of 0.67, 0.33, or 0.19 implies substantial, moderate, or weak for endogenous latent variables in the inner path model.

The Q^2 values of 0.02, 0.15, and 0.35 signify that the predictor latent variable has a weak, medium, or large effect at the structural level and the values exceeding zero implies that the observed values are well reconstructed and that the model has predictive relevance and vice-versa (Henseler, et.al., 2009). Table-1 shows all Q^2 values like Employee Satisfaction (ES) ($Q^2 = 0.543$) and Turnover Intention ($Q^2 = 0.438$) were positive and significantly demonstrated that the exogenous constructs have predictive relevance for the endogenous constructs.

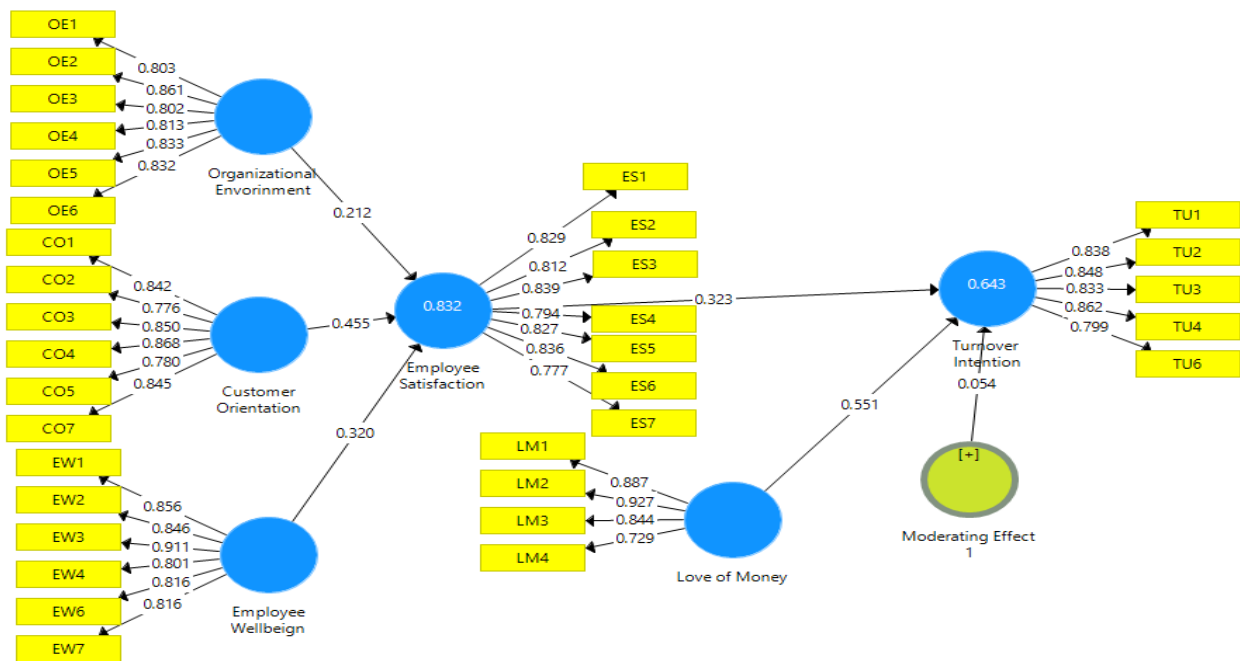


Figure-2 Path analysis with mediation (Love of money)

To measure the significance of the path model, path coefficients were calculated employing bias corrected bootstrapping method with 2000 sub-samples at 5 percent significance level. The result of the path model (see table-3 and figure-2) reveals that the organizational environment, customer orientation and employee wellbeing has an influence on employees' satisfaction. Employee satisfaction has a positive relationship with employee turnover intention of star

category hotels in Karnataka ($\beta = 0.323$, $p < 0.003$). The result of the study reveals that love of money has positive mediating affect on turnover intention which helps in retaining employees ($\beta = 0.551$, $p < 0.000$).

Table-3: Results of hypotheses testing and path coefficients with mediation

Hypothesis	Paths	Path Coefficients	P Value	Remarks
H ₁	Organization environment -> Employee satisfaction	0.212	0.000	Supported
H ₂	Customer orientation -> Employee satisfaction	0.455	0.000	Supported
H ₃	Employee wellbeing -> Employee satisfaction	0.320	0.000	Supported
H ₄	Employee satisfaction -> Turnover Intention	0.323	0.003	Supported
H ₅	Love of money -> Turnover Intention	0.551	0.000	Supported
	Moderating Effect -> Turnover Intention	0.054	0.267	Supported

CONCLUSION

As it is understood from the study employees' satisfaction should be the primary focus of every organization. Based on the satisfaction an employee's performance improves or deteriorates. It is the responsibility of the human resource department of the organization to work on improving employee satisfaction. If they are able to do so, they will create a more productive workplace, reduce employee churn, and ultimately build a better, stronger company. It is seen that when employers respect and value employee's competency, pay attention to their aspirations, assure challenging work, value the quality of work life and provide chances for learning gain loyal and

engaged employees. In this research work the observation concludes that with the observed factors the managers and team leaders can bring a positive work environment for the employees who are working under them. In truth, individual employees and managers may have different reasons for wanting organizational conditions that foster job satisfaction and wellbeing. Employees spend most working hours at work, thinking about work, resting up for work, or preparing for work, because work provides “daily meaning as well as daily bread.” Yet workplace is not always a place where workers feel satisfied. In a nutshell it can be said policies should require appropriate environment and huge range of competencies such as, people management, viable skills, business insights, analytic skills, succession planning, and resource development in order to get success and satisfaction and reduction in turnover intentions.

FUTURE AVENUES

The paper is based on the major factors on which turnover intention of the employees depends. The financial conditions or the love of money acts as the mediator. The paper will help the social scientists researchers to understand and analyze other dimensions which will determine the employees’ retention and turnover intention. If the paper is generalized for other sectors it will again be helpful, as money is very essential requirement for each of the employees.

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Estimation of Carbon Footprints, by Selecting Case Study of Urban and Peri Urban Areas of Faisalabad

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ABSTRACT

Anthropogenic activities are causing climate changes and rise in average earth surface temperature as well. Developing countries are extra affected by climate changes. Pakistan is 3rd most exposed country to climate change. The day by day, increasing anthropogenic activities induced by increasing population, income and education levels are causing a rise in carbon emissions. The carbon footprints are causing hazardous effects on the environment and pushing agencies to pay attention to this issue and find ways for its reduction. The primary objective of this research was the estimation of the carbon footprints of households in Faisalabad, the third largest city of the country. Multistage sampling technique was used for sample selection of the 280 households of seven major roads of Faisalabad, which covered both urban and peri-urban areas. A well-structured and pre-tested questionnaire was used to collect the data. The collected information was then inserted into web's leading carbon footprint calculator for carbon footprint estimation. It was found that urban households produce overall 3.98 tons carbon footprints per month and periurban produce 3.28 tons. Transportation was the major contributor towards the CO₂ emissions i.e. 82% and 94% in urban and peri-urban households, respectively. The results of correlation matrix showed that there exists a positive association between CO₂ emissions and family size, house size, monthly income and electricity bills of the households in both the urban and peri-urban areas. It is, therefore, suggested that local transportation system and awareness regarding CO₂ emissions and its mitigation must be improved through effective campaigns.

Keywords: . Carbon footprints, Low carbon society, Households, Faisalabad, Sustainable Development.

P.S.: Ms. Noreen KAUSAR and Mr. Luigi Pio Leonardo CAVALIERE are corresponding authors in this abstract.

1. INTRODUCTION

Anthropogenic activities are causing climate changes and rise in average earth surface temperature as well. Climate changes occur because of a rise in sea level, rise in average temperature and melting of glaciers on earth. Anthropogenic activities emit greenhouse gases, mostly CO₂ in the atmosphere. Major causes of GHG are forests (because of human persuaded land cover modifications causing de-forestation), power generation (produced from burning of fossil fuels), transportation (scorching of fossil fuel), cultivation (agricultural, rice farming, livestock and burning of yield remains), manufacturing and urban activities (house, construction, transportation, waste (solid and liquefied) (Ramachandra et al., 2015). Greenhouse gases, mostly CO₂ are emitted in atmosphere because of anthropogenic activities. There are other numerous human activities such as deforestation, agriculture and industrialization, which contribute to greenhouse gases and cause changes in climate (IPPC, 2007). Globally, anthropogenic activities emit approximately eight billion tons of CO₂ annually (Sharaai et al., 2015). It's far forecasted that till the end of the 21st century, in the absence of an active carbon mitigation policy, global surface temperature will rise to . to . I 1). Pakistan emits 30 million metric tons of CO₂, which contributes to 0.4% of global emissions (Sheikh, 2008). The share of carbon emission from industrialization in akistan is about 5 %. The boosters of akistan's environmental problems are industrialization, urbanization and growing vehicles (Mallick and Masood, 2011). There is a rapid increase in the residents of metropolitan cities, which is a reason of increased energy use and results in increased greenhouse gases (Ali and Nitivattananon, 2012). According to Environmental Protection Agency and Japan International Corporation Agency (JICA) in Lahore, Faisalabad, Rawalpindi, Gujranwala and Islamabad acceptable particulate matter was six to seven times more than the standards of the World Health Organization (WHO) (Aziz, 2006). The concept of a carbon footprint is recently presented, and its techniques and tools are exact proven to analyze many kinds of environmental problems (Wiedmann, 2009). Carbon footprint is broadly used term in the public debate for accountability and reduction of the threats of climate changes. There arises a question what correctly a carbon footprint is? Carbon footprint is not defined properly and no clear impression of what units and measures to be used. The term carbon footprint is many times confused with ecological footprints. Ecological footprints can be referred to a section of productive land and oceanic zone that provides sustainable anthropological population (Wackernagle and Rees, 1996). Carbon footprint states a piece of land which integrates all the CO₂ produced by humans. Theoretically, it comprises of all the anthropogenic activities and includes each and every relevant source of emission to analyze the impact of different environments on climate. Carbon footprints can be seen as overall carbon emissions produced from direct and secondary sources from a product's lifespan or emissions that are measured in units such as kilograms and tons (Sprangers, 2011). Previously, many researchers worked on carbon footprints, but they failed

to describe the relationship of carbon footprints with socio-economic features. Carbon footprints and ecological footprints provide a better scenario of demographic characteristics of households and their impact on the environment (York et al., 2003). Direct carbon footprints of households can be well-defined as the carbon emissions produced by direct use of energy such as coal, gas, oil, electricity and heating for the purpose of lighting, cooling, cooking, and transportation (Dong and Geng, 2012). While indirect carbon footprint of households can be well-defined as carbon emissions related to the production of all other produce used up by houses, i.e. emissions produced from the manufacturing of furniture, food, clothes, facilities (Wier et al., 2001). We need to have complete information on household characteristics such as income and consumption for proper understanding of CO₂ emissions. When income rises, emissions also go up (Baiocchi et al., 2010). Developed countries such as Canada, Singapore and United Kingdom are very advanced in the calculation of consumption based emissions (Barret et al., 2013). The benchmarks used to compare the emissions of cities were housing facilities, transportation and lifestyle. Now, national and international agencies are very much concerned to understand the effects of GHG and CO₂ emissions to achieve sustainable development (Nakata et al., 2011). Advanced and emerging countries are trying to attain such a level of maintainable development which does not depend much on carbon producing activities. This is a base for low carbon society (LCS). Abundance of families, water scarceness, destruction of land and increase in sea level stand for the causes of environmental changes in the United Kingdom. IPPC revealed courage to overcome such effects by bringing changes in prompt transition and moving toward a low carbon economy (Pyrce, 2014). Low Carbon Society (LCS) targets to bring down the effect of coal on the environment and achieves a sophisticated efficiency. Income level and education quality play a prominent part in carbon dioxide emissions, when income rises the standard of living of people will go up (Mieche et al., 2015). Individuals would like to have their personal cars and versatility in eating habits. This study is designed to present the notion of carbon footprints of households and estimation of carbon footprints.



Source: Designed after a careful review of literature (Author, 2021)

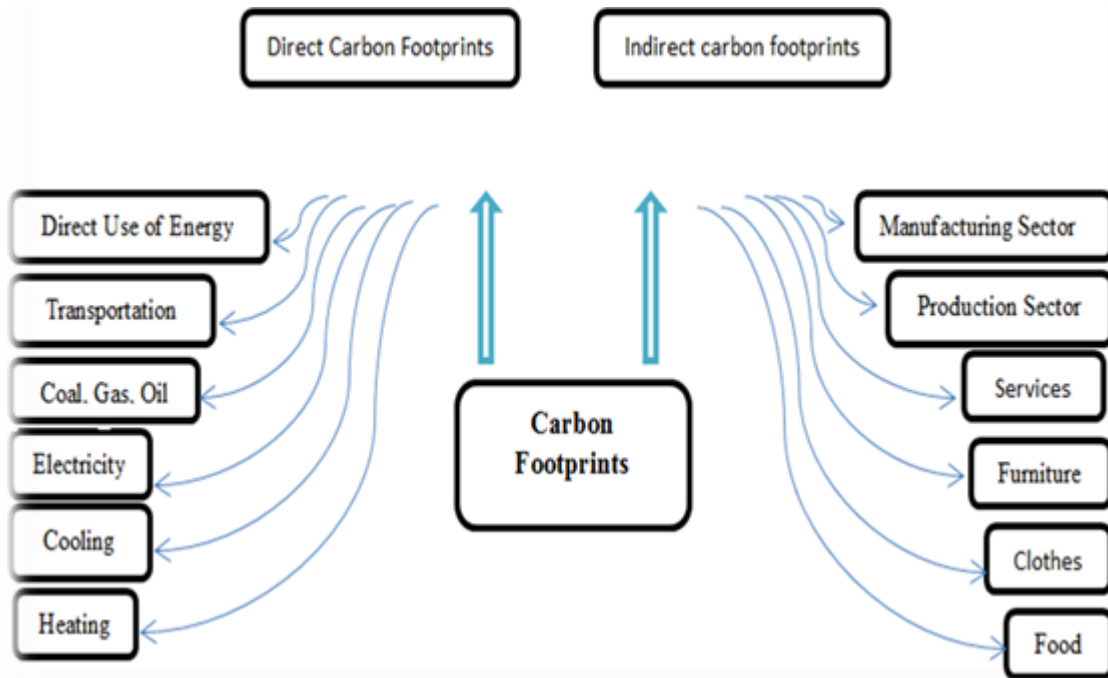
1.1. CLASSIFICATION OF CARBON FOOTPRINTS

1.1.1. Direct Carbon Footprints

Direct carbon footprints of households can be well-defined as the carbon emissions produced by direct use of energy such as firewood, gas, oil, electricity and heating for the purpose of illumination, cooking, cooling and transportation (Dong and Geng, 2012).

1.1.2. Indirect Carbon Footprints

While indirect carbon footprint of households can be well-defined as carbon emissions produced from manufacturing of furniture, food, garments and services (Wier et al., 2001).



Source: Designed after a careful review of literature (Author, 2021)

1.2. CLASSIFICATION OF RESIDENTIAL FINAL CONSUMPTION

The residential final consumption can be categorized as:



Source: Designed after a careful review of literature (Author, 2021)

1.3. MEASUREMENT OF DIRECT AND INDIRECT CARBON FOOTPRINT

1.3.1. The equation given below can be used to calculate direct household carbon footprints (Change 2006).

$$CFd = \sum_{i=0}^n Mi * EF_i$$

CFd denotes direct household carbon footprint,

i denotes the kind of energy used, like coal, liquid petroleum gas (LPG), heat and current,

Mi denotes the quantity of consumption of energy type I,

EFi states carbon emissions element of energy used for energy type i.

1.4. INDIRECT HOUSEHOLD CARBON FOOTPRINT

There are two leading approaches for computing indirect carbon footprints of households. 1- Input-output analysis (Cohen et al., 2005)

2- Questionnaire analysis (Pachauri 2004)

The equation below shows how to compute indirect household carbon footprints.

$$CF_e = F \times E = F \times D (I - A)^{-1}$$

Where CF_e denotes the total secondary household carbon footprint,

E is trajectories of indirect emission strength and D symbolize the direct emission strength of manufacturing sectors,

F represents the matrix of domestic final consumption, I denote a characteristic matrix,

A represents direct intermediary input quantity matrix.

These are few research questions on the basis of above background.

1.5. RESEARCH QUESTIONS

- What are the hurdles of Low Carbon Society (LCS)?
- How the domestic/household socioeconomic characteristics like education level, income, age and family size causes an increase in GHG emissions?
- To what extent energy based household appliances, food and daily need based goods contribute to carbon emissions?
- How to estimate carbon footprints with the help of primary and secondary information provided? Carbon emissions are unplanned elements in climate change globally, and pushing many governments and countries across the globe to know their carbon emissions, estimations and the amount they are contributing to global climate change (Matthews et al., 2008).

1.6. RESEARCH OBJECTIVES

The core objective of the analysis is to uncover the carbon footprints of households of Faisalabad. This is aimed to be achieved through some sub-objectives which stand:

- To recognize the concept of carbon footprints along with an estimation at household level
- To assess the carbon footprints of household in Faisalabad City
- To put forward policy implications intended for the abatement of carbon footprints in developing countries.

2. REVIEW OF LITERATURE

Rehanm, (2015) argued that Pakistan was most vulnerable to climate change as in the Conference of Parties (CoP) 21. Pakistan meeting was listed as top 3rd victim of climate change among 10 extremely unprotected countries to climate change. This study pointed out key problems of Pakistan like terrorism, political instability and changing climate. Earthquakes, diversity in crop seasons and heavy floods were indicators of change in climate. These were rooted issues of Pakistan and a hurdle in mitigation of this issue. The 12 government of Pakistan had not made any serious effort in this regard. Pakistan suffered from huge economic losses because of heavy flooding and earthquakes. Developing countries faced more consequences, so cooperated actions were essential to be made to overcome the evil issue. Negotiation of climate had never been an easy task. Identification of the problem was required to tackle the problem so that appropriate action could be made.

Allinson et al., (2016) argued that there was a deficiency of data record of carbon and its emissions inventory at household level in UK. They presented a multi dimension bottomup methodology to estimate and analyze carbon emissions and the biological carbon found in gardens. The sample of 575 families crosswise the UK city was used for study. The yearly discharges of carbon dioxide emissions produced from the use of energy in the family unit were measured. The emissions from personal transport were measured conducting a survey of households and organic carbon stores assessed from soil specimens and vegetation analyses. The outcomes showed that total carbon configurations were tilted with an uppermost emitting, third of the households was responsible for more than 50% of the emissions and about 50% garden organic carbon storage. It would not be enough to target households with highest carbon emission using one source and carbon emissions might not be compensated through planting trees in parks as there were significant amounts of stored organic carbon in gardens which must to be sheltered. These results would be applied in developing active policy tools for battling city level GHG emissions from home energy demand.

Ali et al., (2016) investigated the carbon footprints of faculty participants of University of Agriculture, Faisalabad related to salary and education in the achievement of a low carbon society. A sample of 140 faculty members of UAF was taken using a stratified sampling technique. Ordinary least square technique was employed to describe the statistical connection among salary, schooling, and carbon footprints. OLS estimates revealed that an increase in one Doctor of Philosophy faculty fellow caused an increase in the carbon footprint by the amount of 1.15 Mt annually. Male faculty participants produced more carbon footprints than female faculty participants. Faculty participants working under Tenure Track System had a higher carbon emission than those of Basic 13 Pay Scale. Better transport, utilize leftover material and implementation of the reduce, recycle and reuse policy was some suggestion to make UAF a motor-free place.

Markaki et al., (2017) investigated the carbon footprint of Greek families during the period of 1995 to 2012, for the identification of the key socio-economic elements that disturb GHG emissions, and to estimate the efficiency of the executed plans to handle climate changes. Consumption based emissions inventory technique was used. Arithmetical analysis and suitable

regression techniques were used for the identification of key factors affecting the carbon footprints of Greek families. The outcomes showed that the detected tendencies throughout the period 1995 to 2008 could be qualified to the conclusion of great economic growth. The usage of consumption based records added to official national data could offer beneficial understandings to decision-makers for approving the suitable package of policies and methods to minimize greenhouse gas emissions.

Ye et al., (2017) claimed that domestic household became a significant provider of carbon emissions because of speedy urbanization. They examined the link between urban household's energy use carbon productions and natural atmosphere in Xiamen, China. Combined housing data collected from the surveys was used. Ordinary least squares regression was employed to describe the consequences of buildings adjacent natural settings on urban energy based carbon discharges. Outcomes showed that urban home energy based carbon emissions were concentrated by green places and water bodies and 14 after house manufacturing household social and economic influencing factors was excluded.

Liu et al., (2018) claimed that the main difficulties to the global sustainable development were resources and environmental problems, for example, the global heating and paroxysmal ecological problems encouraged by fossil energy depletion. In order to adjust the economic development pattern China tried to launch and apply the carbon emissions trading mechanism. Low-carbon and green growth being widely popular and accepted, the returns and the benefits of provincial carbon emissions trading mechanism would progressively show up with more trading actions and enterprise contribution. Consequently, it was vital to discover the carbon releasing exchange mechanism and provide comparative proposals for government and initiatives. In China, to examine the carbon emissions exchange mechanism the growth circumstances of economy, energy and strategy were looked firstly. Secondly, the carbon emission measurement technique based on the direct and indirect productions was used to examine the emissions 19 tendencies of Beijing and experimental areas. By employing the system dynamics examination model, the key aspects and advancement circuits dominant to the carbon emissions mechanism were acknowledged from the features of society, economy, energy, and atmosphere. The features were additionally nominated by extended STIRPAT model and ridge regression model in order to build the BP Neural Network prediction model of carbon emissions. By taking Beijing as a sample, seven different growth situations were set to check the rational stages of carbon emissions in the coming five years. Lastly, with the forecast and situation analysis outcomes, some policy recommendations were debated and provided speculative and applied references for rational and effective carbon emission trading.

3. MATERIAL AND METHODS

This study was aimed to uncover the factors influencing carbon dioxide emissions of the households of Faisalabad city. The major benefits of the study were the policy implications which would be very beneficial for the reduction of carbon footprints of households.

3.1. Research Design

This section describes the procedure and criteria for selection of study areas and selection of respondent households.

3.1.1. Study Area

The problems of such nature deserve broader scale like whole province of Punjab, however, restrictions of time and financial assets restricted the study to Faisalabad city, the Manchester of Pakistan, 3rd biggest populated and industrial city



Figure: Study area (Faisalabad City)

Source: <http://google.com.pk/>, 2021

Literature has cited urban and peri-urban like this.

Urban Urban is place centered characteristic that includes component of population concentration, societal and economic association, and the alteration of natural surroundings into a constructed environment (Weeks, J. R 2010). Peri -Urban – The Council of Europe (CEMAT 2007) describes the peri-urban as an evolutionary area moving from entirely rural to entirely urban, associated with a high pressure in the direction of urban development (Bertrand 2007). – Peri-urban is changed from urban.

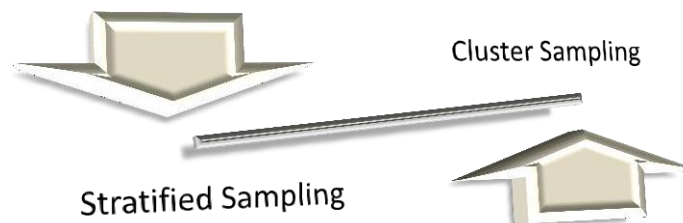
Peri-urban is repeatedly specifically linked with the urban outlying (Clough 1996). → There are several types of peri-urban surroundings. The term peri-urban is not easy to define or restricted through clear criteria. It is a term given to the gray zone, which is neither completely urban nor only rural in the customary sense. It is at most the urbanized rural areas. Whatever definition may be given to it, it cannot be clearly defined." (OECD, 1979: 10)

3.1.2. Data Collection

A well-structured questionnaire was used and interviews were conducted for collection of authentic data from respondent households. Multistage sampling technique was used to collect data from 280 households of 7 major roads of Faisalabad city. These roads are used for entering into and exiting from the city. These roads cover both urban and rural households. From each road sample of 40 households was taken. These 40 households were further divided into 20 urban and 20 peri-urban household. 2 urban and 2 peri-urban areas of each road were randomly selected, and from each area 10 households were selected randomly. Pre-tested questionnaire in the field was used and improved according to the local conditions. Seven strata was formulated in this regard.

3.1.3. Sampling Technique

Sampling technique which was used for the collection of the required data of household was multistage sampling, which is a developed form of cluster sampling.



3.1.4. Pre-Testing Pre-testing technique was used in order to avoid the errors in final questionnaire. It was essential to check the accuracy and validity of the interviewing schedule. To test the viability of the questionnaire, it was presented to 10 randomly selected households to be filled.

3.1.5. Field Survey After pre-testing and making some improvements in the questionnaire, the final survey was conducted in the study area to attain the required information from the respondents.

3.2. SURVEY PROCEDURE AND ANALYSIS

The questionnaire inquired about the present status of households such as: • Information of household's socio-economic characteristics (family size, gender, house size, family background) etc. • Information of household's consumption of electricity gas liquid petroleum gas (LPG) and all other preferences for (food, shopping, home appliances) etc. to calculate

carbon footprints. Web's leading carbon footprint calculator was used to estimate all the household's carbon emissions. To estimate the relationship between socio-economic factors and carbon footprints mean comparisons (mean, median, standard deviation) were calculated according to the feasibility.

3.3. DATA EDITING AND CODING

The questionnaire inquired about the present status of households such as:

- Information of household's socio-economic characteristics (family size, gender, house size, family background) etc.
- Information of household's consumption of electricity gas liquid petroleum gas (LPG) and all other preferences for (food, shopping, home appliances) etc. to calculate carbon footprints.

Web 's leading carbon footprint calculator was used to estimate all the household 's carbon emissions. To estimate the relationship between socio-economic factors and carbon footprints mean comparisons (mean, median, standard deviation) were calculated according to the feasibility.

3.4. ANALYTICAL APPROACH

3.4.1. Statistical Criteria

Following criteria is necessary for accessing the accuracy of a fitted model/function and best estimated equation.

- The least square assumption is well satisfied rationally.
- The value of the adjusted R Square is reasonably high.
- The value of the standard error of estimate is practically low.
- T and F values of estimates are statistically significant.

3.4.2. Econometric model

Correlation analysis was aimed at finding the association between income, education, family size and house size with the carbon footprints of household of urban and periurban areas of Faisalabad City. Income, house size, family size and carbon emission have a strong relationship. When income increases, people preferred to enjoy the energy intensive lifestyle. Descriptive analysis is used to identify the relationship among those variables.

3.4.3. Descriptive statistics

In a descriptive analysis mean comparisons and frequencies of household characteristics are done with income and carbon footprints variable.

4. RESULTS AND DISCUSSION

Distribution of urban and peri-urban respondent households by their carbon emissions

From urban and peri-urban areas of Faisalabad city 280 households were selected and accessed their carbon footprints using the web's leading calculator. Accessed carbon footprints were further divided into three categories, i.e. house (electricity, gas, cooking oil), transport (plane, bike, car, bus) and secondary sources (expenses on food, dressing, medicine, education and phone bills). Table 4.1.1 shows minimum and maximum emissions in metric tons of both urban and peri-urban areas. Minimum carbon footprints from house of urban households is 0.03 metric tons maximum is 0.99 metric tons with a mean value 0.1289 and SD value (0.17). Minimum carbon footprints from house of peri-urban households are 0.02 metric tons maximum is 0.23 metric tons with a mean value 0.0782 and SD value (0.06). There is a huge difference in estimations because urban households consume more electricity and gas. Minimum carbon footprints from transport of urban households are 0.02 metric tons maximum is 3.29 metric tons with a mean value 0.8354 and SD value (1.1). Minimum carbon footprints from transport of peri-urban households are 0.02 metric tons maximum is 3.10 metric tons with a mean value 0.3769 and SD value (0.58). There is difference in emissions because urban household uses more vehicles than that of peri urban. Minimum carbon footprints from secondary sources of urban households are 0.016 metric tons maximum are 2.52 metric tons with a mean value 0.8251 and SD value (0.83). Minimum carbon footprints from secondary sources of peri-urban households are 0.09 metric tons maximum is 2.02 metric tons with a mean value 0.9805 and SD value (0.57). Urban carbon footprints from secondary sources were higher because of their lavish lifestyle.

Table 4.1.1

Emissions in metric ton (Per Month)	
Urban	Peri-Urban

Source	Min	Mean (SD)	Max	Min	Mean (SD)	Max
From House						
(Electricity, Gas, Cooking oil)	0.03	0.1296 (0.17)	0.99	0.02	0.0782 (0.06)	0.23
From						
Transport (Plane, bike, Car, Bus)	0.02	0.8354 (1.1)	3.29	0.02	0.3769 (0.58)	3.10
From						
Secondary Sources	0.016	0.8251 (0.83)	2.520	0.09	0.9805 (0.57)	2.02
Total						
	0.26	1.7864 (1.1)	3.98	0.17	1.4232 (0.74)	3.28

Figures in parentheses are the standard deviations

Minimum total carbon footprints of urban households are 0.26 metric tons maximum is 3.98 metric tons with a mean value 1.7864 and SD value (1.1). Minimum total carbon footprints of peri-urban households are 0.17 metric tons maximum is 3.28 metric tons with a mean value 1.4232 and SD value (0.74). The total carbon footprints show that urban households produce more carbon footprints and cause environmental degradation more than that of peri-urban households.

Distribution of urban and peri-urban respondent households by their categories of carbon emissions

Calculated carbon footprints were categorized into four scales according to emission in metric tons per month which are 0-1, 1-2, 2-3 and 3 plus. As table 4.1.2 shows in urban areas 44 households are responsible for 0 to 1 metric ton emissions, 49 for 1 to 2 metric tons, 19 for 2 to 3 metric tons and 28 for more than 3 metric tons which is 31, 25, 13 and 20% of overall emissions respectively. In peri-urban areas 38 households are responsible for 0 to 1 metric ton emissions, 61 for 1 to 2 metric tons, 37 for 2 to 3 metric tons and 4 for more than 3 metric tons which is 27, 44, 26, and 3% of overall emissions respectively. These categories show that urban households are releasing higher carbon footprints because of their higher incomes and lavish lifestyle.

Table 4.1.2

Categories	Urban (n=140)		Peri-urban (n=140)		Overall (N=280)	
	Frequency	%age	Frequency	%age	Frequency	%age
0-1	44	15.5	38	13.5	82	29.29
1-2	49	17.5	61	22	118	39.29
2-3	19	7	37	13	56	20
3 Plus	28	10	4	1.5	32	11.42
Total	140	50.0	140	50.0	280	100.0

4.2. Socioeconomic Characteristics of Household Members

The age of respondent household members, gender, family size, income, professions, house location, house size are socio-economic characteristic of households. The characteristics of such variable are described below:

Table 4.2.1 Distribution of urban and peri-urban household's respondents by their age

Age	Minimum	Mean <u>(SD)</u>	Maximum
Urban	16	34.6 (12.5)	72
Peri-Urban	15	39.2 (14.2)	76
Overall	15	36.9 (13.5)	76

Figures in parentheses are the standard deviations

Table 4.2.2 Distribution of urban and peri-urban household's respondents by their education

Education (Years)	Minimum	Mean (SD)	Maximum
Urban	0	10.59 (5.8)	21
Peri-Urban	0	7.30 (5.3)	18
Overall	0	8.94 (5.4)	21

Figures in parentheses are the standard deviations

Figure 4.6 Distribution of urban and peri-urban respondent households by their household income

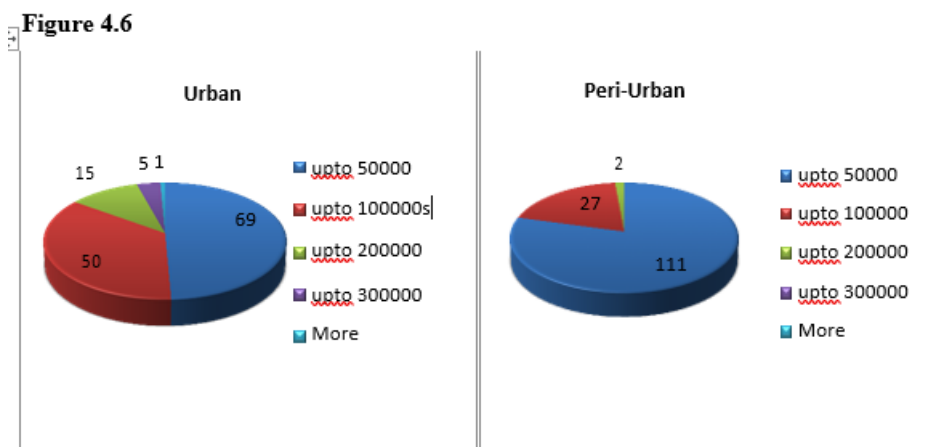
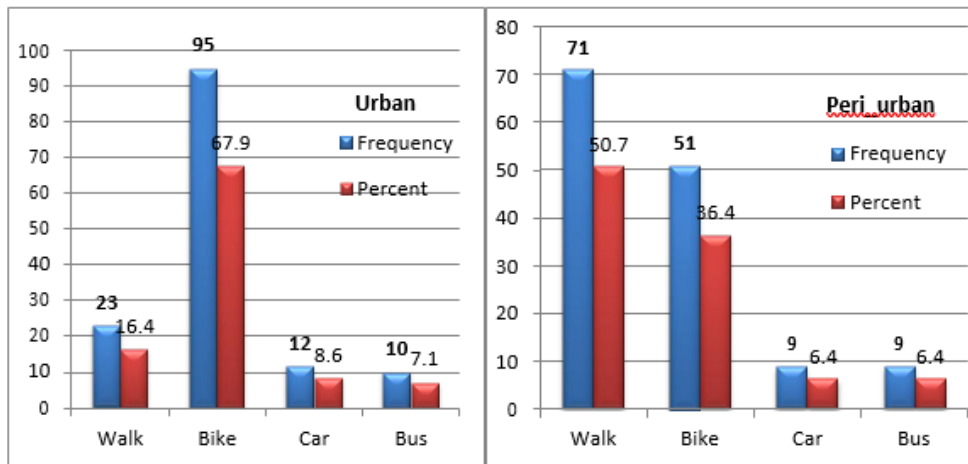


Table 4.2.2 Distribution of urban and peri-urban respondent households by their professions

Professions	Urban		Peri-Urban		
	0 (No) 1(Yes)	Frequency	Percentage	Frequency	Percentage
Govt. Employee	0	112	80.0	127	90.7
	1	28	20.0	13	9.3
Private Job	0	84	60.0	87	62.1
	1	56	40.0	53	37.9
Business	0	61	43.6	92	65.7
	1	79	46.4	48	34.3
Labor	0	128	91.4	107	76.4
	1	12	8.6	33	23.6
Pension	0	131	93.6	138	98.6
	1	9	6.4	2	1.4
Remittances	0	137	97.9	135	96.4
	1	3	2.1	5	3.4
Agriculture	0	138	98.6	133	95.0
	1	2	1.4	7	5.0
Others	0	136	97.1	133	95.0
	1	4	2.9	7	5.0

Figure 4.7 Distribution of urban and peri-urban respondent households by their transport used to go out mostly

Figure 4.7



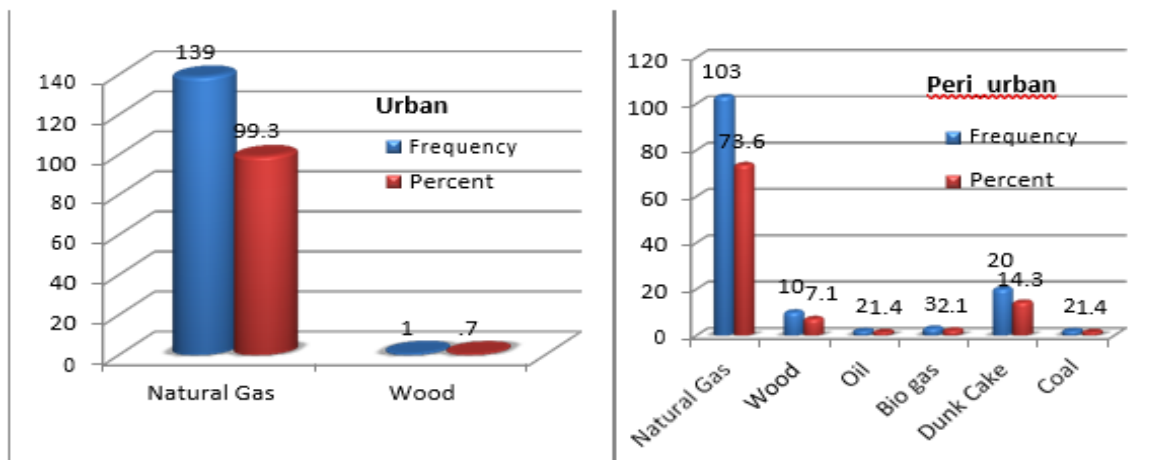
Distribution of urban and peri-urban respondent households by their gas bills in summer and winter

Gas Bills (Rupees)	Minimum	Mean (SD)	Maximum
Urban (Summer)	170	546.54 (719.04)	5000
Urban (Winter)	180	270.38 (336.51)	7000
Peri-Urban (Summer)	0	1235.16 (1196.24)	2200
Peri-Urban (Winter)	0	503.74 (527.67)	4070

Figures in parentheses are the standard deviations

Distribution of urban and peri-urban respondent household by their usage of fuel for cooking

Figure 4.11



Distribution of urban and peri-urban respondent households by their understanding of importance of low carbon society

Respondent households were inquired about their understanding toward understanding of a low carbon society. Either they know the concept of LCS or not. According to table 4.2.25 in urban areas 125 households say they understand the importance of a low carbon society, 10 says no and 5 are unsure. In peri-urban areas 123 households say they understand the importance of a low carbon society, 1 says no and 16 are unsure.

Table 4.3

	Urban		Peri-urban	
Question 1	Do the family is brand/fashion conscious?			
	Frequency	Percentage	Frequency	%age
Yes	101	72.1	38	27.1
No	17	12.1	69	49.3
Sometimes	22	15.7	33	23.6
Question 2	Do you turn off lights when you leave room?			
	Frequency	Percentage	Frequency	%age
Yes	116	82.9	115	83.1
No	6	4.3	12	8.6
Sometimes	18	12.9	13	9.3
Question 3	Do you close windows when heater/AC is on?			
	Frequency	Percentage	Frequency	%age
Yes	119	85	118	84.3
No	11	7.9	9	6.4
Sometimes	10	7.1	13	9.3
Question 4	Do you cover cooker/Pan while cooking food?			
	Frequency	Percentage	Frequency	%age
Yes	94	67.1	120	85.7
No	15	15	9	6.4
Sometimes	31	22.1	11	7.9
Question 5	Do you unplug appliances when not in use?			
	Frequency	Percentage	Frequency	%age
Yes	84	60	93	66.4
No	22	15.7	21	15
Sometimes	34	24.3	26	18.6
Question 6	Do you turn off the water while brushing your teeth?			
	Frequency	Percentage	Frequency	%age
Yes	79	56.6	88	62.9
No	35	25	32	22.9

Sometimes	26	18.6	20	14.3
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Question 7 Does your family recycle products e.g. plastic, aluminum?				
	Frequency	Percentage	Frequency	%age
Yes	35	25	53	37.9
No	92	65.7	72	51.4
Sometimes	13	9.3	15	10.7

Question 8 Do you leave your TV or PC on standby for long time?				
	Frequency	Percentage	Frequency	%age
Yes	53	45.7	63	45
No	72	42.9	66	47.1
Sometimes	15	11.4	11	7.9

Question 9 Do you turn off your computer/electronics when not using?				
	Frequency	Percentage	Frequency	%age
Yes	101	72.1	114	81.4
No	19	13.6	21	15
Sometimes	20	14.3	5	3.6

Question 10 Do you leave phone charger on in the socket when not using?				
	Frequency	Percentage	Frequency	%age
Yes	41	29.3	42	30
No	76	54.3	70	50
Sometimes	23	16.4	28	20

5. CONCLUSION AND RECOMMENDATIONS

The primary objective of this analysis was the estimation of the carbon footprints of households of Faisalabad city. A carbon footprint can be well-defined as the entire set of greenhouse gas emissions produced by an individual, occasion, institution, or product, stated as carbon dioxide equivalent. Anthropogenic activities are causing climate changes and rise in average earth surface temperature as well. Developing countries are extra affected by climate changes. Pakistan is 3rd most exposed country to climate change. The day by day, increasing anthropogenic activities induces by increasing population, income and education levels are causing a rise in carbon emissions. The carbon footprints are causing hazardous effects on the environment and pushing agencies to pay attention to this issue and find ways for its reduction. There is very low work done for the estimation and reduction of carbon footprints in Pakistan at household level. This issue gives rise to the concept of a low carbon society to be attained. Pre sampling technique was used before collecting the whole data. The results of descriptive analysis showed the causes and consequences of carbon footprint and determinants like education, family size and family income were important factors.

Findings

- The results show that urban household have maximum 0.99 metric tons carbon emissions from electricity, gas and oil burning while peri-urban have 0.23 metric tons which is noticeably low.
- From transport, urban households have maximum 3.29 metric tons of carbon emissions while peri-urban have 3.10 which are lower than that of urban.
- From secondary sources households have maximum 2.520 metric tons of carbon emissions while peri-urban have 2.02 which are lower than that of urban.
- Overall urban emissions are 3.98 metric tons, while of peri-urban 3.28 metric tons which are low.
- In urban areas 44 household are responsible for 0 to 1 metric ton emissions, 49 for 1 to 2 metric ton, 19 for 2 to 3 metric ton and 28 for more than 3 metric ton which is 31, 25, 13 and 20% of overall emissions respectively.

- In peri-urban areas 38 houses are responsible for 0 to 1 metric ton emissions, 61 for 1 to 2 metric ton, 37 for 2 to 3 metric ton and 4 for more than 3 metric ton which is 27, 44, 26, and 3% age of overall emissions respectively. These categories show that urban households are releasing higher carbon footprints because of their high incomes and lavish lifestyle.
- In urban areas maximum education is recorded as 21 years while in peri-urban 18 years.
- In urban areas from 140 respondents 58 is household head himself, 28 wives, 36 son and 18 daughters.
- In peri-urban areas from 140 respondents 101 are household head himself, 9 wives, 20 sons and 7 daughters, 3 others. Other category may include mother of household head, bother, daughter in law, grandson etc.
- From urban areas 72 households are belonging to rural areas and 68 were from urban areas. From the households of peri-urban areas only 7 households were from urban areas while 133 from rural areas.
- In urban areas Minimum number of members is 2 and maximum is 21, while in peri-urban minimum number is two and the maximum is 24 children.
- In urban areas from 140, 69 households have income up to 50 thousands, 50 have up to 1 lac, 15 have up to 2 lac, 5 have up to 3 lac and 1 have more than 3 lac. In peri-urban areas out of 140 households, 111 have income up to 50 thousands, 27 have up to 2 lac and only 2 households have income up to 3 lac
- In summer minimum electricity bill of urban households is 900 rupees, maximum 50000 rupees. In winter minimum bill is 132 rupees, maximum 20000. In summer minimum electricity bill of peri-urban households is 448 rupees. In winter minimum bill is 123 rupees, maximum 4500.
- In summer minimum gas bill of urban households is 170 rupees, maximum 5000 rupees. In winter minimum bill is 180 rupees, maximum 7000. In summer minimum gas bill of peri-urban households is zero rupees, maximum 2200 rupees. In winter minimum bill is zero rupees, maximum 4070.

Policy Suggestions

In this study, income, education, house size and carbon emissions have strong relationships with each other. Emissions of household of urban areas are higher than those of peri-urban. There are some policy recommendations to reduce the carbon footprint at household level in urban and peri-urban areas.

- It is advised to turn off computer, laptop, fans and Wi-Fi when not them or going outside
- Turn off the water heating and house heating system of house when not staying at home
- Use energy saving appliances, LED bulbs and replace old energy appliances like fridge, AC with new developed appliances
- Share your vehicles with other family member and use efficient engine and oil.
- When going for short journeys use cycle or walk and use public transport instead of personal vehicles
- Promote plantation on broader level
- Promote awareness about the importance of low carbon society through organizations and media
- Try to build covered houses to avoid seasonal intensity
- Insulation of roofs should be promoted to reduce the use of AC and heaters
- Save water

Strategies to reduce secondary emissions

- If tap water is safe use that instead of bottle water
- Buy fresh edibles instead of stored and out of season fruit and vegetables
- Vegetation should be promoted and to reduce use of meat
- Buy local products like vegetables and fruit to avoid vehicles emission
- Avoid purchasing of packed food
- Reduce, reuse and recycle strategies should be adopted

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The Role of Live Stock on Economic Growth of Afghanistan (2015-2019)

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ABSTRACT

Economic size of the livestock sector is reviewed during 2015-2019, the figures of livestock population, production and prices for 2015-2019 were collected from different sources including published, unpublished reports and personal communication with several international livestock experts and Afghan nationals working in the UN agencies and NGOs that are operating inside Afghanistan. Totally 120 questionnaires were distributed on 4 livestock centers (Guzargah, Khairkhan, Arzan Qemat and Share-the-naw), the gathered data analyzed by tables and graphs.

The result shows that, total output of livestock has declined at an average rate of 5.5 percent per year during 2015-2018. However, the livestock numbers show a positive sign of recovery during 2018-2019. An analysis of annual growth rate through the two time periods showed that overall the livestock sector had been growing at 5.8 percent. 64% of respondents answered that, livestock has a major contribution to the national employment, and absolute majority of households in the rural areas are involved on this sector. Majority (84%) of respondents replied that cow livestock is the main source of income as compare to other animal species. In Afghanistan majority of livestock businesses are small businesses with number of employees 5 to 10 persons only, and they are operating with the average income generation of 30,000 to 35,000US\$ per annum. The absolute number of respondents indicates that, lack of cash is the main barrier to their business operations and due to high interest rates they cannot finance their business properly. Individual financial supplying to the business improvement is key rather than government, banks and other financial institutions. The finding has also shows that; microfinance have a great role on business sustainability.

Keywords: Livestock, GDP contribution, Economic growth, Afghanistan

INTRODUCTION

In 2015-2019, the total Afghan population size estimated 30 million, of which about 85 percent were living in rural areas. Population growth rate estimated about 2.2 percent per annum (FAO, 2018). Apart from the food items cattle provide draft power and hides, small ruminants contribute in the production of pelts, wool and hair, as well as the manure. Other than livestock byproducts are blood, fat and bones.

Before war, livestock related products were estimated to account 18 percent of the country's domestic products (Barker, 2018) and (FAO). Exotic cattle were restored by the government at some provinces like; Kabul, Jalalabad and LashkarGah to produce bulls for crossbreeding in the field. Artificial insemination (A.I.) services were provided in Kabul, Mazar-i-Sharif area and some other cities. Strengthening of sheep production systems specially in the north region and a large scale livestock development program in the western areas were in progress. There was a full fledged institute on Karakul sheep in Kabul to facilitate the production process and marketing channels of Karakul pelts. Karakul rams for breeding were produced and distributed to farmers by the MAIL at Baghlan, Mazar-i-sharif and Sheberghan. Almost 80 district level veterinary clinics service are operating in the country to provide health care in the livestock sector.

A study conducted by (World Bank, 2017), during 2015-16 the livestock contribution to the national economy is stated briefly. It is mentioned that, agriculture accounted for 60 percent of export earnings and about 53 percent of Afghanistan total labor force (AFS) is employed by this sector. During 2016-2019 agricultural related product has been grown at an annual compound rate of about 19 percent, which was less than the annual population increase of about 22 percent (SCA,2018). Agri-related output contribution to GNP during 2015-2016 constant prices had decreased from 65% in 2017-19 to 57 % of GNP which recorded in 2015-16 and drop down was attributed to sluggish agricultural development rather than dynamic growth of other sectors.

According to livestock sub-sector survey which is conducted by (World Bank, 2019) the share of of livestock related product in the Afghan economy during 2015-2019 is briefly stated that Agri sector is directly impacted natural disasters. A recent study by WFP summarized that floods and droughts, caused land degradation. All the factors lead to decline of Agri productivity in both irrigated and rain-fed lands (WFP, 2016).

That's why Afghanistan has turned to food-deficit country, and in general agriculture sector, is operating under the threat of recurrent natural disasters, insufficient and ineffective means of production (land, production inputs and productive infrastructure) and soil degradation. Still there is a potential due to high percentage of population reside in rural areas to develop agri sector to fill the gap food supply and demand to reduce poverty and achieve food security (WFP, 2015).

However, the development of Afghanistan is achievable if the rural residence can generate greater income and bring financial independency. Almost four decades war had severely damaged the production base of the country.

According to day (World Bank 2015) about 900 millions people living with less than US\$1.9/day income worldwide. Almost 50% of them, livestock are their only source of income. To these poor people, animal farms are a major asset to generate income. Livestock, which can be sold in times of economic crisis, can grantee the live households. Animal farms could be source of draught power and fertilization, and provide wide diversity of products at the farm

owners. Livestock therefore can elevate poverty by: increasing resilience, improving smallholder and pastoral productivity and, increasing market participation. In the developing countries livestock contributes more than 33% to total agricultural product this sector also one of the fastest growing agricultural subsectors, which is a main contributor to food and nutrition security as well as the major source of livelihood for nearly 1 billion poor people in developing economies (World Bank, 2015)

In addition, World Bank estimated that the livestock sector will become the world's most significant agricultural subsector in terms of value add and land usage, and this sector is the largest land-use activity on earth.

Livestock subsector as a growing sector have the potential to have a significant contribution to the Afghan economic welfare specially to the rural poor, being a small country in term of arable land with high population density, this sector will provides an efficient way of transforming crop residues e.g. straws, groundnut haulms and crop by products into food or cash and using areas of grazing land unsuited for arable farming in the country.

However, rare accessibility and availability normally compromise (ASF) consumption by the poor. Recognition of the nutritional benefits of ASF consumption is very limited.

About more than 500 millions extremely poor population are directly depends on livestock most of them on small and marginal dairying, be it with dairy goats or dairy cattle/buffalo. Dairying is a potential source of poverty reduction. It is clear that dairy industry highly contributes to the economies of communities, regions and nationwide. The demand is accelerating worldwide on the dairy related products, thus increasing the scope and intensity of the international dairy trade.

Dairy is a well-known universal agri production, consumers milk dairy animals in almost every country across the globe, and estimated almost one billion people live on dairy farms. The industry contribute the vital portion of the worldwide food system and it play a main role on rural sustainability.

The finding from divers research across the world indicates that, engagement in dairying was the cause rather than the result of higher household welfare. The value chain studies of the industry indicates that milk collection and distribution contribute to direct and indirect employment while employment generation by processing and retail depended on the dominant product varieties (World Bank, 2015).

1.2: Problem Statement

In spite of foreign financial and technical donation during the last two decades, more than 60% of total population of Afghanistan are still living below the poverty line. Around 80% of rural residence directly depending on agricultural activities, beside that more than 9 million peoples cannot afford their basic needs. Moreover, more than 50% of the population is vulnerable to poverty (NRVA, 20015/16). On the other hand, agriculture and livestock sector are based small pattern farmers which have an irrigated average land size of 5 Jeribs and few farms animals with rural settlements scattering in the Afghanistan. Thus, agricultural modernization and rural development certainly would play a key role on poverty reduction in the country.

Presently there is a recession in the country while major portion of the population are facing of extreme poverty and malnutrition, livestock could have a direct contribution to the financial independency through employment generation, increase in savings and investment, foreign

exchange earnings, contribution to human food and nutrition. Livestock also could contribute to food security by increasing crop output and crop diversification by providing save and secure food for people consumption, thereby stabilizing food supply is a key. Despite its smaller output compared with that of staple crops, productivity and income. Growth in the livestock sector have sustainable income generation and poverty reduction impacts.

The government of Afghanistan has designed a comprehensive set of development objectives that target economic growth and poverty elevation through applicable strategies designed to link the rural product to the markets. Afghanistan national development strategy (ANDS) shows a roadmap on commercialization of agriculture and dairying, product diversification, import substitution and export promotion, and encourage to invest in the private sector to achieve self-reliance and move farmers beyond subsistence farming to small-scale, market-oriented agriculture.

In the process of commercialization of the country's subsistence-oriented production systems to more productive and market-oriented production systems, livestock support services, access to markets and farmers' organizations will have to be transformed toward being responsive and have demand based production according to market needs (Afghanistan National Development Strategy, 2016).

After 2001, the Afghan government and international organizations has resumed some efforts to restore the livestock and dairy industry, some of the international donors like; (UN, WB, USAID...) had made some considerable investment in order to increase the productivity level of milk in rural areas through providing different services included Breeding for improvement the local breeds, Animal health, cattle management, stable improvement, farmers capacity building and those who are directly involved in the dairy, and established farmers coops and Filed Farmers Schools.

Despite of all the mentioned strengths and potentiality livestock sector has not been considered as the main contributor to Afghanistan economy as it is supposed to be, and this has led us to study role of this sector upon the income of rural residents, traders, exporters and other market participants and the national economy of the country in general.

Therefore, without recognizing potential market, the possible increment in output, incomes, and foreign exchange earnings resulting from the introduction of improved production technologies could not be realized.

Kabul is counting one of the milk producers' provinces with suitable climate and access to artificial insemination and veterinary services and the city is one of the major consumers of the Dairy product, but the gap is in place between producer and consumers which facilitated the importing of milk and dairy products.

1.3: Research Question

The study attempted to answer the following questions:

A. Main question

What is the role of dairy in economic growth of Afghanistan?

B. Sub questions:

1. How much is the dairy production and consumption capacity of Afghanistan?
2. What is the living condition of the families engaged in the dairy business?
3. What are the main challenges of dairy production and marketing?
4. What the dairy industry contribution to the sector?

1.4: Objectives Of Research

In spite of that dairy industry play a crucial role to the financial stability of rural farmers and urban dealers still there is lack of information and proper understanding regarding the dairy industry contribution to the GDP growth of the country. However evident proved that small scale livestock and dairy businesses are vital for the economic growth, so the main purpose of this study is to contribute to a better understanding of the role of dairy in economic growth of Afghanistan. Emphasis is placed on the local production, consumption capacity and imported dairy products, the research tries to provide a descriptive analysis of major bottlenecks in the dairy production and marketing channels with the objectives of:

- To understand the performance of farmers who are engaged on dairy industry and it's the contribution to the economy of the country, in order to improve the bottlenecks as well as recognize the opportunities.
- Stimulating the investors to invest on livestock value chains, improve local production and support import substitution.
- Create the new jobs, increase income generation of farmers, changing of livestock economic structure and Improve living standard of rural residence.
- To identify production and consumption capacity of milk
- To identify key dairy production and marketing constraints in the study area

1.5: Significance Of The Study:

As per our knowledge this study could be as an extensive piece of contemporary research on the dairy sector in the county. Credential information which is generated on this study would be of paramount importance, the study will provide valuable information on dairy production, marketing and consumption system that would help policymakers on their policy alignment and decision-making process. Governmental and nongovernmental organizations that are engaged in the development of dairy and livestock sub-sector would benefit from the results of this research. The finding of the study would also provide a good guide for startup dairy companies in order to avoid problems at the very beginning. Furthermore, the information could be used by the dairy department (MAIL) and other institutions which are active in the industry.

1.6: Scope of The Study

This study is expected to provide deep understanding about present role and economic contribution of dairy industry to the economic growth of Afghanistan, with focus on production, consumption of local dairy products. Dairy businesses considered to be selected as sample were three districts of Kabul province based on geographical location and livestock population of the areas, meanwhile the area for the recognizing the consumption capacity were selected based on the economic situation of the consumers in Kabul city (Guzargah, Khairkhan, Arzan Qemat and Share-the-naw).

2. LITERATURE REVIEW

NSIA- Afghanistan Living Conditions Survey, (2016-17,p:87) indicates that agriculture and animal husbandry as the backbone of Afghanistan's economy are the main income sources for 44 percent of households, at the main while it is the about 44% of workforce are employed by this sector. Almost 38% of all households in Afghanistan (over 1.4 million households) own irrigated farm land, while around one in five households (730 thousand households) own the much or less productive rain-fed land.

FAO/UNDP established 255 Veterinary Field Units (VFUs) to provide vaccination, deworming and treatment for sick animals and infected animals across the country. These VFUs cover more than two-third of the districts across the country (majority of veterinarian graduated from Kabul University), while the selected farmers are trained and assigned as Basic Veterinary Workers (BVWs) at the villages to provide vaccination and simple treatments of the livestock. The livestock owners are required to pay the full cost of medications and treatments.

(FAO, 2018), Animal husbandry is a major traditional agricultural subsector which about 79% of rural households and 94% of Kuchi (Nomads) population own some type of livestock (World Bank, 2019. Livestock related products are key elements of the Afghanistan economy. For a large proportion of rural residents households, cattle is the most important animal species which produces milk for home consumption and selling purposes. Due to rapid urbanization process, there is also an increasing demand for livestock products, which offers a good opportunity to invest into the sector and supply to the urban markets.

(WFP, 2016). Indicates that dairy industry could be a key source of household income, especially for women, and quality nutrition, widely shared among rural families. Improving milk production and finding appropriate marketing channels could be an effective way to women empowerment and increase rural the rural residents' income and nutrition.

Ferogh (2017) Reported that, total livestock production had dropped at an average rate of 5.5 percent per annum during 2015-19. On the other hand, the researcher indicates that the livestock numbers increased after 2019. This might be the reason for a positive annual growth rate of 1.06 percent during 2015-2019. The estimated annual growth rates for 2018-2019 onwards shows an increasing trend varying between 2 to 4 percent. It is believed stable political situation relatively will leads to livestock contribution to GDP will continue to increase in the coming years.

According to (UNDP, 2017) In the twenty-year period leads the gradual transformation of Afghanistan from a traditional isolated country to a bit open society, and the agriculture remained as backbone of economy. It's that estimated that 85% of population lived in rural areas and almost all of the remained 15% were also connected in some way with rural farmers. Maury et al. (2018) did an economic analysis of milch stock breeds in Raipur district of Madhya Pradesh and found that farmers were generating more returns from dairy as a specialized business and local cows were not economical for milk production. Jersey cow yielded more returns in specialized commercial dairy farm and hence could be a good alternative for local cows.

RESEARCH METHODOLOGY

Livestock raising is common all across the country and it is an integral part of various farming systems in Afghanistan. Main livestock related out puts are wool, hide, fat, mutton, milk and milk products. The livestock and livestock related products together can be a source of income for most livestock holders.

The figures of livestock population, production and prices for 2015-2019 were collected from different sources including published, unpublished reports and personal communication with several international livestock experts and Afghan nationals working in the UN agencies and NGOs that are operating inside Afghanistan. Totally 120 questionnaire are distributed on 4 livestock business centers (Guzargha, Share naw, Kkair khana and Arzan qemat) respectively. and the collected data has been analyzed by tables and graphs.

EMPIRICAL ANALYSIS AND FINDING

Table 1. Gender Wise Distribution Of Employed Respondent

Particulars	Frequency	Percentage
Male	105	87.5
Female	15	12.5
Total	120	100

Table 1. indicates that out of 120 respondents 105 males and 15 females. Therefore, it shows that majority respondents belong to the male group

Table 2. Education Status Wise Distribution Of Employed Respondent.

Particulars	Frequency	Percentage
12 th Grade	65	54.2
14 th Grade	40	33.3
Bachelor Degree	10	8.3
Master	5	4.2
Total	120	100

Education status of the respondents has been classified into Four categories, 12th Grade, 14th Grade, Bachelor degree and Master degree and the outcome from the above table reveals that out of total 120 respondents, 65 respondents had the 12th Grade, 40 respondents had 14th Grade, 10 respondents had Bachelor degree and only 5 respondents had Master's degree.

The above result shows that majority of the employees belong to 12th grade education status group.

Table 3. Hierarchical Wise Distribution Of Employed Respondent.

Particulars	Frequency	Percentage
Officer	45	37.5
Senior Officer	60	50.0
Unit Head	9	7.5
Head	6	5.0
Total	120	100

Occupation status of the respondents has been classified into Four categories, Officer, Senior Officer, Unit Head & Head. The outcome from the above table reveals that out of 120 respondents, 45 respondents were Officer, 60 respondents were Senior Officer, 9 respondents were Unit Head and 6 respondents were Head.

The above result shows that majority of the employees belong to Senior Officer and Officer Occupation status group.

Table.4 Outcome Wise Distribution Of Employed Respondent.

Particulars (AFs, 000)	Frequency	Percentage
18-22	30	25
22-25	60	50
25-36	15	12.5
36-76	15	12.5
Total	120	100

Outcome status of the respondents has been classified into four categories, 18-22 thousand Afs, 22-25 thousand, 25-36 thousand, 36-76 thousand respectively. The outcome from the above table shows that out of 120 respondents, 30 respondents had 18-22 thousand outcomes while 60 respondents had 22-25 thousand, 15 respondents had 25-36 thousand and 15 others had 36-76 thousand outcomes.

The above result shows that majority of the employees belong to 22-25 thousand outcome status group.

Table 5. Number Of Employees Worked In The Selected Businesses

Particulars	Frequency	Percentage
5-10 persons	60	50.0
30-35	45	37.5
36-45	8	6.7
46-55	7	5.8
Total	120	100

Business wise number of employees, respondents has been grouped into four categories, 5-10 persons of employee, 30-35 persons, 36-45 persons, 46-55 persons of employees. The outcome from the above table reveals that out of 120 respondents, 60 respondents were 5-10 persons, while 45 respondents were 30-45 persons, 8 respondents were 36-45 and 7 respondents were

46-55. The above result shows that majority (60%) replied that they working in a business with 5-10 numbers of employees.

Table 6 Annual Business Income Generation

Particulars (Thousand \$)	Frequency	Percentage
12000-18000	14	11.67
18000-25000	46	38.33
25000-30000	32	26.67
30000-35000	28	23.33
Total	120	100

Above table indicates the details of annual business Income generation distribution of employed respondent. Total employee status of the respondents has been grouped into four categories, 12000-18000\$ income group, 18000-25000, 25000-30000, 30000-35000\$ of annually income groups. The outcome from the above table reveals that out of 120 respondents, 14 respondents had 12000-18000\$ annual income, while 46 respondents had 18000-25000\$, 32 respondents had 25000-30000 and 28 respondents had 30000-35000 income generation monthly.

The above result shows that majority of the employees (38%) replied that their annual business income is 18000 to 25000\$ and only 23% responded they have 30000 to 35000\$ income annually

Table 7. Problem Of Your Business (Finance, Machinery, Production).

Particulars	Frequency	Percentage
Strongly Agree	14	11.67
Agree	40	33.33
Neutral	20	16.67
Disagree	36	30.00
Strongly disagree	10	8.33
Total	120	100

Table 7 shows the detail of problem of business wise distribution of employed respondent. Total respondents have been classified into five categories, Strongly Agree, Agree, Neutral, Disagree and Strongly Disagree. The outcome from the above table reveals that out of total 120 respondents, 14 respondents answered strongly agree, while 40 respondents answered agree, 20 respondents answered neutral, 36 respondents answered disagree and 10 respondents answered strongly disagree for the business problem in term of finance, production and marketing.

The above result shows that majority of the employees (40%) answered they have problems in term of finance machinery and production and 30% were responded that they have not such problems.

Table 8. The Role Of Livestock On National Employment

Particulars	Frequency	Percentage
Strongly agree	12	10.00
Agree	64	53.33

Neutral	34	28.33
Disagree	10	8.33
Strongly disagree	0	0.00
Total	120	100

Total respondents have been classified into five categories, Strongly Agree, Agree, Neutral, Disagree and Strongly Disagree. The outcome from the above table reveals that out of 120 respondents, 12 respondents answered strongly agree, while 64 respondents answered agree, 34 respondents answered neutral, 10 respondents answered disagree and none are responded to strongly disagree for the question.

The above result shows that majority (64%) of the employees answered Agree that livestock has major contribution to the national employment.

Table. 9 The Percentage Which Household Involves On Live Stock

Particulars	Frequency	Percentage
10 %	14	11.67
15%	32	26.67
20%	34	28.33
30 %	40	33.33
Total	120	100

Total respondents has been grouped into four categories, 10 %, 15%, 20% and 30% respectively. The outcome from the above table reveals that out of 120 respondents, 14 respondents answered 10%, while 32 respondents answered 15%, 34 respondents answered 20% and 40 respondents answered 30% for the percentage of household involvement on livestock.

The above result shows that majority of the employees answered majority of households are involved in the livestock sector.

Table 10. Number Of Years That Business Is Running (Livestock).

Particulars	Frequency	Percentage
1 year	10	8.33
2 years	20	16.67
4 years	32	26.67
More than 4 years	58	48.33
Less than a year	0	0.00
Total	120	100

Total of the respondents has been grouped into five categories, 1 year, 2 years, 4 years, more than 4 years and less than a year. The outcome from the above table reveals that out of 120 respondents, 10 respondents answered 1 year, while 20 respondents answered 2 years, 32 respondents answered 4 years, 58 respondents answered more than 4 years and 0 respondent answered less than a year respectively.

The above result shows that majority of the respondents answered that since more than 4 years operating the livestock businesses.

Table 11. Share Of Your Production With Your Family Or Sell

Particulars	Frequency	Percentage
All	10	8.33
Sell most	50	41.67
Half	20	16.67
A quarter	40	33.33
nothing	0	0.00
Total	120	100

Total of the respondents has been classified into five categories, All, sell most, half, a quarter and nothing. The outcome from the above table reveals that out of total 120 respondents, 10 respondents answered all, while 50 respondents answered sell most, 20 respondents answered half, 40 respondents answered a quarter and 0 respondent answered nothing to this question.

The above result shows that majority of the respondents answered that, selling most of their products.

Table 12. Livestock Mostly Raise And Get Revenue From

Particulars	Frequency	Percentage
Sheep	14	11.67
Cow	84	70.00
Chicken	12	10.00
Goat	10	8.33
All	0	0.00
Total	120	100

Total of the respondents has been classified into five categories, sheep, cow, chicken, goat and all of them. The outcome from the above table reveals that out of total 120 respondents, 14 respondents answered raising and getting revenue from sheep, while 84 respondents answered cow, 12 respondents answered chicken, 10 respondents answered goat and 0 respondent answered raising revenue from all of the above mentioned livestock.

The result from table indicates that majority of the respondents (84%) answered raising and getting revenue from cow livestock.

Table 13. Please Evaluate The Development Of Your Business Over The Last 24 Months

Particulars	Frequency	Percentage
Declined significantly	20	16.67
Declined somewhat	14	11.67
Remained the same	10	8.33
Improved somewhat	66	55.00
Improved significantly	10	8.33
Total	120	100

Table shows the detail of evaluating the development of business over the last 24 months by the respondents. Total of the respondents has been classified into five categories. Declined significantly, declined somewhat, remained the same, improved somewhat, improved significantly. The outcome from the above table reveals that out of 120 respondents, 20 respondents answered Declined significantly, while 14 respondents answered Declined somewhat, 10 respondents answered Remained the same, 66 respondents answered Improved somewhat and only 10 respondents answered Improved significantly for evaluating the development of business over the last 24 months.

The above result shows that majority of the respondents (55%) answered improving somewhat development of their business over the last 24 months.

Table 14. Do You Save Money From Your Business

Particulars	Frequency	Percentage
Yes	80	66.67
No	40	33.33
Total	120	100

Total of the respondents has been classified into two categories. Yes and No. The outcome from the above table reveals that out of total 120 respondents, 80 respondents answered Yes , while 40 respondents answered No for saving money from running their business question.

The above result shows that majority of the respondents (66.67%) answered yes for saving money from running their business question.

Table 15. The Primary Barrier To Save Money.

Particulars	Frequency	Percentage
Lack of cash	68	56.67
Lack of institutions to save	22	18.33
Not being able to immediately get money	20	16.67
Don't trust financial institutions	10	8.33
Other	0	0.00
Total	120	100

Total of the respondents has been grouped into five categories. Lack of cash, Lack of institutions to save, Not being able to immediately get money, Don't trust financial institutions and Other. The outcome from the above table reveals that out of 120 respondents, 68 respondents answered Lack of cash, while 22 respondents answered Lack of institutions to save, 20 respondents answered Not being able to immediately get money, 10 respondents answered Don't trust financial institutions and 0 respondent answered other for the primary barrier to save their money.

The above result shows that majority of the respondents answered lack of cash(68%) for the primary barrier to save their money.

Table 16. Sources Contributing To The Improvement Of Your Business

Particulars	Frequency	Percentage
Government	40	33.33
Leasing companies	10	8.33
Banks	12	10.00
Individual	58	48.33
All of them	0	0.00
Total	120	100

Total of the respondents has been classified into five categories. Government, leasing companies, banks, individual and all of them. The outcome from the above table reveals that out of total 120 respondents, 40 respondents answered government, while 10 respondents answered leasing companies, 12 respondents answered banks, 58 respondents answered individual and 0 respondent answered all of them for sources contributing to the improvement of business.

The above result shows that majority of the respondents (58%) answered individual sources contributing to the improvement of business.

Table 17. Have You Applied For A Loan From Financial Institutions During Previous Three Years?

Particulars	Frequency	Percentage
Yes	66	55.00
No	54	45.00
Total	120	100

The respondents has been classified into two categories, Yes and No. The outcome from the above table reveals that out of 120 respondents, 66 respondents answered Yes while 34 respondents answered No for applying for a loan from financial institutions during previous three years.

The above result shows that majority of the respondents (55%) answered yes for applying for a loan from financial institutions during previous three years.

Table 18. Have You Applied For A Loan From External Sources?

Particulars	Frequency	Percentage
Yes	80	66.67
No	40	33.33
Total	120	100

The respondents has been classified into two categories. Yes and No. The outcome from the above table reveals that out of 120 respondents, 80 respondents answered Yes while 40 respondents answered No for applying for a loan from an external sources.

The above result shows that majority of the respondents answered yes for applying a loan from an external sources.

Table 19. Reasons You Haven't Applied For Loan

Particulars	Frequency	Percentage
High interest rates	70	58.33
Short loan term (maturity)	14	11.67
Lengthy application process	14	11.67
High risk – uncertain of own ability to pay interest and repay principal	22	18.33
Don't need a loan	0	0.00
Total	120	100

The respondents has been classified into five categories. High interest rates, Short loan term (maturity), Lengthy application process, High risk – uncertain of own ability to pay interest and repay principal and Don't need loan. The outcome from the above table reveals that out of total 120 respondents, 70 respondents answered, High interest rates, while 14 respondents answered Short loan term (maturity), 14 respondents answered Lengthy application process, 22 respondents answered High risk – uncertain of own ability to pay interest and repay principal and 0 respondent answered Don't need a loan to this question.

The above result shows that majority of the respondents (58.3%) answered High interest rates for the above mentioned question.

Table 20. Proposes You Use The Loan Money

Particulars	Frequency	Percentage
Purchase inventories / goods for sale	54	45.00
Purchase fixed assets (buildings , equipment, livestock)	20	16.67
Purchase agricultural products (seeds, animal , feed ,etc)	32	26.67
Personal / household expense	14	11.67
Pay off other debts	0	0.00

Total	120	100
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The respondents has been classified into five groups. Purchase inventories / goods for sale, Purchase fixed assets (buildings , equipment, livestock), Purchase agricultural products (seeds, animal , feed ,etc), Personal / household expense, Pay off other debts. The outcome from the above table reveals from 120 respondents, 54 respondents answered Purchase inventories / goods for sale, while 20 respondents answered Purchase fixed assets (buildings, equipment, livestock), 32 respondents answered Purchase agricultural products (seeds, animal, feed, etc), 14 respondents answered Personal / household expense and 0 respondent answered Pay off other debts to above question.

The result shows that majority of the respondents answered Purchase inventories / goods for sale for the above mentioned question.

Table 21. Awareness / Advice On Health, Vaccination Of Livestock

Particulars	Frequency	Percentage
Yes	66	55.00
No	54	45.00
Total	120	100

All the respondents has been classified into two groups. Yes and No. The outcome from the above table reveals that out of 120 respondents, 66 respondents answered Yes while 54 respondents answered No to above mentioned question.

The result indicates that majority of the respondents answered yes for receiving awareness/advice on health, vaccination of their livestock

Table 22. Awareness / Advice On The Marketing Of Livestock Products

Particulars	Frequency	Percentage
Yes	94	78.33
No	26	21.67
Total	120	100

All the respondents has been classified into two groups. Yes and No. The outcome from the above table shows that out of 120 respondents, 94 respondents answered Yes while 26 respondents answered No to the question.

The above result tells that, majority of the respondents answered yes for receiving awareness/advice on the marketing of livestock products.

Table 23. Awareness / Training On Harvesting Techniques, Conversation Of Natural Fodder

Particulars	Frequency	Percentage
Yes	80	66.67
No	40	33.33
Total	120	100

All the respondents has been classified into two categories. Yes and No. The outcome from the above table reveals that out of 120 respondents, 80 respondents answered Yes while 40 respondents answered No to above question.

The above result shows that majority of the respondents answered yes for receiving awareness/advice on harvesting techniques, conversation of natural fodder.

Table 24. Awareness / Advice On The Purchase Or Sale Of Livestock Or Livestock Products

Particulars	Frequency	Percentage
Yes	100	83.33
No	20	16.67
Total	120	100

All the respondents has been classified into two categories. Yes and No. The outcome from the above table reveals that out of total 120 respondents, 100 respondents answered Yes while 20 respondents answered No to above question.

The result indicates that majority of the respondents answered yes for receiving awareness/advice on the purchase or sale of livestock or livestock products.

CONCLUSION

Since livestock in the mainstay for 45 percent population and it is perceived as a second large sources of income after services in Afghanistan . In view of this fact remarkable progress has been made by the government with the close cooperation of international aid and private sector to make the livestock as a sustainable income source for farmer and contribute to national GDP in real term, but despite all the efforts the momentum in livestock sector has not been yet achieved the way it was expected; thus, to better response to this potential need, a research with the topic “The Role Of Live Stock On Economic Growth Of Afghanistan “ is being conducted for the purpose to identify the core issue in livestock-businesses sector. Totally 120 questionnaire was distributed on 4 livestock centers (Guzargah, Khairkhan, Arzan Qemat and Share naw), the gathered data analyzed by tables and graphs.

64% of respondents answered that, livestock has a major contribution to the national employment, and absolute majority of households in the rural areas are involved on this sector. Majority (84%) of respondents replied that cow livestock is the main source of income as compare to other animal species. Majority of livestock businesses are small business with number of employees 5-10 persons only, with the average income generation 30,000 to 35,000 per annum. The respondents indicates that, lack of cash is the main barrier to their business operations and due to high interest rates they cannot finance their business properly. Individual

contribution to the business improvement is key rather than government, banks and other financial institution.

From the research analysis we had found that microfinance have a great role on business sustainability the Guzragah livestock center are doing well and could have reasonable sales income, and the other two centers (Arzan Qemat and Khairhana) their sales trend were on declining mood, because of low demand and the main challenges of those business are lack of financial resources, lack of potential market and update production facilities.

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East of Eurasia in 21st Century: Turkey's Policy Towards Azerbaijan

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ABSTRACT

Turkey and Azerbaijan are two major Eurasian countries. Both countries share common borders with Russia, Georgia, Armenia and Iran in the Black Sea-Caspian basin. It is not only geographical borders that are common between these countries. Turkey and Azerbaijan are two separate countries with the same race, language, religion and culture. Thus, while we explain Turkey - Azerbaijan relations, we first need to discuss the special ties between the two countries. Because the common features that connect the two countries directly affect the relations between them in terms of size, content, quality and measure. Because of the lineage between them, the two countries define each other as 'brother countries' either at official level or among the populace. In this sense, relations between Turkey and Azerbaijan have a special size outside the scope of conventional international relations based on the priority of the state. Great Leader Mustafa Kemal Atatürk's saying "Azerbaijan's joy is our joy, its sorrow is our sorrow" and President Haydar Aliyev's statement "We are one nation, two states" expressly express the aforementioned bonds of brotherhood. From the signing of the Treaty of Friendship and Brotherhood in March 1921 between the Soviet Union and the Government of the Grand National Assembly to the time which Turkey recognized the independence of Azerbaijan, it can be said that the relations between Ankara and Baku are negligible. In this presentation we will focus on the developments and historical background to modern day relations of Turkey with Azerbaijan.

Keywords: Azerbaijan, Central Asia, Turkish-Azerbaijan Relations.

INTRODUCTION

15 states started to declare their independence as the Soviet Union entered the process of dissolution since 1989. Among these countries, Azerbaijan announced its independence on August 30, 1991, but Turkey has grounded on the relations between Ankara and Moscow and it has not immediately recognized this declaration of independence. However, intense pressure from the public brought about the fact that Turkey has adopted on November 9, 1991 that Azerbaijan is an independent state. Later, Turkey recognized all other 14 states on December 16, 1991 (Soviet Azerbaijan, 2015).

As a natural result of recognizing these countries and having blood ties with some countries, by the end of 1991, Turkey has begun to come to the fore as an important actor in the region now where the Turkic Republics are situated (Sahin, 2018).

It provides ongoing international policy of the Azerbaijan Republic with the Republic of Turkey. The relations between Turkey and Azerbaijan have been amicable because of common history and past. Turkey has supported Azerbaijan in the Karabakh War. Besides Azerbaijan also supports Turkey in the complicated issues (Waal, 2013).

The economic and social relations of the two countries are of great importance. Early in its independence, Azerbaijan needed Turkey's support to overcome the difficulties that will confront as new and young country. In the periods when Azerbaijan has just gained its independence, there was no reason for the failure of development of relations between Azerbaijan and Turkey, because the two peoples and states were to see each other as brother and a good friend. At the same time, due to the fact that Azerbaijan has an important place geopolitically and that states such as Armenia, Russia and Iran have interests in favor of Azerbaijan, the development of bilateral relations between Turkey and Azerbaijan came to a stop. In 1986, Armenia attacked regions officially included in the territories of Azerbaijan such as Nagorno-Karabakh, Zangezor, Nakhchivan, Ganja, and Kubadli and occupied the remaining regions except Nakhichevan and exerted pressure on the Azerbaijani people living there through armed gangs. Against the occupation of Armenia, Turkey was among the countries that support Azerbaijan in real meaning and Turkey have closed the border gates to Armenia and showed a strong response to Armenia in economic and political terms and have shown the whole world, the Azerbaijani people and country that Turkey helps and supports Azerbaijan. In view of Turkey, Azerbaijan occupies a very large place in Turkey's foreign policy in general. Azerbaijan poses a great importance for Turkey in order that Azerbaijanis in the region between the North Caucasus and South Caucasia protects the relations between Turkey's Caucasus region and other Turkic countries (Simercioglu, 2021).

Turkey is continuing its relationship Caucasus with the help of Azerbaijan. Azerbaijan, which has rich underground resources in terms of energy, has demonstrated with the completion of Baku, Tbilisi, Ceyhan Pipeline that if the good relations continue, the great strides will be made in the energy trade between Azerbaijan and Turkey. With Russia's efforts to keep the pressure on Azerbaijan and immediately after its intervention in Azerbaijan in 1990, Turkey and Azerbaijan relations have declined continuously and Turkey gave concessions to the Russian

government. When Ebulfeyz Elçibey came to the administration in Azerbaijan and changed the administration with the pressure of the public, the bilateral relations between Turkey and Azerbaijan have developed in a positive direction and this provided rapprochement with Turkey in political terms. In the time of Elçibey, many social and economic agreements signed between Azerbaijan and Turkey. Some of them are as follows: Turkey and Azerbaijan Trade and Economic Cooperation Agreement (02/01/1992), Friendship, Cooperation and Good Neighborly Relations Agreement Between the Republic of Turkey and the Republic of Azerbaijan (24.01.1992), Black Sea Economic Cooperation, Education, Culture and Communication Agreement (06.03.1993). In military terms, an incident has taken place in favor of Azerbaijan from past to present between Azerbaijan and Turkey. During the period of Heydar Aliyev, who was the President of the Azerbaijan Republic between 1993 and 2003, the cooperation with other neighboring states has been achieved as a result of the policy followed by Azerbaijan. It is also possible for Azerbaijan to establish good relations with the USA and NATO, which have a great influence around the world, with help of Turkey for Azerbaijan in order to play an active role in the region. Azerbaijan and Turkey signed agreements on military aspects between 1996 and 1997 and Azerbaijan signed agreements that regulate the flights of military aircrafts to be done on both sides of the border of Turkey (Sahin, 2018). Because Azerbaijani Turks and Turkey Turks are from same race, and they come from the same root, these two states accept each other as "brother states" (Ismayilov & Graham, 2016).

Strategic location

Azerbaijan is geographically located at the intersection of the Middle East, Europe and Asia as part of the South Caucasus. The fact that it is located in such a geographical location increases the geopolitical importance of Azerbaijan and turns it into an economic and political power in the region. Some geopolitical values that enable this are energy resources, safe energy and transit transportation facilities, military strategic location, social and cultural values that allow regional integration, political and economic structure and demographic characteristics are important geopolitical elements. Some of them has feature mostly international and regional size, while others have a determining nature at the national level (Simercioglu, 2021).

Today, Azerbaijan cooperates extensively in various fields with the Euro-Atlantic, Far and Middle Eastern countries and Russia, based on its geopolitical possibilities. This cooperation includes important regional and international projects (Sahin, 2018).

Economic cooperation

Turkish businessmen have investments in every sector of Azerbaijan (food, school, restaurants, factories ...). In almost every sector, there are investments and shops of Turkish businessmen in the streets of Azerbaijan. In this way, we communicate with each other's culture and get to know each other better. We have also signed various economic cooperation in international areas. In recent years, the investments made by Turkey to Azerbaijan increased significantly, and these investments have especially made in industries that require large capital investment, this is an indication of the strategic nature of economic relations (Bedford, 2016).

Baku-Tbilisi-Ceyhan Oil Pipeline is the oil pipeline that carries the oil from Baku, the capital of Azerbaijan, to the sea terminal of Ceyhan on the Mediterranean coast of Turkey through Azerbaijan, Georgia and Turkey.

In addition to Azerbaijani oil and natural gas, the transport of oil and natural gas from the countries on the east coast of the Caspian to Turkey through Caspian Sea and Azerbaijan and third countries is of great economic importance. In this context, multilateral cooperation continues successfully within the framework of Baku-Tbilisi-Ceyhan Oil Pipeline, Baku-Tbilisi-Erzurum South Caucasus Natural Gas Pipeline, TANAP and Baku-Tbilisi-Kars railway line projects (Bedford, 2016).

At the next stage after gaining independence, Turkish investments have a strategic importance for the Azerbaijani economy. Since Turkey is biggest investor country at the nonenergy sector in Azerbaijan, this is of strategic importance for Azerbaijan, which is largely dependent on the energy sector of the economy. In the first years of independence, Turkey has provided significant credit support to Azerbaijan through Eximbank (Broers, 2019).

In recent years, a different dimension has been added to mutual investments. Investments from Azerbaijan to Turkey has increased dramatically. The fact that these investments are made, especially in sectors requiring large capital, is an indicator of the strategic nature of economic relations.

In December 2019, at a reception of Azerbaijan President Ilham Aliyev for Turkey Trade Minister Ruhsar Pekcan, President Aliyev stated that Azerbaijan has invested capital more than 17 billion dollars to Turkey by 2019 and Turkey has invested capital more than 12 billion dollars to Azerbaijan. Aliyev has stressed that Azerbaijan's investments to Turkey will reach 20 billion dollars together with new investment projects of the SOCAR (Broers, 2019).

TANAP Natural Gas Pipeline Project includes high-pressure pipeline and related structures designed for transmission of 31 billion cubic meters natural gas per annum from Azerbaijan to Turkey and Europe for 50 years. The pipeline starts from the Georgia-Turkey border and goes to Turkey-Greece border and it is 1,850 km long (www.tanap.com).

Military:

Gained independence after the Soviet Union collapsed, the Azerbaijan has modernized its infrastructure. Turkey always has sided with Azerbaijan. Diplomatic relations between the two countries started on January 14, 1992. Military experience sharing and defense industry cooperation followed it. Turkey continues to contribute to the strengthening of Azerbaijan army (Sahin, 2018).

The Communication and Satellite Systems of the Azerbaijan Army were renewed. Laser guidance kit produced by ASELSAN also made smart the national ammunition developed by Azerbaijan. Roketsan also delivered locally produced guided artillery missiles and long-range missile systems to the Azerbaijani army (Sahin, 2018).

In the inventory of the Azerbaijan Armed Forces, long-range missile systems and tiger missile systems produced by ROKETSAN are also included (Sahin, 2018).

8th Turkey-Azerbaijan High-Level Strategic Cooperation Council Meeting was held on 25th February in Baku with the participation of President Recep Tayyip Erdoğan and President of Azerbaijan İlham Aliyev. "Military Financial and Security Cooperation" agreements were signed at the meeting. Accordingly, Azerbaijan will purchase 200 million lira worth of products and services from Turkish defense industry companies.

Azerbaijan is also interested in UAV and UUAVs made in Turkey as well as Altay tanks and Atak helicopters.

Joint exercises have increased in recent years. This is of political significance. In the " Agreement on Strategic Partnership and Mutual Support " signed between the two countries in Baku on August 16, 2010, it is written that cooperation will be made in cases where the territorial integrity of either of the two countries needs to be preserved:

When one of the two countries is subjected to armed attack or military trespassing by a third country or group of states, the Parties agreed to provide mutual assistance to each other in order to take all necessary measures within the framework of their existing possibilities, including the use of their military facilities and capabilities, in order to realize the individual or joint right of legitimate defense recognized by Article 51 of the UN Charter. The form and scope of this assistance will be determined urgently by the parties (Simercioglu, 2021).

" In this context, the steps to be taken to develop close cooperation between the armed forces are also included:

- Providing defensive products and material-technical means for the defense needs and security of the parties,
- Designing and manufacturing of defense products,
- Providing defensive services,
- Carrying out joint military exercises and activities related to defense preparation,
- Training of experts for the armed forces,
- Providing logistical support of the armed forces.

Victory of Azerbaijan

The Nagorno-Karabakh conflict between occupying Armenia and Azerbaijan for 30 years ended the night before when Armenian Prime Minister Nikol Pashinyan raised a white flag in the presence of Russian President Vladimir Putin. Baku won the clashes that started at the end of September. The tripartite agreement text signed by the leaders of Russia, Armenia and Azerbaijan contains a 9-point road map that envisages Armenia's withdrawal from the occupied territories.

- The ceasefire will come into effect as of 00:00 (local time) on Tuesday morning.
- Azerbaijani and Armenian military forces will remain in their current positions

- Armenia will end its occupation in the surrounding territories of Nagorno-Karabakh
- Aghdam, Lachin and Kalbajar lands under occupation will be handed over to Azerbaijan
- Russian peacekeepers will be deployed on the contact line in Nagorno-Karabakh and in the corridor where Karabakh connects with Armenia.
- Russia will send 1,960 troops to the region. Russian peacekeepers will be deployed in the region for 5 years.
- Transport, communication control will be provided by the institutions of the Russian Border Security Service.
- Displaced civilians will return home under UN supervision.
- Captives and funerals will be exchanged mutually.

In an address to the nation, Azerbaijani President İlham Aliyev said “The agreement means the defeat of Armenia. Pashinyan will cowardly sign this agreement far from the cameras. He is signing it under pressure from the iron fist. This is our glorious victory” and added: “In the 5th article of the agreement, it is written that a peacekeeping center will be established for ceasefire control. Russian and Turkish soldiers will operate in this center. Turkey officially take part in the solution of this conflict and ceasefire observance job. I appreciate the efforts of my friend Recep Tayyip Erdogan and Russian President Putin. Because they made great efforts during these 45 days so that the problem was resolved peacefully.”

On September 27, Azerbaijani army launched counter-attack against Armenia who targets military and civilian points. Throughout the conflict, humanitarian ceasefire was declared three times on 10 October, 18 October and 26 October, but the ceasefire was broken. The turning point was that the province of Shusha came under the control of Azerbaijan on 8 November. Yerevan gave up while Azerbaijani army was expected to advance to Khankendi, the capital of Nagorno-Karabakh. 92 Azerbaijani civilians lost their lives in the clashes and attacks that started at the end of September. Armenian side announced that 1300 soldiers died.

Russia and Turkey will create a "Joint Observer Force" in the area after the surrender of Armenia. According to the information obtained, the main backbone of this force will be Turkish and Russian officers. The force's main task will be to determine whether the ceasefire has been violated. In this context, the aforesaid force will determine attitudes that do not comply with the agreement in the field and intervene quickly. Turkish officers who will take part in the force will not participate in regular patrols on the field, and will remain mainly as liaison forces at the headquarters (Simercioglu, 2021).

How many soldiers the Joint Observation Force will consist of, where the joint headquarters will be established and many other technical issues will be determined in the joint meeting planned to be held by Turkish and Russian military delegations in the coming days. In the first stage, if there is a violation by Armenia, then the violation will be ended with attempts of Russia, and if there is a violation by Azerbaijan then the violation will be ended with attempts of Turkey. Foreign Minister Mevlüt Çavuşoğlu held a telephone conversation with his Russian

counterpart, Sergey Lavrov, on the matter and has stated, “Now there is the issue of how this will be monitored and controlled. We are discussing it”.

Some contracts and protocols signed between Azerbaijan and Turkey

1. Turkey, Azerbaijan Trade and Economic Cooperation Agreement, (2 January 1992)
2. Agreement on Friendship Cooperation and Good Neighborly Relations Between the Republic of Turkey and the Republic of Azerbaijan, (24 January 1992)
3. Black Sea Economic Cooperation Education, Culture and Communication Agreement, (6 March 1993)
4. Agreement on Cooperation in Scientific, Technical, Social, Cultural and Economic Fields, (9 February 1994)
5. Agreement on Mutual Promotion and Protection of Investments, (4 April 1994)
6. Double Taxation Prevention Agreement, (9 April 1994)
7. Turkey, Azerbaijan Social Security Agreement, (17 July 1998)
8. Agreement on Cooperation in Environmental Protection Areas between Turkey and Azerbaijan, (14 October 2004)
9. Cooperation Memorandum between the Republic of Turkey Ministry of Women and Family Affairs and the State Committee of the Azerbaijan Republic Responsible for Family, Women and Children Affairs, (4 February 2008)
10. Turkey, Azerbaijan Approval of Long-Term Economic and Trade Cooperation Program and Implementation Plan, (18 February 2008)
11. Turkey-Azerbaijan Strategic Cooperation Agreement, (16 August 2010)

Under the presidency of President Recep Tayyip Erdoğan and President of Azerbaijan İlham Aliyev, after the 8th Turkey-Azerbaijan High-Level Strategic Cooperation Council meeting held with the participation of the relevant ministers, 14 agreements have been signed between these two countries in different fields (Simercioglu, 2021).

Nail Olpak, Chairman of the Foreign Economic Relations Board (DEİK), and Yusif Abdullayev, Deputy Chairman of the Export and Investment Promotion Fund (AZPROMO) in Azerbaijan, has signed the "Action Plan "for the cooperation between DEİK and AZPROMO covering the year 2020-2021.

Dr. Ali Taha Koç, President of the Presidency Digital Transformation Office and Ulvi Mehdiyev, President of the State Agency for Public Services and Social Innovation (ASAN) of the Republic of Azerbaijan have signed the "Memorandum of Understanding on Joint Studies for Establishing Technical Infrastructures in the Field of Digitalization of Public Services".

TRT General Manager İbrahim Eren and AZTV General Manager Rövşen Memmedov have signed the "Cooperation protocol" in between TRT-AZTV, and Mehmet Aktaş, Ministry of Internal Affairs General Director of Security, and Ali Nagıyev, Head of Azerbaijan State Security Service, have signed the "Additional Protocol to the Security Cooperation Agreement".

Adil Karaismailoğlu, Deputy Minister of Transport and Infrastructure and Ramin Guluzade, Minister of Transport, Communication and High Technologies of Azerbaijan have signed "Memorandum of Understanding on Kars-Nakhchivan Railway Line Project".

Minister of Trade Ruhsar Pekcan and Minister of Economy of Azerbaijan Mikayıl Cabbarov have signed the "Preferential Trade Agreement", "The Cooperation Protocol in the Field of Competition Policy" and the "Action Plan for the Implementation of the Memorandum of Understanding on Cooperation in the Fields of Technical Regulations, Standardization, Conformity Assessment, Accreditation and Meteorology" (2020-2022).

Youth and Sports Minister Muharrem Kasapoğlu and Azerbaijan Youth and Sports Minister Azad Rahimov have signed the "Cooperation Protocol in the Field of Youth and Sports", and the Minister of Energy and Natural Resources Fatih Dönmez and the Minister of Energy of Azerbaijan Perviz Şahbazov have signed the "Energy and Mining Agreement".

The Minister of National Defense Hulusi Akar and the Minister of Defense of Azerbaijan Zakir Hasanov have signed the "Military Financial Cooperation Agreement" and the "Cash Aid Implementation Protocol".

Foreign Minister Mevlüt Çavuşoğlu and Azerbaijani Foreign Minister Elmar Memmedyarov have signed the "Protocol on the Removal of Visa".

President Recep Tayyip Erdogan and Azerbaijani President İlham Aliyev have signed the Protocol of the 8th Meeting of the High Level Strategic Cooperation Council.

Between our Presidents, Mr. İlham Aliyev and Mr. Recep Tayyip Erdogan, there are not only the highest level of relations between the two states, but also very friendly personal relations. This also creates a basis for further advancement of relations in Turkey and Azerbaijan's economy, defense, politics and all fields.

Turkey's motto is "one nation two states" and Turkey has a full support to Azerbaijan. It will side with Azerbaijan at its discretion. We are witnessing the provocations and manipulations of all imperialist powers and countries that have dirty and insidious calculations on the region within the framework of the reality and the new world systematic. Yet despite everything, two states are one nation (Simercioglu, 2021).

Two states, one nation, of one soul and blood, Darkness becomes light when the sun rises at dawn. We put our lives on the line, To be one, to be great, to be alive is the only goal, The venomous viper waits with its open mouth. We need to come together as a fist to hit like a sledgehammer, If Crimea, Caucasus cry, then Tatar and Karabakh will cry, and Uyghur, Balkar, Dagestan, Altai is mourning.

“We won't drop the flag in this race, Kazakhstan, Turkmen, Uzbek and Kyrgyzstan, foster-land Cyprus, my brother Turkestan. Azeri is Turk and the full-blooded Turk; it is two eyes of Turk on the road to Turan.” (Başpınar)

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Effects of COVID-19 Outbreak on Higher Education in Nigeria: Obstacles, Opportunities and Threats

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ABSTRACT

The COVID-19 pandemic as a global pandemic has affected various educational settings as well as higher institutions of learning in Nigeria, the obstacles that the pandemic has brought are innumerable, as it has threatened the economic and growth of continuous learning, the opportunities to study online and attend virtual meetings cannot be under-estimated, the new technological innovation accompanied by the pandemic cannot be under emphasized as the ban of large meeting enabled academic intellectuals to be able to meet face to face has encouraged virtual and intimated meetings online. The threats it has posed to the society as well as learning in higher institutions is the possible knowledge heightened from face to face interactions, as distractions during online or virtual programs are inevitable, the network challenges of not been able to get a particular point of discussion is largely experienced in Nigeria, the inability of some academia's to operate and use some technologically tools as zoom, classroom chats, google rooms has affected the flow of direct knowledge acquired at onsite meeting, conferences, seminars and programs. For the effective learning process to be untampered students and educators needs to lay emphasizes on the new technology as the pandemic is been tackled in Nigeria.

Keywords: COVID -19, Higher Institutions, Obstacles, Opportunities, Threats

INTRODUCTION

Coronavirus disease (COVID-19) is a disease caused by a recently emerging novel coronavirus called Severe Acute Respiratory Syndrome Coronavirus. (Centre for Disease Control, CDC, 2021). It emerged in late 2019 disseminating to cause a global pandemic in 2020. The symptoms of COVID-19 appear after 2–14 days following exposure and vary from asymptomatic, mild symptoms to severe respiratory disease (CDC, 2019). The main symptoms are fever, cough and shortness of breath and the COVID-19 has a much lower case-fatality rate (about 2.67%) or coughing and sneezing (CDC, 2019). Until a vaccine is developed, community-based interventions such as school closure, avoiding congregations, adopting social distancing, and creating employee plans to work remotely can help slow the spread of COVID-19 (CDC, 2019). Many countries enacted travel restrictions to prevent further spread. The virus has affected virtually all the states in the country as of 2020. According to Nigeria Centre for Disease Control, NCDC, (2021), as at 12th July, 2020, about 168,552 cases are confirmed, 164,439 been discharged, 1989 cases are still active and 2124 deaths had occurred in Nigeria. Despite this, the third wave has hit most states in Nigeria, despite vaccine distribution, access though one of the major tenants has mitigated the coverage of the vaccine. A multisectoral emergency operation center activated to coordinate the national activities is very important to the success of vaccination.

The Nigeria higher education are centres that are overcrowded and highly populated by students in their quest for knowledge in higher learning centres. Nigeria as a country have as well ensured all schools and personnel experience a compulsory stay at home order so as to prevent further spread of this deadly virus from spreading among students and school personnel as it can easily be contacted through direct contact with the carrier, (Samuel, 2020).

The careers of this year's higher education students have been severely affected by the COVID-19 pandemic. Students have experienced major teaching interruptions in their studies, some private universities that engaged their students with online teaching could not conduct examinations or assess their students as building a trust in their students is a major setback in an online learning environment (Barrett, 2020). In general, the time of graduation for every university student have been indirectly elongated. All these among many challenges are faced by the recent pandemic in Nigeria, it is on this thrust that this paper addresses the effects of Covid-19 pandemic on higher education in Nigeria, considering the obstacles, opportunities and threats the pandemic has posed to the government, school administrators, lecturers and students.

OBSTACLES THE COVID 19 CAUSED IN HIGHER INSTITUTION OF LEARNING IN NIGERIA

Educational sectors remain a sensitive part of the sustainable development of any country because they set the tune in the development of any country (Samuel, 2020). With the emergent of the pandemic certain restraint on large gathering hampered the development of the society as most higher institutions and learning centers were closed down. The closures result of the pandemic affected entire education sector. The closure though effective in reducing the high rate of contacting the virus also brought a brain-drain as most students were idle and not meaningful productive in any way. The closure of schools leads to other innovative channels

of learning of which online meetings and learnings became useful despite its relevance, it was accompanied with certain challenges.

Online users faced many technical difficulties that hinder or slow-down the teaching-learning process (Favale, 2020). Teachers in the form of facilitators face a lot of difficulties while working or preparing for online lesson because some of them lacked suitable technical training. The problems are faced both within the lesson givers and lesson takers.

Another obstacle to the learning process is the epileptic power supply being experienced across the country is one of the challenges that rendered online teaching programs useless in Nigeria. Many Nigerians who live in the urban centers where we are expected to have power supply for 24 hours cannot boast of having it for at least 3 hours a day. On the other hand, there are thousands of students who cannot partake in online teaching because they live in rural areas that do not have means of power supply at all (Emeka & Nyeche (2016). Lack of power supply in Nigeria greatly affected the online learning process as not everyone can be carried along or at same time.

Lack of conducive learning environments for students was a major setback as students are easily distracted by noise and many other activities going on in their surroundings and could affect their academic performance (Sambo, Oyelade & Ibrahim 2020). The learning environment which was at most times indoors with other family members, neighbors affected the level to which the lessons were delivered. Obed, Oyelade & Lateef (2018), opined that learning environment affects a child's ability to learn, and could be the determinative factor for some children as to whether they succeed or fail. Unfortunately learning within the homes are as well limited looking at the literacy level of some parents in Nigeria, not every parent could handle well the pedagogy aspect of parenthood and besides other commitments of parents are to be considered. The effect of this may not be easily noticed, the future of a child in this category is naturally exposed to a serious academic crash if there are no proper interventions, because until the ban on movement is lifted and schools are reopened, majority of students cannot effectively learn or assimilate all that have been taught in such an unorganized learning setting.

The sudden interruption of the education system in Nigeria as a result of the pandemic has led the government, parents, individuals, ministries of education at various levels and other concerned personnel to have shift in the plans and strategies to finance the education of their children and the education system at large. School calendar had been extended, and with this, extra payments at various levels of the educational system are enacted. During the lockdown some parents were forced to procure laptops, android phones, television cables and other means of Information and Communication Technology, ICT tools, this was to ensure their wards move with the new innovative of the online classes at various levels designed for teachers to reach out to their students. The emergence of the pandemic lead to school proprietors not having access to inflow of income to welfare their staffs working in their respective schools, in Nigeria, the pandemic with the placement of lockdown in higher institutions has affected the entire educational system.

The progress in terms of moving to the next level, graduating and becoming a useful and acceptable member of the society after being exposed to the teaching-learning processes in the school is also affected by the emergence of the pandemic in Nigeria. The careers of university graduates are severely affected by the COVID-19 pandemic. They have experienced majorly teaching interruptions in the final part of their studies, interruptions in their assessments, and are likely to graduate at the beginning of a major global recession, because there is no doubt

there will be global recession in the economy of the world at large at the end of the pandemic lockdown.

OPPORTUNITIES POSED BY THE COVID-19 PANDEMIC IN HIGHER INSTITUTIONS OF LEARNING

Online education is a student-centered technique of learning that offers a great deal of flexibility in terms of time and location (Dhawan, 2020). The Anywhere-Anytime feature of online education has a great advantage in times of crisis-like situation such as man-made disasters, natural disasters or pandemics such as Covid-19. The closure of places and unsafe traveling by roads can create a lot of troubles but e-learning will at least not keep the students deprived of getting an education in their homes Mark & Semaan (2008). Recent trend in educational issues indicate that online education would transform the education sector by eradicating manual processes across schools and replacing them with modern and dynamic online digital learning which will eventually create more collaborative and interactive learning environment for students (Collins, 2018). This is a technological improvement in the educational system and a welcomed tool for development.

COVID-19 and online/virtual education allows students to have enough rest and sleep and are no longer waking up early to go to learning environment. Despite the closure of schools, a lot were also achieved at the emergence of the pandemic in Nigeria, a group of epidemiologists endorsed the closure of schools in order to reduce the further spread of the infection, and buy time to research and produce effective vaccine. The government also encouraged university staffs to further carry out relevant researches in finding a lasting solution and vaccines to prevent the spread of corona virus in Nigeria. For researchers in higher education, it enabled more time to dive into the recent happening and develop solutions to the problems, students were also engaged in research activities, learning of other skillful ventures like tailoring, designing, internet usage and programming, confectionaries and other skills that require less or no crowd/ gathering.

As at April, 2020 many states in Nigeria have switched to the radio-television means of communicating with learners whereby teachers go on air teaching their respective subjects and topics to learners listening and watch at home, some learning channels were lunched on various satellite networks even though not every home in Nigeria can afford the purchase and monthly subscriptions of satellite networks. At least with this development some of learners are still being updated in their academics. Some private universities in Nigeria took this advantage to further develop their ICT section to create platforms in reaching out to their students' even while in their respective homes with their parents/guidance these are some of the opportunities it created as more ICT experts were meaningful engaged in discovering new means of transmitting knowledge to the satay at home students of higher institutions.

THREATS CAUSED BY THE PANDEMIC ON HIGHER INSTITUTIONS

Teaching is moving online, on an untested and unprecedented scale (Samuel,2020). As most of the recipient have not been faced with such situation aforesaid. Student assessments are also moving online, with a lot of trial and error and uncertainty. Many assessments have simply been cancelled due to inaccuracy and are not competent. Importantly, these interruptions will not just be a short-term issue, but can also have long-term consequences for the affected cohorts and are likely to increase inequality in terms of assessing performance.

More so, despite the directive by the Federal Ministry of Education's on school-closure there was no policy measures on how to ease learning disruptions for children and how to address the digital mean of learning which may be alternative method to physical teaching learning process in higher educational system. The learning of vulnerable and disadvantaged groups was not addressed. Therefore, temporary school closure comes with high social and economic costs, with severe impact on children from disadvantaged background in Nigeria system especially those from North East as access to ICT was a major challenge to students in volatile areas. The children in private schools might experience little disruption in their learning, because the authorities of most standardized private schools do ensure their schools are well equipped.

Inevitably, the digital innovative is the only alternative to switch to during the lockdown, therefore, it worsened learning disparities among vulnerable and disadvantaged children, because not many parents can afford an android phone or other sophisticated ICT tools used in aiding learning.

CONCLUSION

The outbreak of corona virus has shaken the educational sector of Nigeria off its strength as there is a serious set-back in the development of Nigeria education system. Higher institutions calendars have been disrupted, there is reduction in the economic development of the country which has affected the education finance as well. Since the family income depends on the economic growth of any country, most of the families in Nigeria are experiencing economic hardship as a result of the pandemic lockdown. The COVID-19 effected all spheres of lives from economic, political, social, religious and educational spheres as higher educational centres of learning were not left out, the outbreak of the corona virus coupled with the lockdown of schools at various levels of education in Nigeria has served as test for the education technology interventions for teaching-learning activities. The abandonment of onsite institution to virtual learning is a recent development to ICT and other technological advancements, the use of skype, zoom, google chat, classroom chats among other tools has enhanced the learning process. It can be seen that even the E- Learning chosen as the alternatives to be used in reaching out to the learners in the period of lockdown has not successfully worked because of non-engagement of expert to manage the IT section of the Nigerian Education system, huge tariff charges from various network providers in Nigeria affected the learning process.

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Model for Improving Firm Digital Marketing Capabilities Based on Adoption Ecosystem Readiness and Digital Transformation

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ABSTRACT

The leap in communication and information technology has changed the interaction of consumers with producers to become even stronger. The Covid-19 pandemic, besides having an impact on increasing consumer habits in consuming media, also has an impact on increasing the number of internet users, the use of digital devices, and also increasing online activities. Digital marketing emerged as a logical response for companies to improve their performance by taking advantage of the significant growth concentration of consumers on the internet.

There has been a lot of research done on the adoption of digital marketing, the factors that drive the adoption of digital marketing, digital transformation, and digital marketing capabilities. However, research that investigates the relationship between these four concepts simultaneously and integrated in one research model is still very rare. This study was conducted with that purpose in mind.

Following a review of the literature, a proposed model with independent, moderator, and dependent variables was developed. This study successfully presents a concurrent model that integrates the interrelationships between digital marketing usage, digital transformation, digital marketing capabilities, and eco-system readiness to adopt digital marketing.

The findings of this study reveal a conceptual model that can be used to improve a company's digital marketing capabilities.

Keywords: Digital Marketing Adoption, Digital Marketing Capabilities, Digital Marketing Usage, Digital Transformation, Firm Digital Marketing Adoption Eco-system Readiness.

INTRODUCTION

The rapid development of information and communication technologies (ICTs) causes changes in consumer behavior both in making product purchase decisions such as seeking information, evaluating alternatives and recommending the products and information they want. Consumers, with certain motives and awareness, can search, discuss, provide suggestions and even get direct responses during the process of searching for a company's product or service (Teixeira et al. 2018, Bakhtieva 2017, Noyola-Medina et al. 2018). In this case, companies are facing a new marketing paradigm, they have to adapt to the unprecedented changes in the marketing landscape (Nielsen CMO Report 2018).

The new marketing landscape has brought companies to conditions that require them to not only exist in the conventional competitive arena but also, at the same time, must exist in the digital-based marketing arena. Porter (1980) defined the state of firm competitiveness as what is known as extended rivalry. As a result, in order to grab possibilities or opportunities in new markets, businesses must change their strategy for acquiring new customers as well as keeping current loyalty and support. Therefore digital marketing emerged as a logical response for business seeking to better their performance by taking advantage of the significant growth in consumer concentration on the internet (Miklosik et al. 2019).

Digital marketing, by definition, refers to any marketing method carried out using electronic equipment, including online marketing activities over the internet (AMA 2021). According to Sathya (2017), digital marketing encompasses the marketing of products or services that use digital technology, especially products or services that use digital technology, mainly on the internet, but also includes mobile phones, display ads, and other digital media. Digital marketing gives companies the ability to reach their consumers or clients by building innovative practices, combining technology with traditional marketing strategies (Gibson 2018).

Digital marketing is a new approach to marketing, not just traditional marketing driven by digital elements (Järvinen et al. 2012). It is not intended to be a replacement for traditional marketing but they must instead coexist with interchangeable roles along the customer journey (Kotler et al. 2014). Digital marketing is used as part of the marketing strategy of a variety of institutions, including enterprises, hospitals, schools, professional associations, councils, and non-governmental organizations (Miklosik et al. 2019). The most significance advantage of adopting digital marketing over traditional marketing is its ability to be easily measured; the digital footprint of each internet user contains a vast amount of data that can be used as input for marketing analysis.

The search for digital marketing terms on the Google search engine site in the last 5 years shows an increasing level of search interest, replacing the use of previous terms to describe digital marketing such as web marketing, internet marketing, e-marketing, and online marketing, as shown in Figure 1 below.

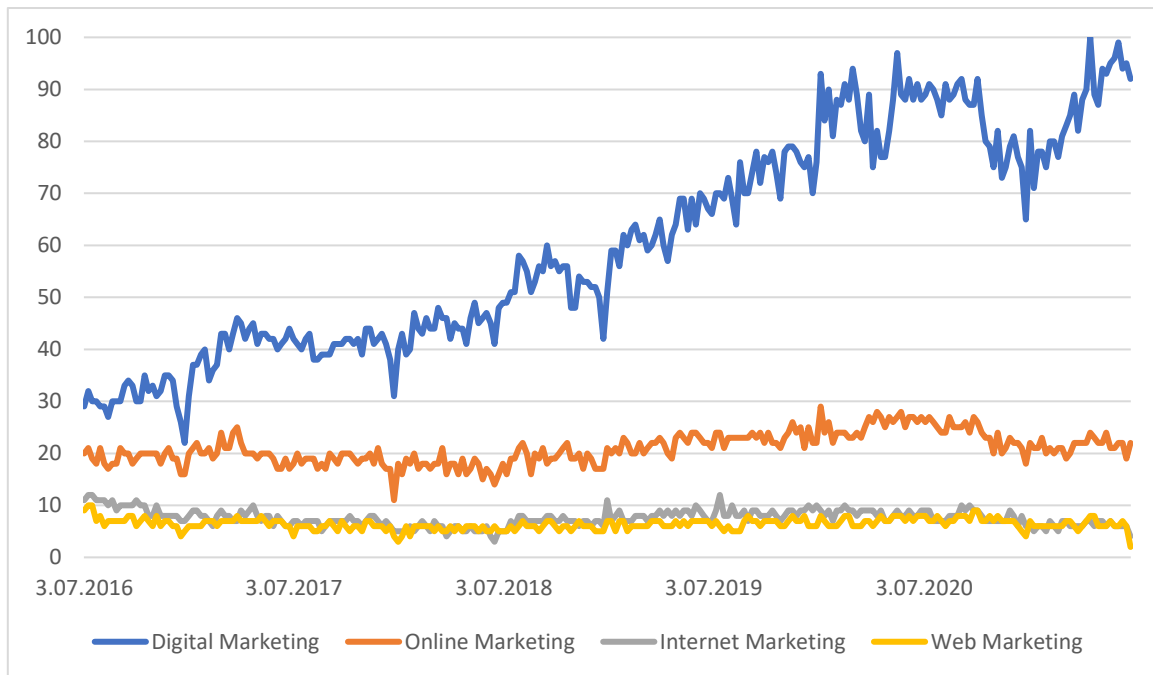


Figure 1. Interest overtime for digital marketing, source: <https://trends.google.com/>

The adoption of digital marketing by the company is one of the keys to growing its capacity and capability in the face of an increasingly unpredictable intensity of competition. Digital marketing capabilities, which can be achieved through digital transformation, are required for businesses. The ability of a firm to plan and implement digital marketing is referred to as its digital marketing capabilities. This capability refers to the processes, structures, and talents that constitute the organization's essential assets for success in the digital era (Chaffey & Chadwick 2016). Meanwhile, digital transformation is a transformational process that uses technology and digital capabilities to generate value through business models operational processes and customer experiences (Morakanyane et al. 2017).

Digital marketing is part of information technology because digital marketing uses a system to store, retrieve and transmit information through information technology (Stockdale & Standing 2006). Internal factors, external factors, individual factors, and technological factors all influence the level of firm information technology adoption (Bajaj & Leonard 2004, Doe et al. 2018, Doe et al. 2017, Goodhue & Thompson 1995, Iacovou et al. 1995, Molla & Licker 2005, Ölander & Thøgersen 1995, Tornatzky & Fleischer 1990). Further Doe et al. (2019) refer to these factors as an adoption eco-system, which encompasses employee attitudes and perceptions, firm internal characteristics, technology characteristics, firm industry characteristics, and society level factors.

There has been a lot of research done on the level of use (adoption) of digital marketing, the factors that drive digital marketing adoption, digital transformation, and digital marketing capabilities. However, research on the relationship between these four concepts simultaneously and their integration into a single research model is still uncommon. Furthermore, previous research on digital marketing has been overly focused on the customer level rather than the firm level (Tiago dan Veri'ssimo, 2014). This study will uncover the simultaneous relationship between four concepts that have previously been extensively explored by academic researchers. Furthermore, the findings of this study are expected to contribute to the realm of knowledge in order to build a model for increasing firm digital marketing capabilities based on adoption eco-system readiness and digital transformation.

LITERATURE REVIEW

This study's literature review describe the concept of digital marketing, digital marketing capabilities, digital transformation, and adoption eco-system readiness factors to use digital marketing, which is followed by a resource-based strategy framework (resources based view) and a dynamic capability-based strategy framework (dynamic capabilities view) as a theory that supports the the creation of a company's competitive advantage.

Digital Marketing

According to Gibson (2018), as also stated by Srividhya (2019) and Bala & Verma (2018), Digital marketing strategies that are efficient and effective can be implemented with a website component and use the internet as a platform to carry out a variety of derivative strategic activities such as: social media marketing (SMM), search engine marketing (SEM), search engine optimization (SEO), e-mail marketing, online advertising, e-newsletters, digital public relations, affiliate marketing, content marketing, and so on (Figure 2).



Figure 2 Approach and Strategy for Effective Digital Marketing, source: adapted from Gibson 2018

A website is a collection of interconnected web pages that normally reside on the same server and include information provided by an individual, group, or organization. A website is often hosted on at least one web server that can be accessed via a network such as the internet or a local area network via an internet address known as a Uniform Resource Locator/ URL (Source: <https://id.wikipedia.org/wiki/website>). Companies can build websites as a free marketing tool at a low price. The literature shows the significance of include a website in organization's marketing operations, whether for the sale of products or services. Client choose

companies with well-designed website (Gibson, 2018). Web and search analytics can detect all actions on the company's website. Web and search analytics assist businesses in collecting, measuring, understanding, analyzing, planning, reporting, and forecasting website activity. Google Analytics is the most important Web Analytics solutions. Web Analytics should be used by every advertiser to better understand his business and boost ROI and conversions (Bala and Verma 2018).

Search Engine Optimization (SEO) is used by businesses to enhance traffic to their websites. SEO is a procedure that improves the visibility of a website or web page in the search results of “natural” or unpaid (organic) search engines. In general, the earlier (or higher on the search results page) and more frequently a website appears in the search results list, the more traffic it will receive from search engine users. SEO can target several types of searches, such as image search, local search, video search, academic search, and news search (Yasmin 2015). Weinclaw (2017) mentions several SEO tactics, including: proper website indexing, keyword addition, website content customization, and ensuring that the site content is unique.

Furthermore, the company also uses social media marketing, email marketing, digital PR, and cellular/mobile marketing to increase consumer involvement in the company's digital marketing. Social media marketing is a type of marketing that uses social media platforms such as Instagram, Facebook, Google, LinkedIn, and Twitter. Companies may raise brand awareness and exposure among consumers by utilizing social media. Email marketing enables businesses to have and reach a wider consumer base by distributing information and messages via email. Firms can establish online public relations by publishing PR articles in online PR catalogs, press releases in online media, distributing movies or music with commercial messaging or adverts, or engaging in various discussion forums (Bala & Verma 2018). Cellular/mobile marketing is a relatively new marketing discipline that refers to two-way marketing communications between businesses and customers that take place using mobile devices. Mobile-optimized websites, apps, and content are available. Mobile marketing as a game-changing tool for connecting businesses with customers via their mobile devices at the right time, in the right location, with relevant direct message (Bala & Verma 2018).

Digital Marketing Adoption Eco-system Readiness

The adoption ecosystem's or Digital Marketing Adoption Eco-System Readiness, abbreviated as DMAER, is a measure of the ecosystem's readiness to adopt digital marketing from the marketer's perspective. Doe et al. (2018) conducted study titled "Firm Technology Adoption Model (F-TAM) among SME'S: An Interactive Eco-System Perspective" which lead to development of DMAER. According to the findings of this study, eco-system interactions influence the level of innovation adoption by companies. The ecosystems in discussion are the firm internal characteristics, employee attitudes and perceptions, firm industry characteristics, societal, and technology ecosystem as presented in Figure 3.



Figure 3. The Adoption Eco-system Readiness, source: adapted from Doe et al.2019

Employee Attitudes and Perceptions

Employees attitudes and perceptions about the use and utility of digital marketing can help organizations adopt it (Davis et al. 1989, Neufeld et al. 2007, Teixeira et al. 2018, Noyola-Medina et al. 2018, Ritz et al. 2019).

Firm Internal Characteristics

The resistance or acceptance of the digital marketing adoption is mostly determined by business culture, which may or may not support the digital marketing adoption process (El-Gohary and Eid 2012). Due to a lack of a corporate innovation culture, executives do not have the opportunity to incorporate new aspects of market development into their businesses (Noyola-Medina et al. 2018). According to Yohn (2018), corporate culture is critical for achieving a customer-centered business, which can characterize the process of developing a customer-centered culture. As a result, developing and sustaining a corporate culture that supports the digital marketing adoption process is critical.

Firm Industry Characteristics.

Competitive pressures can be the most significant consideration for digital marketing adoption. External pressures should motivate businesses to grow and increase their market competitiveness (Porter 1980, El-Gohary and Eid 2012, Teixeira et al. 2018).

Societal Level Factors.

Society control can include political pressure or the level of pressure exerted by government agencies through existing rules and procedures (Teixeira et al. 2018). Government involvement is a driving factor force for the usage of new technologies, influencing early adoption, influencing firm decision-making for adoption (Tornatzky and Fleischer 1990, Molla and Licker 2005, Bajaj and Leonard 2004, El-Gohary and Eid 2012).

Technology Characteristics

Trialability, interactivity, information flow, cost, and trust are indicators that influence the characteristics of technology (Teixeira et al. 2018). Technology characteristics are one of the considerations in making business decisions in technology adoption (Tornatzky and Fleischer 1990, Goodhue and Thomson 1995)

Ten indicators from the five dimensions that make up the digital marketing adoption ecosystem are used to describe the level of ecosystem readiness based on the marketer's perspective. The ten indicators are perceived ease of use, perceived usefulness, managerial innovativeness, organizational readiness, observability, flexibility, needs of customers, competitive pressure, innovative infrastructure, and opinion leadership.

Perceive ease of use

The extent to which a person believes that using digital technology will provide convenience. The level of convenience associated with the use of technology (Doe et al. 2017).

Perceive usefulness

The extent to which a person believes that using digital technology will improve his work performance or output (Doe et al. 2017). The extent to which a person likes or dislikes the object (Doe et al. 2017).

Managerial innovativeness

Attitudes towards change characteristics, future orientation, proactiveness, support, and risk behavior (Doe et al. 2017). Leadership orientation (Doe et al. 2018)

Organizational readiness

Scope, size, managerial structure, organizational resources, business processes, creativity, and openness (Doe et al. 2017). Organizational Learning (Doe et al. 2018)

Observability

The extent to which the results of the innovation are visible to others. The chances of adoption are greater if people can easily observe the relative advantages of the new technology. In fact, after some adoption, observability can increase the effect of diffusion, an important component of technology transfer” (Doe et al. 2017).

Flexibility

Adjustment of innovation to the needs of the company. The degree to which an innovation is perceived to be consistent with existing values, past experiences, and needs. An innovation must be considered socially acceptable to be implemented. And some innovations require a lot of time and discussion before they become socially acceptable. (Doe et al. 2018)

Needs of Customer

The level of demand from customers is important for companies to implement certain technologies. Innovative customers can force organizations to adopt and adapt new innovations (Doe et al. 2017).

Competitive Pressure

Competitive pressure is defined in terms of its effect on companies to innovate products and processes. The result of product innovation is a new product to be introduced to the market (Doe et al. 2017).

Innovation Infrastructure

Innovation infrastructure— which defines a country's capacity to innovate. These infrastructure components include, for example, a country's education system, public investment in basic science, worker training and retraining, and tax policies to encourage private sector investment in research and development. (Doe et al. 2018)

Opinion Leadership (media discussion, innovation community characteristics)

Opinion leadership is the interpretation of the significance of messages or media content by active media users for other media users (Doe et al. 2018)

Digital Transformation

According to Westerman et al. (2014), digital transformation is a process that develops a company's digital competency through developing digital capabilities (creating digital capabilities) and leadership capabilities (building leadership capabilities). Building digital capabilities means building a better business through technology, not technology itself. The way the company operates is focused on creating a compelling customer experience, exploiting the power of core operations, and reinventing business models. Building leadership capabilities means how to drive transformation, moving everyone in the same direction (Figure 4).

Leader capabilities are critical to achieving successful digital transformation, turning digital investments into digital profits. Digital transformation starts with a transformative vision (creating your digital vision) of how the firm would vary in the digital world, followed by engaging employees to make that vision a reality (engaging the organization at scale). Establishing the right digital governance model (governing the transformation) will steer digital initiatives in the right direction, ultimately technology leadership skills that are a strong relationship between IT and business and the right digital skills will reap the benefits of a well-designed digital platform (building technology leadership capabilities).

Leaders within the company play a very important role in determining the level and acceptance of digital marketing. Leaders who are not interested in technological developments and digital marketing tend to block or even make the idea unworkable (El-Gohary and Eid 2012). The leader's strategic vision to position digital marketing as the company's strategic goals and objectives as a strategic decision will facilitate the process of adoption, integration and reconfiguration of the company's ability to respond to developments in the internal and external business environment.

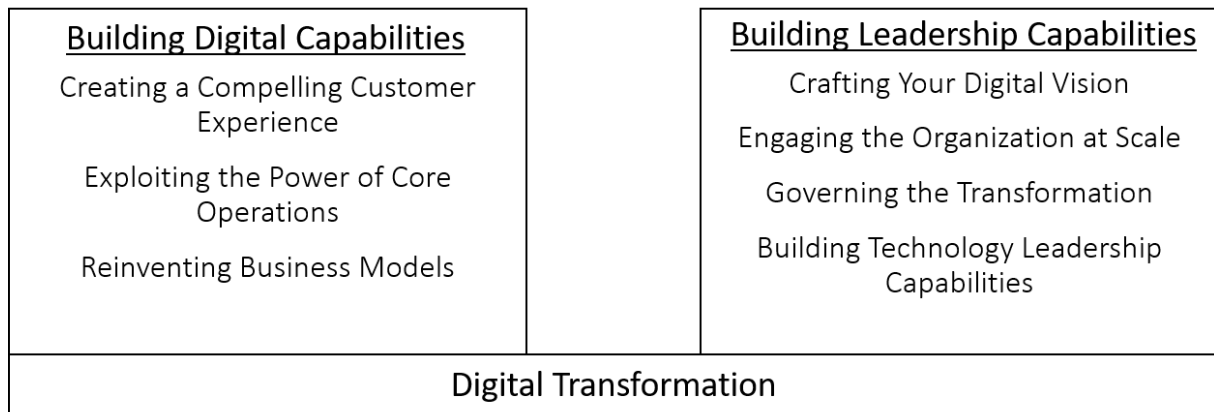


Figure 4. Digital transformation framework, source: adapted from Westerman et al. 2014

Digital Marketing Capabilities

Digital marketing capabilities are defined by Trainor et al. (2010) as a company's ability to use the internet and other information technologies to facilitate deep interactions with customers. Customers can obtain access to company resources and information through these interactions, and firms can learn more about their customers. Digital marketing capabilities, according to Chaffey & Chadwick (2016), are the company's ability to plan and implement digital marketing. These capabilities refer to the processes, structures, and skills that are the foundational assets of companies to succeed in the digital age (Figure 5). This digital marketing capability is determined by seven dimensions, which are as follows:

1. **Planning:** A strategic approach to integrating digital marketing in every plan.
2. **Reach:** Increase the number of visitors to the company's website by increasing awareness through marketing communications.
3. **Action:** Able to interact online with customers in order to generate leads.
4. **Conversion:** Increase the effectiveness of website, email, targeting and sales channels to to help firm convert more leads into sales.
5. **Engage:** Build customer loyalty and support with techniques and processes that can increase retention and repeat purchases.
6. **Brand:** Building an emotional connection by increasing interaction and communication that showcases the company's differentiation through online channels.
7. **Governance:** Implementing digital transformation to integrate digital media and technology into the business (placing the right people, processes, marketing technology, and data to carry out effective digital activities).

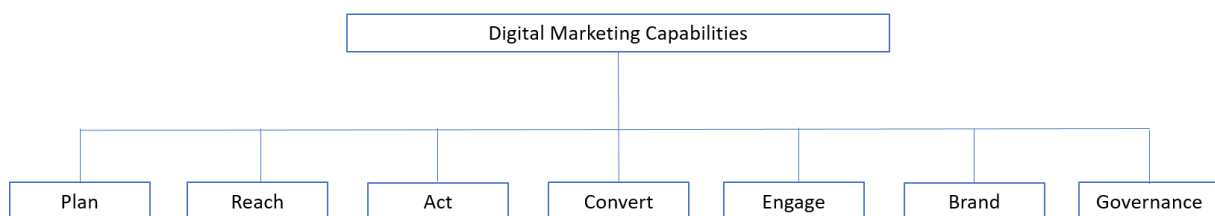


Figure 5. Digital marketing capabilities framework, source: adapted from Chaffey & Chadwick 2016, and Chaffey & Smith 2017

The level of digital marketing capabilities, according to Field et al. (2019), refers to the technology enabler and the organizational enabler. These capabilities are determined by six construct variables, which are as follows:

1. Connected data: connect various data sources, both online and offline, to define target customers and get the perfect picture of customers.
2. Automation and Integrated Tech: build integrated and automation tools such as web analytics and integrated advertising technology
3. Actionable measurement: can identify consumer needs in each customer line.
4. Strategic partnership: effective collaboration with partners and marketing technology providers
5. Specialist skills: conduct training and improve employee skills and eliminate employee knowledge gaps.
6. Agile timing with a Fail-Fast Culture: create an adaptable organization.

According to the findings of Field et al. (2019), firms can achieve amazing outcomes by exploiting their digital marketing capabilities, with costs decreasing by 30% and revenue increasing by 20%. Even organizations that combine cutting-edge technology and human resources with superior abilities can see a 30 percent rise in campaign performance.

Resource-Based Approach to Strategy Analysis

This business strategy approach emphasizes that the company's resources will greatly affect the company's business strategy. That is, this strategic approach focuses on the special (rare) resources owned by the company. Its competitive advantage lies in the 'upstream' of the product which rests on company resources that are unique and difficult to imitate. Resources are defined as entities owned by a company, both tangible and intangible, so that the company is able to provide value offerings to one or several market segments efficiently and or effectively. So the resources referred to here are not only land, employees, and capital, as we study in neo-classical theory (Hunt and Morgan 1996). Resources owned by the company can be in the form of assets, knowledge, or human resources (Amit and Schoemaker 2017). Resources affect a firm's ability to win the competition (Wennerfelt 1984, Capon et al. 1990, Rumelt et al. 1991, Barney 1991, Hunt & Morgan 1996). The theory and model that forms the basis of this strategic approach is the Resource-Advantage Theory of Competition by Hunt & Morgan (1996) with reference to the Resource-based view of the firm (RBV) model introduced by Barney (1991) and Barney et al. (2001).

In the face of market competition, the company has at least some resources that are distinct from those of other companies (for example, having very smart employees to do digital marketing), and these resources can provide the company with a comparative advantage that makes the company superior to other firms in the market. Some resources are difficult to copy or create by other companies; these resources are also difficult to change or transfer. As a result, resources such as culture and processes may provide organizations with a competitive advantage in the long run. Grant's framework (1991) outlines the process of gaining a competitive edge within a corporation by leveraging its resources (Figure 6).

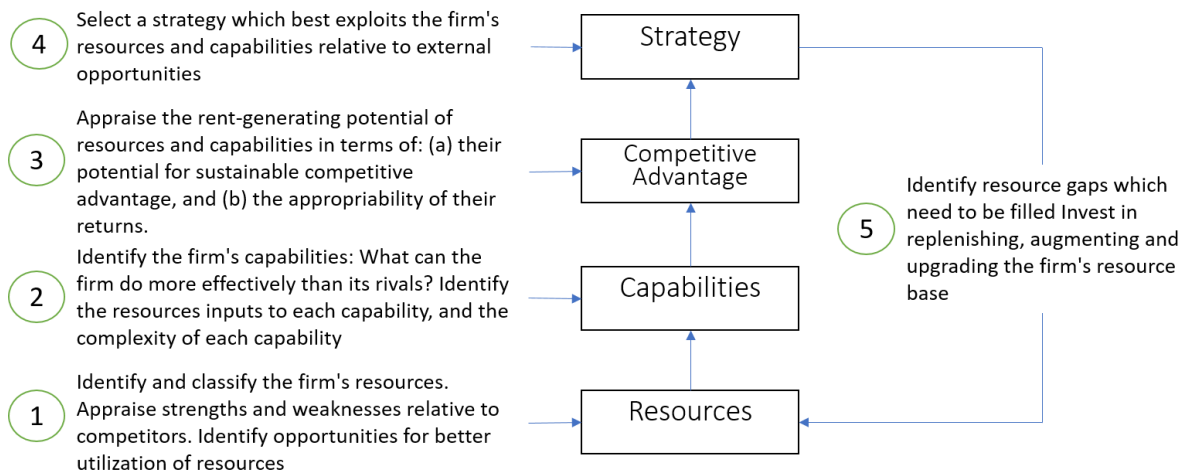


Figure 6. Resource-Based Approach to Strategy Analysis: A Practical Framework, source: Grant 1991

Dynamic Capability Approach to Strategy Analysis

Dynamic capabilities are the company's ability to integrate, build, and reconfigure internal and external competencies to cope with a rapidly changing environment (Teece et al. 1997). Figure 10 explains that a company's competitive advantage is derived from a high-performance routine within the company that is shaped by the company's specific processes and resource positions. Thus, dynamic capabilities reflect the organization's ability to achieve new and innovative forms through competitive advantages that have been previously owned. In the context of rapid technological change, companies must hone their internal technology capabilities, organizations, and managerial processes (Figure 7).

Dynamic capabilities are more than just an addition to a resource-based strategy approach because they manage resources and capabilities that directly generate competitive advantage (Teece 2009). Companies with dynamic capabilities will quickly embrace and have digital marketing capabilities.

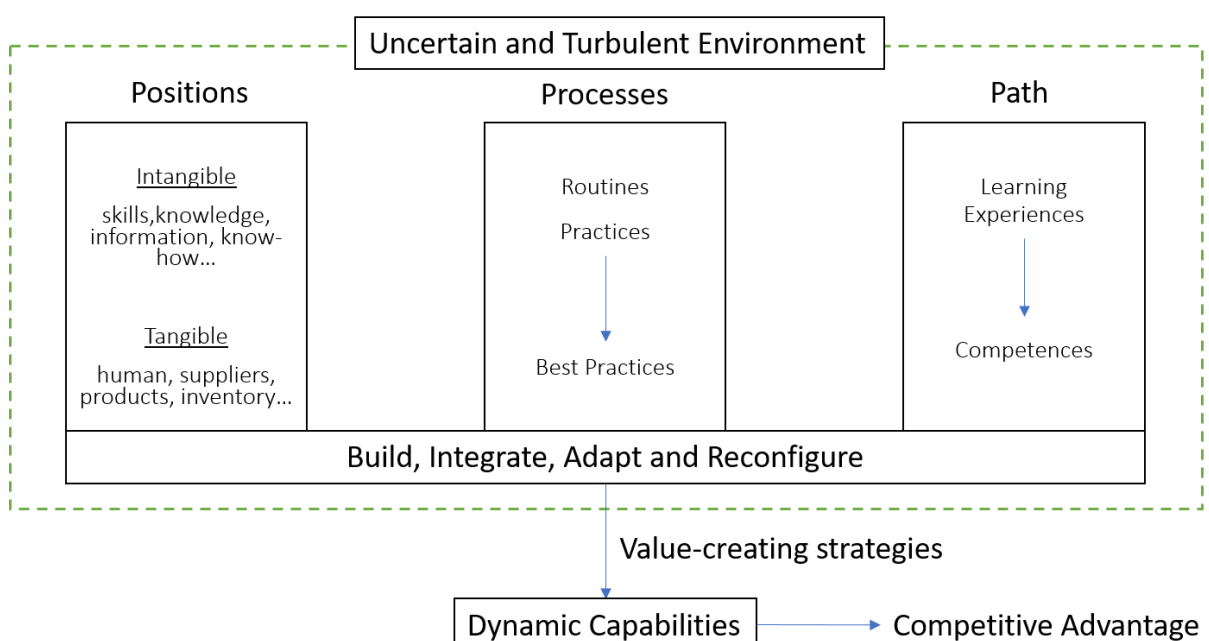


Figure 7. Dynamic Capability Approach to Strategy Analysis: A Practical Framework, source: adapted from Teece et al. 1997

METHODOLOGY

This study uses narrative review method for combining the findings of multiple studies from leading Journals, reviews, and chapter Books. Narrative review is a phrase some commentators have used to describe more traditional literature reviews, and also be another name for a description (Popay et al., 2016).

FINDINGS AND DISCUSSION

As described in the preceding section, the ecosystem's readiness to adopt digital marketing is governed by factors such as employees, firms, industry, society, and technology. The more positive each of these characteristics is in terms of preparation, the better equipped the ecosystem will be to adopt digital marketing. Based on prior research, it was determined that activities within and between ecosystems influence the level of innovation adoption (Doe et al. 2019). There is a match between dynamic capabilities as a concept and digital transformation that emerges as a phenomenon (Vial 2019); Dynamic capabilities enable companies to innovate and adapt to face changes in their business environment through three mechanisms: sensing, seizing and transforming (Vial 2019, Teece 1997). As a result, the the following hypothesis formulation can be developed:

- H1: The readiness of the ecosystem to adopt digital marketing has a positive effect on the company's digital transformation
- H2: The readiness of the ecosystem to adopt digital marketing has a positive effect on the level of use of digital marketing by companies
- H3: The readiness of the ecosystem to adopt digital marketing has a positive effect on digital marketing capabilities

Digital transformation is a process to create a company's digital competence through the development of digital capabilities and leadership capabilities. Previous research found that transformational leadership and dynamic capabilities have an impact on digital marketing adoption (Abi & Arief 2017); There is a match between dynamic capabilities as a concept and digital transformation that emerges as a phenomenon (Vial 2019); Dynamic capabilities include innovative capabilities, namely the company's ability to develop new products and or markets, through innovative processes and behaviors (Kademteme and Twinomurinzi 2019); While digital transformation has the potential to boost business success, business performance is also determined by the company's marketing capabilities (Hasanat et al. 2020, Hunt and Morgan 1996, Setiowati et al. 2015). As a result, the following hypothesis formulation can be developed:

- H4: Digital transformation has a positive effect on the level of use of digital marketing by companies
- H5: Digital transformation has a positive effect on digital marketing capabilities

The adoption of digital marketing refers to the extent to which businesses use digital marketing innovations (El-Gohary et al. 2012, Yaseen et al. 2019, Tiago & Veri'ssimo 2014, Bala and Verma 2018, Gibson 2018, Srividhya 2019). Previous reveal that the adoption of innovation will have an impact on the firm digital marketing capabilities (Trainor et al. 2010, Wernerfelt 1984, Capon et al. 1990, Rumelt et al. 1991, Barney 1991, Hunt & Morgan 1996); Orientation to competitors (competitor orientation) and orientation to innovation (innovation orientation) contribute positively to the development of marketing capabilities, which in turn have a positive impact on company performance (Theodosiou et al. 2012). Meanwhile, organizations' use of digital marketing innovation is directly tied to the resource-based strategy paradigm, which asserts that resources affect a company's potential to build competitive advantage (Grant 1991). As a result, the following hypothesis formulation can be developed:

H6: The use of digital marketing has a positive effect on digital marketing abilities

Further development of hypotheses against the previous 6 main hypotheses resulted in the following hypotheses:

H7: The combination of digital transformation and the use of digital marketing is a mediator for the relationship between the readiness of the ecosystem to adopt digital marketing and the company's digital marketing capabilities.

Following the development of the hypotheses, this study provided a model relationships among latent and manifest variables. A proposed model was developed, which included independent, moderator, and dependent variables. The adoption ecosystem's readiness as an independent latent variable, digital marketing transformation as a mediator latent variable, and digital marketing capabilities as the dependent latent variable are the three categories of latent variables, and one manifest variable is the digital marketing usage/adoption as illustrated in Figure 8.

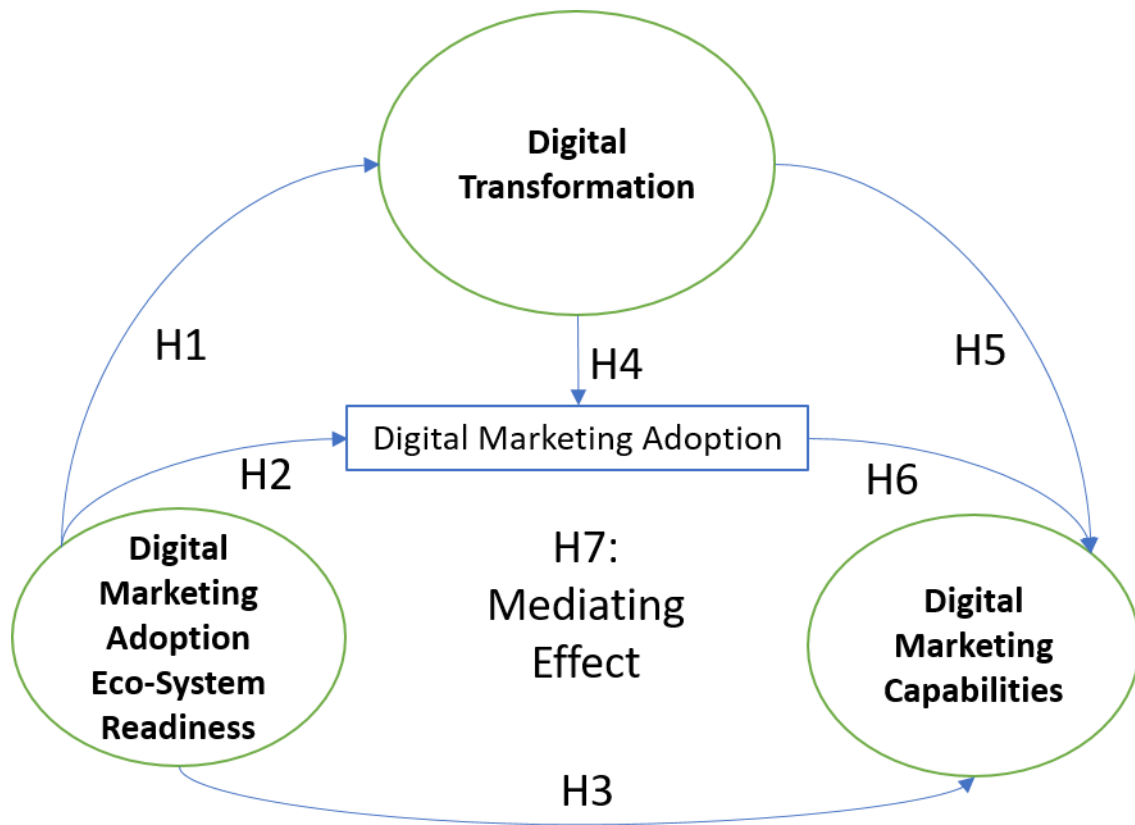


Figure 8. A Conceptual model illustrating the Interrelationships among Four Different Concept, Source: Author Elaborations

The model shows the effect of adoption eco-system readiness on digital marketing usage, digital transformation and digital marketing capabilities. It also suggest that combining digital transformation with digital marketing usage acts as a powerful mediator in the relationship between adoption eco-system readiness and digital marketing capabilities. This proposed integrated model displays the total impacts of both observed (digital marketing usage) and unobserved indicators (adoption eco-system readiness and digital transformation) that lead to identifying firm digital marketing capabilities. As a results, it is a single model capable of assisting researchers in better understanding the relationship and providing an overall evaluation of the constructs (latent or measurement variables) through the use of four characteristics (adoption eco-system readiness, digital transformation, digital marketing usage, and digital marketing capabilities). Moreover, the model developed in this research tries to determine the independent and mediator variables (adoption eco-system readiness and Digital transformation) based on definitions of the latent variables.

Adoption eco-system readiness was used in this study, which was based on the studies of El-Gohary et al (2012) and Doe et al (2019), and included 10 descriptive questions such as perceived ease of use, perceived usefulness, organizational readiness, managerial innovativeness, flexibility, observability, need of customers, competitive pressure, innovation infrastructure, and opinion leadership. While for digital transformation as a mediator, the seven indicators considered include improving operation, customer experience, reinvention business model, digital vision, engaging the organization, technology leadership and governing the transformation (adapted from Westerman et al.2014, Morakanyane et al. 2020, Vial 2019). As as dependent construct, digital marketing capabilities include seven indicators: plan, reach, act, convert, engage, brand, governance (adapted from Chaffey & Chadwick 2016, Chaffey &

Smith 2017, SmartInsight 2020). Digital marketing adoption (usage) is a measured using 15 indicators (derived from Tiago & Veri'ssimo 2014, Gibson 2018). The translation of knowledge from the preceding explanations has lead us to a model for strengthening the firm's digital marketing capabilities, as shown in Figure 9.

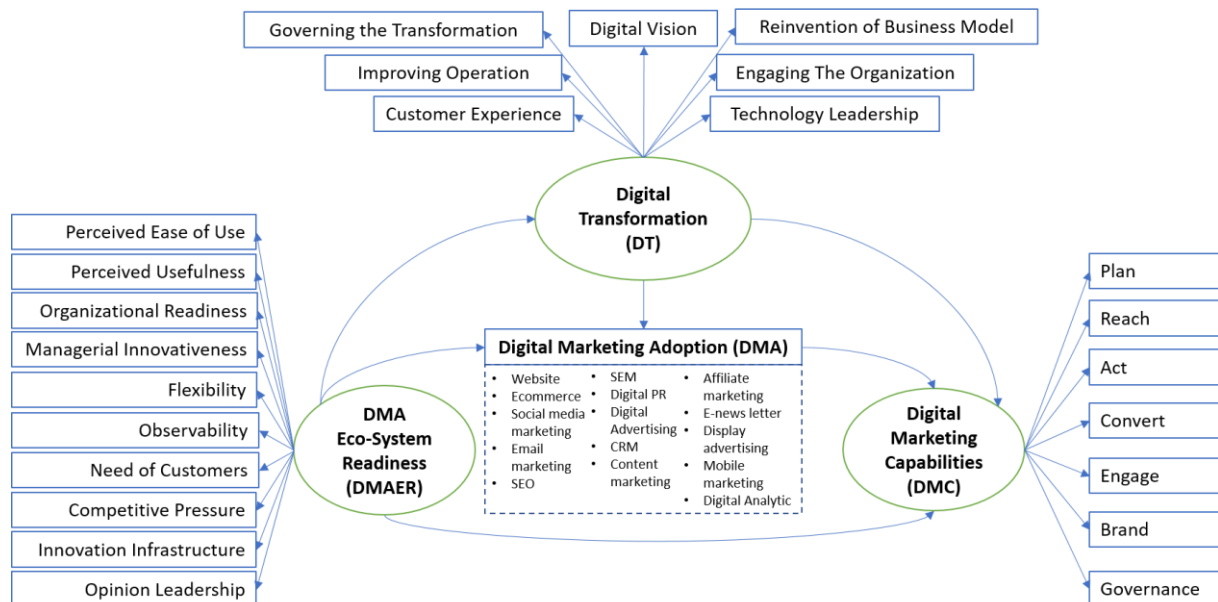


Figure 9. Proposed Model for Improving Firm Digital Marketing Capabilities, Source: Author Elaborations

CONCLUSIONS AND RECOMMENDATIONS

This study successfully presents a concurrent model that integrates the interrelationships between digital marketing usage, digital transformation, digital marketing capabilities, and adoption eco-system readiness. The first and most major restriction is that the model established in this study is primarily based on literature investigations. Because this model has not been validated, quantitative studies are required to improve it and connect its development environment with the industry context in which the research will be done. Surveys can be used to assess and validate the model in quantitative investigations.

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Effect of Interest Rate on Consumer Loans in Turkey

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ABSTRACT

In this study, the effect of changes in interest rates on consumer loans has been examined. In regression model interest rate has been include as the main independent variable and consumer loans are dependent variables. The data for this study has been used from EVDS (electronic data distribution system) from The Center Bank of Turkey. The data has been used monthly between 2012:12 and 2021:04 period. In this analyze has been used VAR model. In developed economies, banks are most important institutional units of the financial system that collect funds. Banks record the funds which they collect as deposits in their balance and they make them pacify. These funds , which are recorded as passive in the balance sheet are transferred to the part requesting funds. This process shows itself in balance sheet, as credit or other accounts. These loans extended by banks can be investment loans for commercial enterprises as well as real persons, namely consumers. Credit demand in the credit market, the borrower wants to minimize the cost of the loan to be used. In this case, the rational individual behavior uses a loan from the financial institution with the lowest interest level. However according to this analysis the interest rate may not affect using consumer loans

Keywords: Consumer Credit, Interest Rate, VAR model, Granger Causality

INTRODUCTION

In developed economies, banks are the most important institutional units of the financial system that collect funds. Banks record the funds which they collect as deposits in their balance and they make them pacify. These funds, which are recorded as passive in the balance sheet are transferred to the part requesting funds. This process shows itself in the balance sheet, as credit or other accounts. These loans extended by banks can be investment loans for commercial enterprises as well as real persons, namely consumers. Consumer loans for housing, vehicles, and some basic needs can also be given in the form. For credit demand in the credit market, the borrower wants to minimize the cost of the loan to be used. In this case, the rational individual behavior uses a loan from the financial institution with the lowest interest level (assuming other things are equal). To provide more loans in banks, in other words, to reach more customers, they tend to lower the interest rates by considering the cost and maturity factors. Because market rules force the parties to do so. Therefore, loan demand is expected to be flexible against loan interest rates.

Consumer loans are to satisfy the needs of consumers immediately. With this aspect, consumer loans are important for bringing consumption preferences forward over time. The most important effects of consumer loans from an economic point of view are due to these features (İnağ 1990). In economic theory, Keynes and Friedman draw attention to the relationship between interest, saving, and consumption expenditures. Keynes (1936) emphasis that the changing interest rate may affect the savings, and consumption expenditures in the long run.

Friedman, one of important advocates of modern economic theories, (1957) states that the interest rate is the main factor in determining average consumption tendency in consumption function analysis. In addition to these names, recently Crook(2001), Zhang and Wang (2002) Allesie, Weber have conducted studies and researches on consumer loans. When we look at the consumer loan market in Turkey, it is seen that the institutions that give loans under the name of consumer loans are banks and financial companies. But the largest share in total consumer loans belongs to deposit banks.

This study aims is to find how real people who demand consumer loans affect by changing interest rates in Turkey's banks. It is thought that consumer credit is an important factor affecting private consumption expenditures. For this reason, the relationship between banks, changing interest rates, and the demand for consumer loans becomes important in Turkey.

In this analysis were performed consumer loans and interest rate of consumer loans with some statistical methods and econometric analyzes. In the regression model, consumer loans volume is a dependent variable. Interest rate is an independent variable. Under title literature in the next parts, the studies on consumer loans are presented. In the dataset section information about the data and source of the variables is given. Under the title of the method the analysis techniques used have been introduced. And the statistical values and findings obtained at the end of the analyzes are presented in the application and findings section. In the conclusion part, the results are interpreted, suggestions were made for future work on this subject.

LITERATURE REVIEW

Keynes (1936) stated that the most important factor affecting the consumption expenditures of individuals in the short run is income. According to him, interest rate is secondary in the short run. However, changes in interest rates in the long run, will cause changes in individual's social habits, so they will increase their savings and their consumption expenditures for a long time.

Friedman (1957) stated that the main factors determining the average consumption tendency are interest rates, wealth, income, and consumer age.

Bjørnland and Jacobsen (2010) find relatively strong effects of monetary policy on real house prices when using a combination of short and long- run identification restrictions to identify the monetary policy shock. They also showed that the effect is smaller when only using short-run restrictions as in Gerlach and Assenmacher-Wesche (2008).

According to analysis of Fortune and Oltmayer (1985) consumer spending revealed that consumer decisions are sensitive to interest rates and inflation. Baum(1998) argued that real interest rates have little and no statistically significant effect on the consumption and savings decisions of individuals. Reinhart and Vegh (1995) found that nominal interest rates fell during the high-level of consumption.

The study of Favvara (2003) stated that economic stability encourages developments in the financial, because economic stability disappearance to uncertainties of economic stabilities regarding future cash flows and long- term consumption expenditures. Allesie, Weber et al. (2005) conducted a study on the interest rate elasticity of consumer loan demand in Italy in 2005. According to a study, the loan demand is elastic against interest rates. According to the study of Watcher (2006), a model was presented and according to his model, changing short-term interest rates depend on consumption and there was a negative correlation between consumption and risk-free returns. However, increasing in savings reduces fluctuation in interest rate.

Gues (2006) argues that even a small fluctuation in foreign debt interest rates, in particular in closed economies, will have an impact on consumption and savings. Erceg and Levin (2006) revealed that the durable consumer goods sector is more sensitive to changes in interest rates than the non-durable consumer goods sector.

According to Boylu (2007), families with different income levels are paid by banks. In the study that analyzed the use of consumer loans, interest rates came first among the information that families needed before using consumer loans.

Ak (2007) analyzed the sensitivity of loan amounts extended to changes in deposit interest rate. In the study, public banks the volume of loans extended is positively related to deposit interest rates, while the loan amounts of private banks exhibit a negative relationship with interest rates and concluded that the loan volume increased. Macroeconomic stability in the country's economy will ensure that more liquidity is directed to the country. By playing a role in

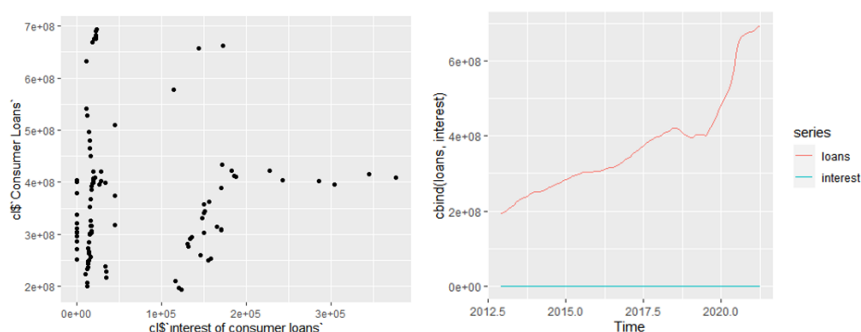
increasing the number of funds in the banking sector it also increases the loan supply (Arsal and Karan, 2009).

DATA SET

In the study, the change in consumer loan volume has been tried to be explained. For this reason, the consumer loan volume is included in the regression model (VAR) created as a dependent variable. The consumer loans series is the sum of consumer loans and includes loans extended to real persons from the banking sector. And interest rate series which is an independent variable in the model is used from consumer credit (vehicle, house, etc.). Both series were used from EVDS (electronic data distribution system) from the Turkey Republic Center Bank. This study examine that the real relationship between consumer loan using and interest rate.

The study was carried out using monthly data with 101 observations. And data about the interest rate variable, for a 12-month maturity of the banking sector operating in Turkey.

It is formed the interest rate applied to house vehicles and consumer loans. In the economy, consumer behavior has a very important place for both decision-makers and those who are interested in the future costs of the economy. Optimism in consumer confidence can increase the willingness to spend and the tendency to get into debt, whereas pessimism may cause the consumers to cut back on their spending and reconsider their financial situation.



METHODOLOGY AND FINDINGS

VAR Model

The model developed by Sims (1980) is based on the Granger Causality test model and if there are two endogenous variables in the model, each is associated with lagged values of both its own and the other endogenous variable up to a certain period. Sims structural criticizes the

internal-external distinction in the model. It also states that this distinction is artificial. If we consider the y_t and x_t series, the VAR model (Ertek, 2000:404) is defined as follows.

$$y_t = c + A_1y_{t-1} + A_2y_{t-2} + \dots + A_p y_{t-p} + e_{1t}$$

$$x_t = c + A_1x_{t-1} + A_2x_{t-2} + \dots + A_p x_{t-p} + e_{2t}$$

Here e_{1t} and e_{2t} are error terms. Lagged values of Y affect the X variable and lagged values of X affect the Y variable. In this model. Since only lagged variables are on the right side of the equations, it will be found by the least-squares method. Values will be constant. where y_t and x_t are a vector of endogenous variables. The variables in the form model include Consumer Loans and Interest Rates (Turkey) between the 2012-m12 and 2021-m04 period from Turkey Center Bank in banking sector. It would try to estimate this model using the ordinary least squares (OLS) as follows below table 1:

$$Y_i = \beta_1 + \beta_2 X_i + e_i$$

Table1

Coefficients:

	Estimate	std.	Error	t-value	Pr (> t)
Intercept:	3.706e+08		1.645e+07	22.533	< 2e-16***
Interest :	2.596e+01		1.507e+02	0.172	0.864

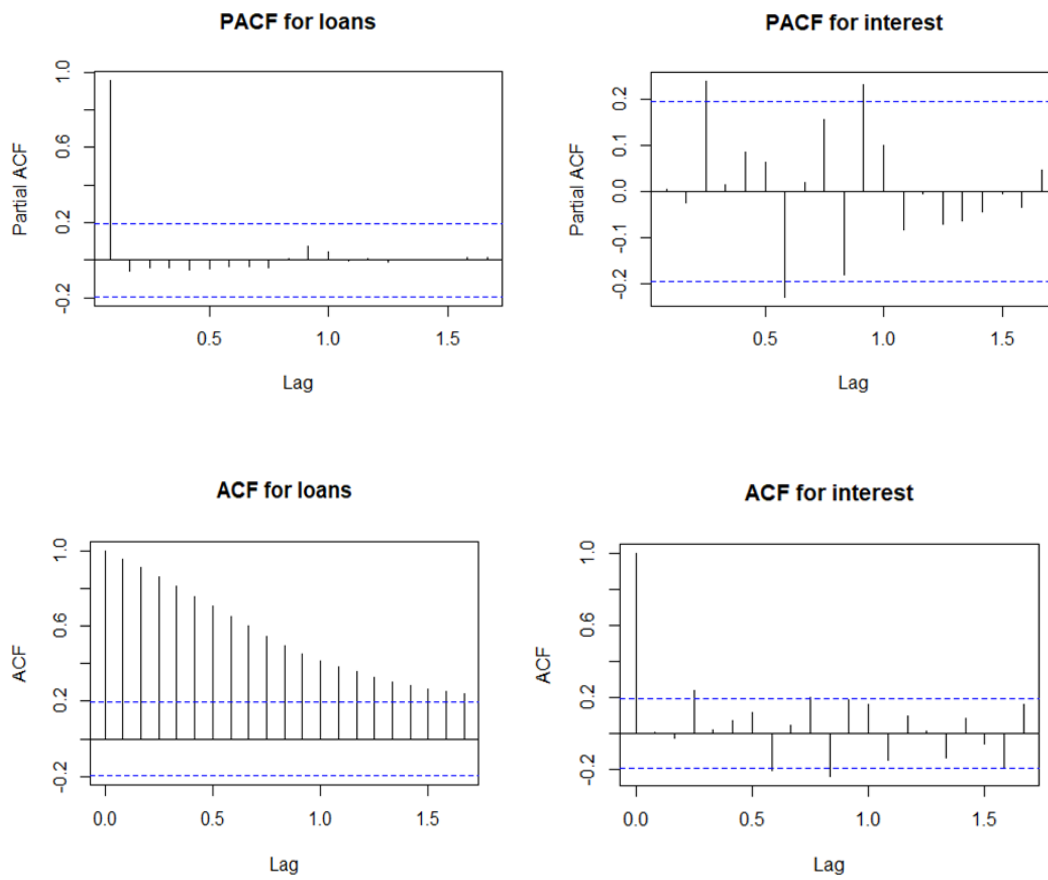
Signif. Codes 0 '***' 0.001 '**' 0.01 '*' 0.05 '.' 0.1 ' ' 1 '.'

According to table1, VAR estimated using OLS and as a result of the test, interest rate isn't significantly on using credit in Turkey. Determine persistence of the model was investigated for the VAR model:

For determining the persistence of the model, used AR and MA model with ACF and PACF for both series which name are consumer loans and interest rates in Turkey.

According to the ACF test for consumer loans, it is necessary that significant. The ACF test for interest rate showed that there is some sort of persistence. According to the PACF test; the Consumer loan is not necessary that significant at least in this case, for the interest rate test of the PACF indicated that there is some sort of persistence. They are shown below figure 1:

Figure 1



Lag Selection:

AIC (n)	HQ(n)	SC (n)	FPE (n)
10	3	2	10

According to findings optimal lags 10 lag selected from AIC and FPE. According to VAR estimation

VAR Estimation Result:

Endogenous Variables: Loan (consumer loans), Int (interest rate)

Deterministic Variables: const

Sample size : 91

Log Likelihood: - 2657.248

F-Statistic : 1.963 on 20 and 70 DF, p value : 0.02048

Roots of the characteristic polynomial :

1.01	0.966 7	0.966 7	0.959 3	0.959 3	0.955 5	0.9555	0.9177	0.9177	0.8877
0.887 7	0.884 3	0.884 3	0.849 9	0.849 9	0.814	0.814	0.7574	0.7574	0.1976

there have no strenuous routes inside of these unit circles so the system is generally stable. This Portmanteau test very useful for analyzing serial autocorrelation showed that p-value less than 0.05 point so there is serial autocorrelation as follow below:

Portmanteau Test (asymptotic)

Data: Residuals of VAR object model

chi-square = 15.831, df = 8, p-value = 0.04487

According to ARCH (multivariate) test p-value greater than 0.05 point so it does suffer from heteroscedasticity as follows below:

ARCH (Multivariate)

Data: residual of VAR object Model

Chi-squared= 131.86, **df** = 108, **p-value** = 0.05915

In the normal distribution test residual p-value less than 0.05 point residuals are not normally distributed and failed the skewness and kurtosis test model did not pass the normality offers as follows below:

JB- Test (multivariate)

Data: residuals of VAR object model

Chi-squared = 133.47, **df** = 4, **p-value** < 2.2e-16

Skewness

Skewness only (multivariate)

Data: residuals of VAR object model

chi-squared = 133.47, **df** = 2, **p-value** < 2.2e-16

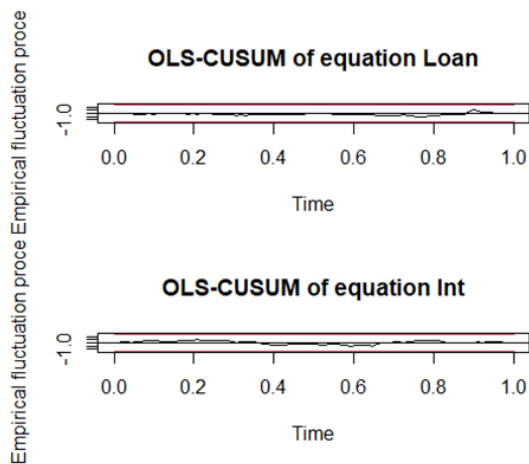
Kurtosis only (multivariate)

Data: residuals of VAR object model

chi-squared = 1213, **df** = 2, **p-value** < 2.2e-16

Testing for structural breaks in the residuals OLS-CUSUM of equation loans is cumulative sum is showed that there is no point in this graph exceeds two red lines so there is an upper confidence interval, for low confidence interval there is no point along the graph that exceed this red line so the system is stable as follows figure 2 below:

Figure 2



When the Granger Causality test shows that H0 hypothesis rejected since p-value less than 0.05 point as follows below:

Granger Causality H0: Loan do not Granger-Cause Int (interest rate)

Data: VAR object model

F-Test = 2.207, **df1**= 10, **df2** =140, **p-value** = 0.02062

H0: No instantaneous causality between: Loan and Int (interest rate)

Data: VAR object model

Chi-squared = 4.6166, **df** = 1, **p-value** = 0.03166

Granger Causality H0 : Int (interest rate) do not Granger – Cause Loan

Data: VAR object model

F-Test = 0.77241, **df1**=10, **df2** =140, **p-value** = 0.6551

H0: No instantaneous causality between: interest rate and Loan

Data: VAR object model

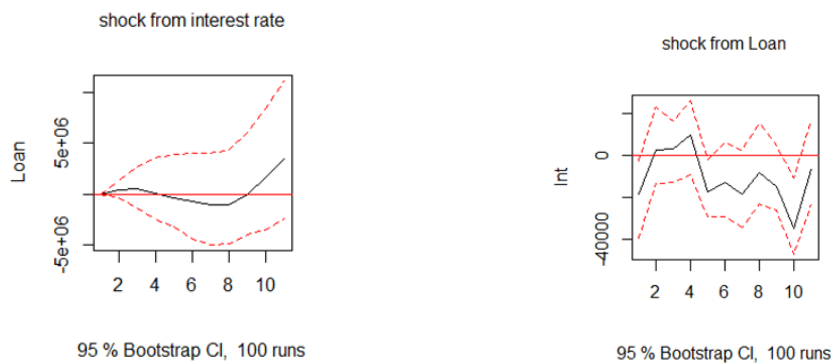
Chi-squared =4.6166, **df** = 1, **p-value** = 0.03166

According to the Granger Causality test, H0 for Loan is rejected since p-value was less than 0.05 point and instantaneous causality for a loan is rejected too since p-value was less than 0.05 point. At the interest rate, Granger causality test H0 cannot reject, since p-value is greater than 0.05 point, instantaneous causality for interest rate H0 is rejected since p-value is less than 0.05 point.

Impulse-Responds Function: How variable would behave in (n) periods from now;

Shocks from interest rate first the response of the loan increased than decrease and increase, so the effect is not permanent. Shocks from loans to interest rate first increase than decrease so there is a very indecisive sort of relationship as follows in figure 3 below:

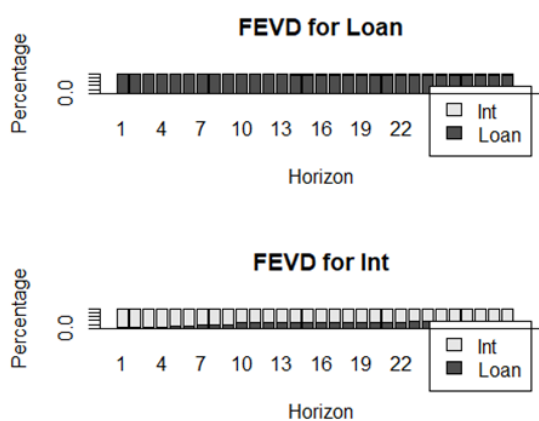
Figure 3:



Variance composition in the analysis indicated that consumer loans and interest rates are relatively influence by their shocks, in the first period, loans affect the minimum on the interest rate

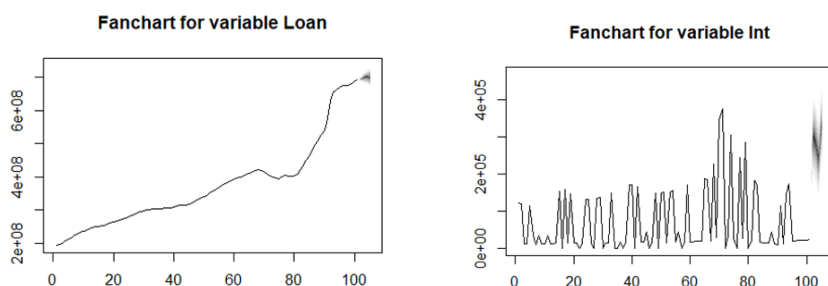
Loan affect interest rate but interest rate(Int) can not affect loan, so loans are going to influence the value of interest rate in the future but the interest rate can not influence to loan in the future. As follows below in figure 4:

Figure 4:



The loan will go to stable at 694758729TL, and the interest rate will go to stable a percentage of %30.2439 according to the forecast of the VAR model as follows figure 5:

Figure 5:



RESULTS

In this analyze to try investigate whether interest rate effect on using consumer loans with the VAR model by using the R studio program. The dates were used from the EVDS system from Turkey Republic Center Bank. As a result of this study the vector autoregression model requires the stationarity of the variables. In the study, consumer loans and interest rate series were with OLS (ordinary least squares) test and according to the result of this test, it was found that interest rates did not affect the use of credit. According to AIC the information criterion, the lag length of the model was determined as 10. With this information, the coefficients of the model with VAR (1) are obtained.

In addition, the predicted VAR (1) model does not meet the stability conditions. It was observed that there was a serial correlation between the residues.

The ARCH test used among the series to examine heteroscedasticity problem and according to this analyze there is such problem. In the Normality test, it was observed that the residues were not normally distributed. The stability between the two variables was examined and it was concluded that it is stationary. As a result of Granger-Causation analysis, it has been determined that there is causality between consumer loans and interest rate.

However, between interest rate and consumer loans have not been causal. The instantaneous causality relationship was determined in both variables. In the impulse and response analysis, it was concluded that the shocks from the interest rates are not permanent. Fluctuation shocks to come from consumer loans have been determined. As a result of variance decomposition, it has been concluded that loans and interest rates are affected by their shocks, and it has been determined that loans affect interest rates, but the same view is not provided for interest rates.

In the light of all these virtualizations, it has been concluded that interest rate does not affect the use of consumer loans. This shows that households in Turkey are generally affected by other

factors in their use of credit. It can be argued that especially the ability to pay will be very effective here, but it is observed that there is an increase in the use of credit with COVID-19 and it can be argued that this is more of an obligation than the ability to pay. But in a small open economy like Turkey, a red alert is for the private sectors, if it is difficult to repayment to credits by private sector. Therefore it is assumed that the credit utilization policies of banks in Turkey should be reviewed again.

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Teaching Challenges and Opportunities in Higher Education in Lebanon During Covid-19

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ABSTRACT

Covid-19 has forced higher educational institutions to make a fast change from face-to-face learning into online learning system. However, the latter provides many opportunities, but it encompasses many challenges. Thus, its implementation necessitates a careful flexible strategy based on a continuous evaluation. The purpose of this study is to explore the impact of Covid-19 on the learning system in Lebanese higher educational institutions. Based on a sample of 263 students and 48 instructors from 10 universities, the result of this study reveals that the implemented online system during Covid-19 has some advantages like time management and flexibility for both instructors and students. However, several disadvantages of online learning have been revealed during the pandemic period in Lebanon like absence of social interaction, logistic problems, pressure on instructors, lack of training on online learning and difficulty of know-how transfer from instructors to students. With the appearance of Covid-19 Delta Variant, Lebanese universities have to improve their online learning methods to balance between health care conditions, instructors' competences and students' motivation.

Keywords: Online teaching, Face-to-face teaching, Covid-19, Higher education, Instructors, Students

INTRODUCTION

Since December 2019, economic and education sectors have been hardly affected by the appearance of corona virus (Covid-19). The long lockdown period has changed everything including our educational system (El-Chaarani, 2021). The educational situation after Covid-19 will not be the same (Avelé, 2021). Nowadays, several well-known educational institutions have argued that the next academic year (2021-2022) will be provided through online system.

The educational system through online system is considered by international institutions as attractive tool to cut their operational costs and developed their competitive advantage during the pandemic period. The big challenge here consists of tailoring a professional educational technique able to develop the know-how of the generation (Z).

The existing generation (Z) is not like the old student generation. They have their own methods of acquiring knowledge. They interact with the information in different way. They are willing to develop their skills quickly with minimum of work load.

The big problem in developing countries like Lebanon is that the academic staff is not well prepared and trained to provide knowledge through online techniques. Students do not have the capacity to perceived the new academic techniques in professional way. In addition, the infrastructure (internet connection, electricity, electronic tools,) is very weak and needs to be improved. In this regard, the United Nation Organization has called international NGOs and International Monetary Funds to support local governments in order to provide education during the Covid-19 pandemic period.

Based on the above discussion, many questions can be raised: what is the impact of Covid-19 on the higher educational system in Lebanon? Does the new way of teaching affect the performance of academic level? How instructors and students perceived the new teaching methods used during the health care crisis?

Thus, this paper discusses the impact of Covid-19 on higher educational system in Lebanon. On the other hand, it explores the performance of educational techniques applied during Covid-19 by using a small sample of both instructors and students from higher educational institutions.

1. ONLINE LEARNING IN LEBANON: CHALLENGES AND OPPORTUNITIES

Lebanon is facing a load of several difficulties that threatened its educational system. Due to Covid-19, all educational centers have been closed for several months. The confinement imposed by the Lebanese government has exposed the Lebanese educational system to major difficulties (financial and non-financial). Nowadays, they are obliged to provide the knowledge for their students through online system. However, their academic staff is not well prepared in providing information and testing the acquired information by their students through the imposed online techniques.

In addition, the educational system is currently dancing on a volcano due to the financial and economic crises. The inflation rate in Lebanon is estimated around: 157.9 % (World bank, April 2021). The educational institutions are willing to increase their fees whereas students are not

able to pay the new required fees. Several instructors are looking to leave the country due to the economic pressure. The sustainability of higher educational system is in a risky situation. The Lebanese government is totally absent due to the political crisis since its resignation on August 2020. The poverty rate in Lebanon has reached 45 %.

During this critical circumstance, the online system arises as a new opportunity to mitigate the actual economic crisis. For several higher educational institutions, opening campuses for their students will increase their operational costs, while providing knowledge through online system is a great opportunity to cut their costs. However, specialists in education are criticizing the efficiency and performance of the online system, since Lebanese instructors are not well prepared. They consider that face-to-face learning is fitting with the current Lebanese infrastructure.

This difference between face-to-face learning vs online learning has been discussed and explored by many researchers worldwide. The impact of Covid-19 on the educational system in Lebanon also has been explored and studied by several Lebanese and international scholars. For example, Mekkissi et al. (2021) have studied challenges and perspectives of online teaching in Lebanon during Covid-19. Using a sample of 260 students in higher education institutions, they found that online system has several advantages like flexibility, accessibility and cost efficiency. However, the online system decreases the social interaction between instructors and students. In addition, the online teaching in Lebanon is facing technical issues. In their study, they found that 35 % of the sample believes that online system is not efficient when it comes to time management.

Mouchantaf (2020) have explored the impact of Covid-19 on the Lebanese educational system. She implemented a cross-sectional online survey during 2020. By using a sample of 50 teachers and administrators, she revealed that the majority of the sample faced technical problem during online teaching. Participants in her research also complained about the lack of support offered to instructors by the administrative staff. She added that online teaching has a negative impact on social interaction. Finally, she found that face-to-face teaching methods are more efficient when it comes to required homework by students.

Wazzan (2020) argued that internet connection problem in Lebanon is the one of the most difficult issue in online teaching. In addition, online teaching required hard work and a lot of preparation with time consuming.

Farah and Frayha (2021), have examined the efficiency of online teaching during Covid-19 by using a survey questionnaire based on teacher's perspective. They found that instructors are in comfort with the online learning despite their lack of previous experience. The level of students' engagement and classroom management were found satisfied in private educational institutions. Although, several instructors argued that face-to-face teaching is more valuable than online techniques.

Wazzan (2020) argued that internet connection problem in Lebanon is the one of the most difficult issue in online teaching. In addition, online teaching required hard work and a lot of preparation with time consuming.

2. METHODOLOGY AND SAMPLE DESCRIPTION

The main objective of this research is to reveal the impact of Covid-19 on the performance of the higher educational system by considering the opinion of both instructors and students. In other words, this paper aims to explore the efficiency level of online system vs face-to-face learning during the pandemic period in Lebanon.

A quantitative online survey was distributed to instructors and students in 10 Lebanese universities, including the public Lebanese university. Two versions of questionnaire were employed in this study to explore the performance and the perception of the online teaching system from instructors and students' point of view. For both versions, the questionnaire was divided in three sections. The first section is related to demographic issues. Five demographic elements were selected for students (age, university, major, academic level and gender), as well for instructors (age, university, major, status and gender). The second section is related to the impact of Covid-19 on higher educational system, while the third section explores the perception of new teaching methods applied during the health care crisis.

Five points Likert scale is employed on selected items in sections II and III, where 5 refers to strongly agree, 4 refers to agree, 3 refers to neither agree nor disagree, 2 refers to disagree and 1 refers to strongly disagree.

From 615 students that received the online survey, only 263 students (42%) have successfully completed the questionnaire. On the other hand, from 102 instructors that received the survey, only 48 instructors (47%) have successfully returned the questionnaire.

3. EMPIRICAL FINDINGS

The data analysis is done by using excel software in order to achieve the objective of this research.

3.1. Demographical Description

The first section of the questionnaire, in which the demographical issues of the sample were identified, has showed that the age of students in most Lebanese universities is between 18 and 22 years old (68 %). 82.35 % are from private universities and only 17.65 % are from the public Lebanese university. The students are from different majors: 35.67 % from Economic Sciences and Business Administration, 20.83 % from Social Sciences, 15.17 % from Letters and Human Sciences, 10.32 % from Engineering, 9.68 % from Pharmacy, 4.75 % from Law, 1.91 % from Medical Sciences, 1.22 % from Agronomy and 0.45 % from Fine Arts and Architecture. 45.54 % of the students in this survey are at their second academic year, while 18.96 % at the first year, 12.48 % are at their third year and the rest are between the fourth and the fifth year. Thus,

the sample is composed by different students from different majors, faculties, universities and academic levels. 60.86 % who filled the questionnaire are females and 39.14 % are males.

On the other hand, the average age of instructors is between 35 and 58 years old (72%). 77.15 % are from private universities and only 22.85 % are from the public Lebanese university. They teach in different majors: 39.36 % from Economic Sciences and Business Administration, 22.61 % from Social Sciences, 18.09 % from Letters and Human Sciences, 6.46 % from Engineering, 5.59 % from Pharmacy, 4.33 % from Law, 2.11 % from Medical Sciences, 0.82 % from Agronomy and 0.63 % from Fine Arts and Architecture. The majority of instructors are lecturers (56.42 %), 29.12 % are associate professors and only 14.46 % are full-professors. Finally, 58.6 % of instructors are males and 41.4 % are females.

3.2. Impact of Covid-19 on the Higher Educational System in Lebanon

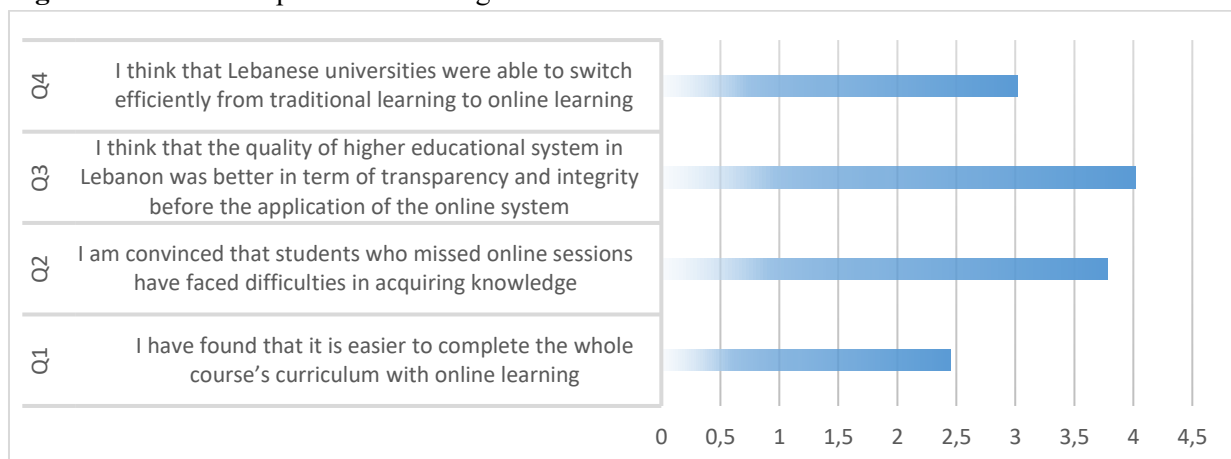
3.2.1. Impact of Covid-19 on the higher educational system in Lebanon from instructors' point of view

Results in Table 1 and Figure 1 present the feedback of instructors on the impact of Covid-19 on the higher educational system in Lebanon.

Table-1: Instructors' point of view

Section II: As instructor, what do you think about the impact of Covid-19 on the higher educational system in Lebanon?		Scale over 5
Q1	I have found that it is easier to complete the whole course's curriculum with online learning	2.45
Q2	I am convinced that students who missed online sessions have faced difficulties in acquiring knowledge	3.78
Q3	I think that the quality of higher educational system in Lebanon was better in terms of transparency and integrity before the application of the online system	4.02
Q4	I think that Lebanese universities were able to switch efficiently from traditional learning to online learning	3.02

Figure-1: Instructors' point of view diagram



It is important to know that the majority of instructors think that the quality of the Lebanese higher educational system in terms of transparency and integrity was better before the

implementation of the online learning (scale is more than 4 over 5). Based on this result, Lebanese universities must improve the transparency and the integrity of their online system.

In addition, instructors agreed with the difficulties of acquiring knowledge when students missed online sessions (scale is more than 3 over 5). So, when dropout rates in online classes is high, it leads to severe consequences that may affect negatively the quality of acquiring knowledge. This result could be attributed to two main reasons: First, the way of study itself since it is very challenging to capture the attention of students during online classes. Second, as stated above, Lebanon is currently facing a very critical period. The actual crisis is the most destructive since the Lebanese Civil War which ended in 1975 (Gardner, 2020). Some students missed their classes because they were obliged to help their families by getting an early employment. Others weren't able to assist to their classes due to technical issues like electricity power cuts off and internet connection problems in Lebanon.

Results show that instructors seem to be confused with the capacity of Lebanese universities to switch from face-to-face to online learning efficiently (scale is 3.02 over 5). The online learning strategy is completely a new method of teaching implemented in Lebanon. Lebanese universities did not practice this innovative method before Covid-19. Thus, it seems normal for instructors to feel unable to judge the efficiency of this teaching transfer.

Finally, the results in Table 1 and Figure 1 reveal that instructors in Lebanon are more used to traditional learning method. The majority of them did not agree that it is easier to complete the whole course's curriculum with the online learning system (scale is 2.45 over 5).

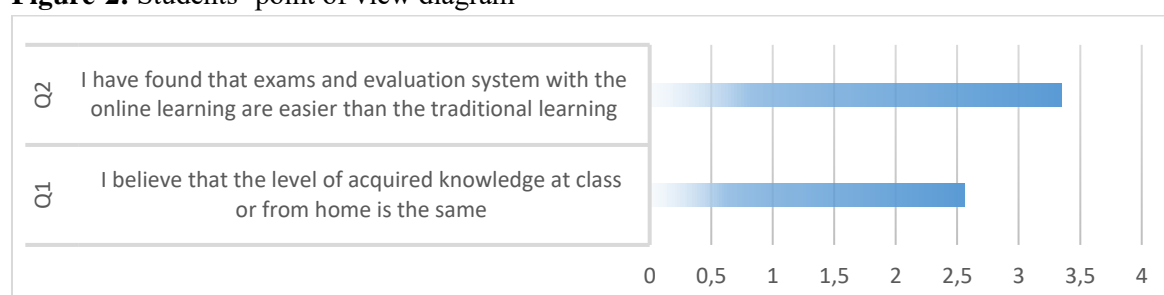
3.2.2. Impact of Covid-19 on the higher educational system in Lebanon from students' point of view

Results in Table 2 and Figure 2 present the opinion of students on how they evaluate the impact of Covid-19 on the efficiency of higher educational system in Lebanon.

Table-2: Students' point of view

Section II: As student, what do you think about the impact of Covid-19 on the higher educational system in Lebanon?		Scale over 5
Q1	I believe that the level of acquired knowledge at class or from home is the same	2.56
Q2	I have found that exams and evaluation system with the online learning are easier than the traditional learning	3.35

Figure-2: Students' point of view diagram



Most students did not consider that learning from home provides the same level of acquired knowledge as learning face-to-face in class (scale is 2.56 over 5). This result is not surprising. In face-to-face learning method, students can easily interact with instructors and ask them all required questions. At the same time, instructors can easily control their classes and reduce attendance problem issues.

Besides, students have found that online exams and evaluation systems are easier than traditional learning (scale is 3.35 over 5). This result is normal because students are under stress during on campus exams whereas they are more relaxed during online exams. Via online exams, they are connected to their peers and to the academic references without restrictions. On the other hand, instructors are considering the learning barriers and difficulties of online system in their online exams. Thus, online exams come out with more facilities to students.

3.3. Perception of the New Teaching Methods Used During the Health Care Crisis

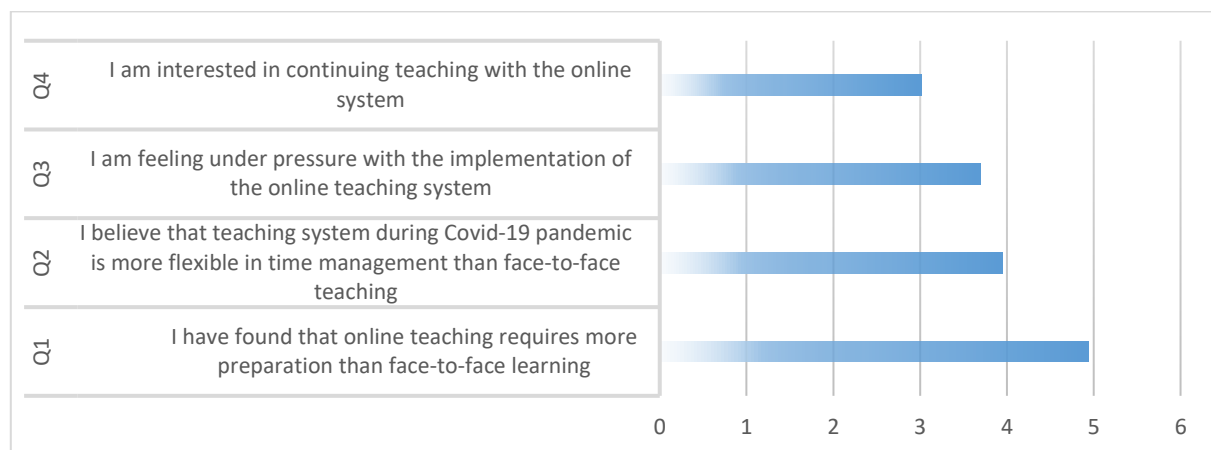
3.3.1. Perception of the new teaching methods used during the health care crisis from instructors' point of view

Results in Table 3 and Figure 3 show how the new teaching methods used during the health care crisis are perceived by instructors in the Lebanese higher educational system.

Table-3: Instructors' perception

Section III: How instructors perceived the new teaching methods used during the health care crisis?		Scale over 5
Q1	I have found that online teaching requires more preparation than face-to-face learning	4.94
Q2	I believe that teaching system during Covid-19 pandemic is more flexible in time management than face-to-face teaching	3.95
Q3	I am feeling under pressure with the implementation of the online teaching system	3.69
Q4	I am interested in continuing teaching with the online system	3.01

Figure-3: Instructors' perception diagram



Participants in this study strongly agree that online teaching requires too much preparation time than traditional learning (scale is 4.94 over 5). This result is normal because Lebanese instructors are not familiar with the online teaching system. Some courses are very hard to be delivered through online teaching system and they need a lot of time from instructors to be well prepared. In addition, online teaching system requires from instructors' new skills related to information technology. Thus, they have to spend their time to understand the new IT system, fit their courses with the IT system and finally deliver their courses through the used IT system.

As for the flexibility in terms of time management, instructors agree that online learning offers more flexibility than face-to-face learning (scale is 3.95 over 5). In fact, researchers have identified flexibility as one of the main advantages of the online learning system. For example, instructors can distribute assignments via Google Classroom, Canvas, Blackboard or Class Dojo and schedule their online live sessions by using applications such as Zoom, Skype or Microsoft Teams.

Instructors express that they are feeling under pressure with the implementation of the online teaching system (scale is 3.69 over 5). The online teaching requires from instructors several changes related to their teaching methods. On the other hand, this new system has exposed instructors to open connection with their students. Thus, the new online system moved instructors from mass communication with their students in classes to head-to-head connection through online system.

It could be also possible to notice that instructors are confused with the idea of being interested in continuing with the online system (scale is 3.01 over 5). It seems that instructors in Lebanese universities are facing internal conflict and they are not capable to be fully engaged in online learning. This could be explained by the fast switch from face-to-face to online learning under exceptional circumstances and their conviction that face-to-face teaching system is more advantageous than online system from an educational point of view.

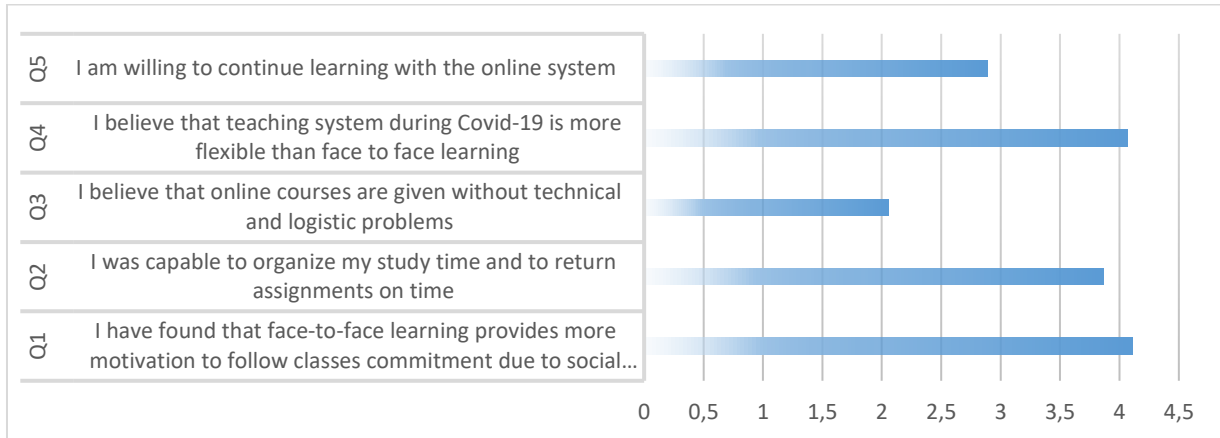
3.3.2. Perception of the new teaching methods used during the health care crisis from instructors' point of view

Results in Table 4 and Figure 4 show how the new teaching methods used during the health care crisis are perceived by students in Lebanese universities.

Table-4: Students' perception

Section III: How students perceived the new teaching methods used during the health care crisis?		Scale over 5
Q1	I have found that face-to-face learning provides more motivation to follow classes commitment due to social interaction with instructors and other students	4.11
Q2	I was capable to organize my study time and to return assignments on time	3.87
Q3	I believe that online courses are given without technical and logistic problems	2.06
Q4	I believe that teaching system during Covid-19 is more flexible than face-to-face learning	4.07
Q5	I am willing to continue learning with the online system	2.89

Figure-4: Students' perception diagram



Most students agree that face-to-face learning is more motivating than online learning (scale is 4.11 over 5). This result is expected since students need to have interactions with their instructors and their colleagues to feel more encouraged and engaged in the learning process (Aybike, 2021). Thus, Lebanese universities have to think about their online learning strategies during Covid-19 pandemic in order to identify the best way that balances between students' motivation and health care safety.

It's known that online learning requires a high level of independence and self-time managing. Results in Table 4 and Figure 4 show that the majority of students at Lebanese universities believe in their capacity to organize their study time and to manage returning assignments on time (scale is 3.87 over 5). Thus, most students consider themselves having the required independency level for online learning.

Furthermore, most students did not agree that online courses are given without technical issues (scale is 2.06 over 5). In fact, online learning in Lebanon is facing many technical complications related to electricity cuts off, connection problems, high cost of internet, absence of internet in certain villages and inability to have technological devices.

As for flexibility, students in higher education believe that teaching system during Covid-19 is more flexible than face-to-face learning (scale is 4.07 over 5). Through the online teaching system, students can avoid traffic and transportation expenses. So, instead of wasting time in traffic, they can manage several issues while staying at home, like saving more time in developing their skills and achieve their academic duties.

Finally, students appear to be confused whether they are willing to continue learning with the online system or not (scale is 2.89 over 5). This confusing situation is due to the flexibility advantage of online system against their need to be involved in social interaction and on campus students' activities.

CONCLUSION

This study has explored the impact of Covid-19 on learning system in higher education institutions in Lebanon. A survey was distributed on two different samples of instructors and students to reveal their experience and perception of online learning.

The result explored indicate that online learning is implemented in Lebanon during critical period characterized by the existing of economic crisis besides the critical health care conditions. Lebanese universities were obliged to switch from face-to-face learning into online system without a valuable preparation for both instructors and students. Thus, the academic situation in higher education has to be reviewed and restructured.

The surveyed instructors are facing a lot of problems related to online learning. They are not well trained to transfer their know-how in a professional way to their students since they are used to face-to-face learning system. Instructors are suffering from several problems related to the new implemented teaching model like:

- psychological pressure of passing into the new learning system,
- need long time of preparation to fit their courses with the online system,
- head-to-head communication with their students instead of mass communication in their classes,
- logistic problems (weak internet connection, electricity cuts off, limited number of teaching software).

However, Lebanese instructors have found that the online learning system gives them more flexibility in time management.

As for students, they argued that the face-to-face system learning system is preferred than that of online due to many reasons. First, the online system does not show social interaction like on campus classes. Second, the quality of acquired knowledge through online system needs to be improved. Third, students like instructors struggle with the same technical and logistic problems of online system.

The online learning is not an option for Lebanese universities because Corona virus with its new variants (Delta for example) will threaten the higher education system during following academic year. Lebanese universities must fix a new strategy that takes into consideration all the current problems of the online learning method. They have to train their instructors and students to be more familiar with the new teaching model and provide them by all needed technical supports.

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Foreign Direct Investment on Economic Growth of G7 Countries During Covid-19

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ABSTRACT

This study investigate the effects of external shock, prevailed in COVID-19 on foreign direct investment (inward and outward), and portfolio investment. Technological change model and Okun's Law, two theories explain the connection between FDI, economic growth, and unemployment level specifically for G7 countries. The study has applied a structural vector autoregressive model (SVAR) to examine the dynamics of foreign investment on growth. It is evident from the findings, inward foreign direct investment and outward foreign direct investment and portfolio investment, unemployment, and CPI during COVID- 19 are convergent towards the mean value.

Keywords: Foreign Direct Investment, COVID-19, Economic Growth

INTRODUCTION

A deadly novel disease coronavirus caused great dismay for the globe, it froze the wheels of economies, it pushed the people to keep distances for the protection of their lives. The governments have adopted the policy of lockdown as the remedial measure for the health safety of the masses, but this health safety was proved very costly for economies. The restrictions on travel, trade, and tourism dropped the corporate markets into recession. By stopping the international travels in March 2020, the Dow Jones stock prices fell at the lower levels than in 1992, the Financial Times Stock Exchange (FTSE-100 index) went down at its worst points relative to Black Monday 1987. Thus, this pandemic crashed the international stock markets (BBC News, 2020). The dramatic downfall brought the mass unemployment and failure of businesses, consequently, the economic contagion has mushroomed as rapidly as the virus itself.

Various studies on the multiple dimensions of COVID-19 have been done because affected areas of the pandemic belong to all facets of life throughout the world. In the era of globalization, international trade, and foreign direct investment (FDI) are severely hit by lockdown and social distancing policies. The first country to encounter the epidemic of the fatal virus was China and the foreign trade and outward FDI of China was affected seriously but as the grounds of FDI in China are stable enough so it is expected that this adverse impact would be short term and limited and some countermeasures can be effective for improvement (Duan, W., Zhu, S., & Lai, M., 2020). It is proved by the OECD report (OECD, 2021), China recovered well with the higher FDI inflows of 14% worth of USD 212 billion in the last two quarters of 2020 and overtook the USA with USD 177 billion worth of FDI inflows.

It is observed, prior studies that examined the effects of covid-19 on FDI are descriptive studies and reports. (Zhan, 2020) examined the effect of a pandemic on FDI of almost 5000 multinational enterprises evaluated by UNCTAD World Investment Report and suggested that the negative effect on FDI is almost -30 to -40 percent in 2020 and 2021. (Adarov, 2020) presents a report of the foreign direct investment of Central, East, and Southeast Europe affected by a coronavirus. Whereas empirical research by (Fang, J., Collins, A., & Yao, S., 2021) has found the increasing cases of coronavirus hurt FDI. Economic growth of Central East European Economies increases significantly with the inflow of FDI, but during coronavirus FDI inflow diminished in the region and economic growth has been affected adversely (Ciobanu, R., et al., 2020).

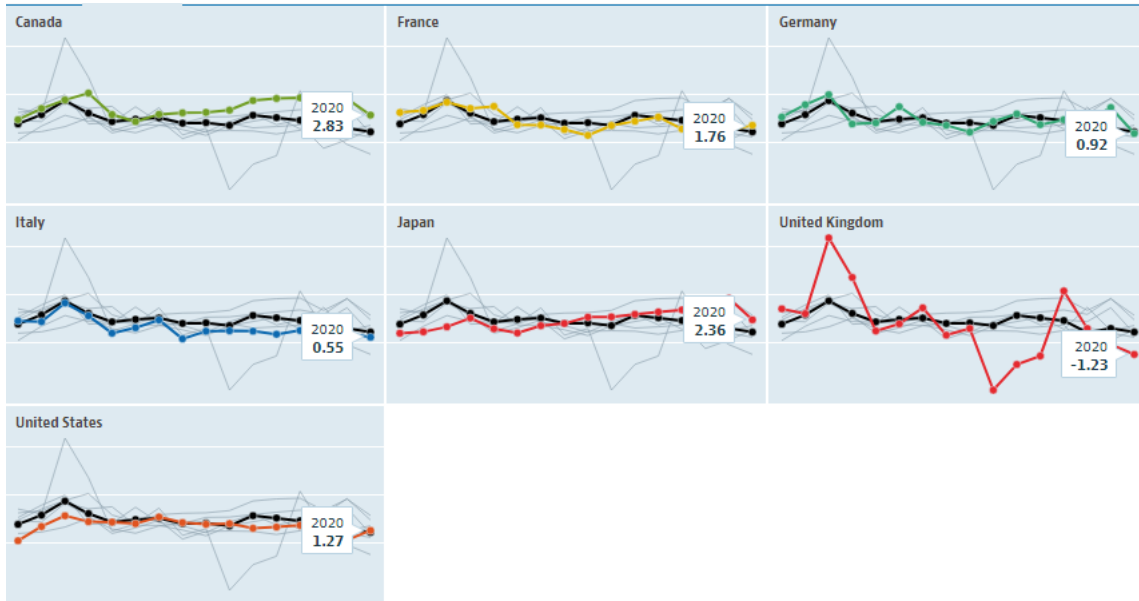
It has been observed that the neglected area is to test empirically how abrupt shortfall of FDI, and International Trade (IT) became a major source of economic shock and cut the economic growth rate due to unexpected outbreak of coronavirus in G7 countries (United States, United Kingdom, Japan, Italy, Germany, France, Canada). This study fills up this gap through an investigation of how the outbreak of coronavirus inclines the sharp decline of international trade and FDI. Which is a major source of economic shock and shortfall in the growth rate during covid-19 in G7 countries. This study investigates the effect of shock (COVID-19) on the inward foreign direct investment (IFDI) flow and outward foreign direct investment (OFDI) flow and its incline to fall growth rate of G 7 countries. Second, it analyzes the relationship of growth rate and unemployment whether is this relation verifies Okun's Law or not.

1. LITERATURE REVIEW

FDI is not a new phenomenon for researchers. From the early 1990s, it is analyzed, the multidimensional impacts of FDI on economies and different influential factors of FDI. It is a key component of external financing in the balance of payments of nations. It is considered a stable source of funding relative to the other categories of international investments i.e., bank loans, portfolio investment, and international institutional loans. It is a crucial source of enhancing economic growth in economies (Ciobanu, R., et al., 2020). Some studies examined the FDI as a dependent variable and evaluate its relationship with some economic, financial, and political parameters i.e., GDP, the lag variable of GDP and economic development indicators, skilled labor endowment, relative factor endowment, trade cost, Investment cost, membership of GATT/WTO and PTAs (Büthe, T. et al., 2008; Stack, M. et al, 2017). Romyen, et al., (2019) analyzed FDI as an endogenous variable with the gross provincial product and border trade, Ciobanu, et al. (2020) examined the relationship between economic growth and FDI and found economic growth of emerging economies enhances as far as the FDI rate increases as an independent variable. Khan, Y.A., Ahmad, M. (2021) investigate the impact of FDI, tourism, global trade, and renewable resources on carbon dioxide emission, results depict that except FDI all other variables are the cause of increasing carbon dioxide emission. The basic target of host countries to promote FDI is, to boost up economic growth, capital formation, and enhance job opportunities. That's why it is the better source of capital inflows from developed to underdeveloped economies (Lucas, 1990). According to Razin, A., et al., (2008) a positive productivity shock increases the volume of FDI in host country however with the profitability affect the prices of input increase through the general-equilibrium impact of markets, the FDI flow may lower by source nation.

Global breakout of the mortal virus in 2020 brought the global economic shocks by ceasing almost all economic activities in the entire world such as suddenly shut down markets, decreasing unemployment, investment, growth rate, and aggregate demand for non-food items, etc. According to the report of OECD (2021), globally the FDI flows were shrunk by 38% in 2020, the main source of FDI outflows in 2020, were Luxembourg, the USA, Japan, and China. The last two are considering the topper of foreign investment, but their outflows were declined in 2020. The inflows of the OECD area declined by 51%, because of a meaningful low level of investment from the Netherland and Switzerland, whereas the shortfall of Outflows was almost 48% the lowest level since 2005. FDI is an economic activity among interconnected countries so its outcomes are exactly linked with economic shocks of countries. As this study examines the relationship of inward and outward FDI of G-7 economies for the following graphs are shown the trend of FDI in G-7 countries.

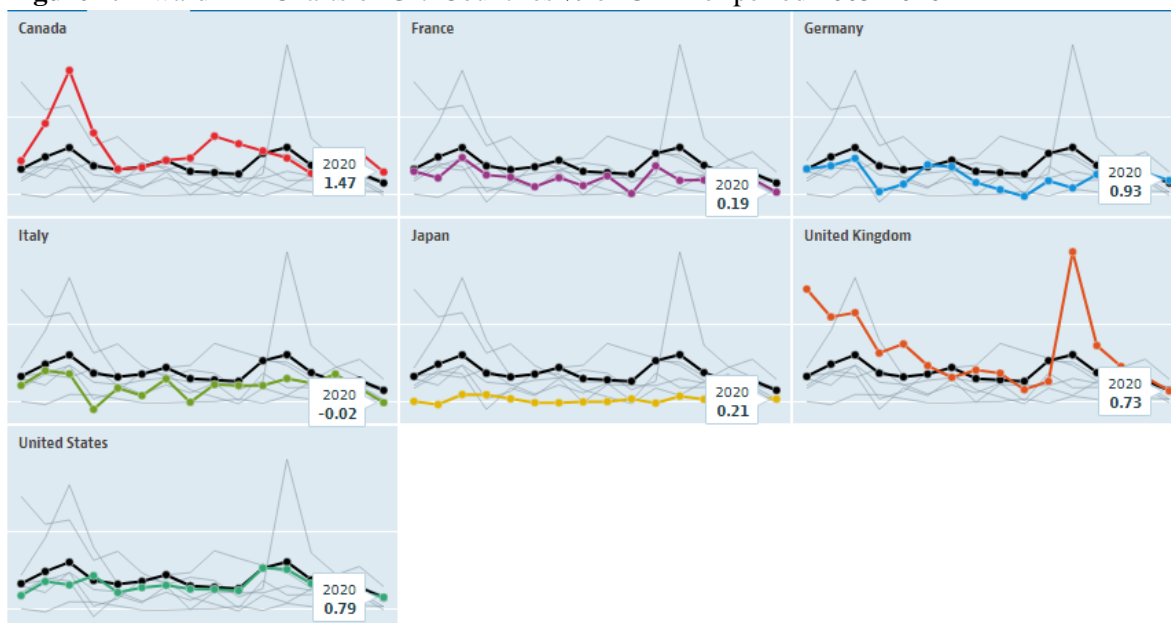
Figure 1. Outward FDI Charts of G-7 Countries % of GDP for period 2005-2020



Source: OECD Foreign direct investment (FDI) - FDI flows - OECD Data

Figure 1. shows the trend of Outward FDI flows of G-7 countries in percentage of GDP during 2005-2020. Financial flows are categorized into multi segments, eg., equity transactions reinvestment of earnings, and intercompany debt transactions, etc. Outward FDI flows show the growth of trades, investment, and transactions of the investors in the reporting economy. To have an enterprise in a foreign economy, without any fall of investment and trade in the reporting country, i.e., selling and investing of a financial asset or borrowing by the investor of the resident country from the foreign firm. All G-7 countries have a decreasing trend of outward FDI for the year of 2020, the pandemic period. The worst situation has depicted in the United Kingdom with the Outward FDI: -1.23% of GDP. Canada shows some favorable trend, decreasing Outward FDI: 2.83% of GDP, a maximum value relative to all G-7 countries.

Figure 2. Inward FDI Charts of G-7 Countries % of GDP for period 2005-2020



Source: OECD Foreign direct investment (FDI) - FDI flows - OECD Data

Figure 2. shows the trend of Inward FDI flows of G-7 countries' with the percentage of GDP during 2005-2020. Inward FDI flows show the growth of trades, investment, and transactions of the investors of the foreign company to have an enterprise in the reporting economy, without any fall of investment and trade of the foreign investors in resident corporations. All the G-7 countries represent a downward trend in inward FDI in 2020. Italy has the worst shortfall with a negative value of -0.02. Canada has a better position relative to other economies with a positive value greater than one.

Foreign direct investment falls with a negative economic shock in the source country, even though the destination region may have a favorable scenario. The correlation of shocks and FDI impacts in source economies with the destination economies create an endogeneity problem (Hou, L. et al., 2020). Adverse economic shocks decrease FDI volume and this drop down of FDI increase the severity of the economic shocks. Which ultimately decrease the growth rate, employment rate, and domestic investment activities.

1.1 Theoretical Framework

The study will hinge on two theories for explaining the relationship between foreign direct investment and economic growth indicators. One is Okun's Law and the other is the technology change model. These theories attempt to explain the connection between FDI and economic growth. Due to the coronavirus pandemic, the FDI cut short, decreased economic growth, and increased unemployment in the world. The negative relationship between the economic growth rate and the unemployment rate is known as Okun's Law. Okun (1962) empirically examined the breakdown of full utilization of the potential for one year may impact on upcoming GNP potential, as low utilization rates of the labor force, associated with the low level of personal income and marginal profits shortfall, low level of investments, capital formation, research, drop out housing and educational activities and ultimately the potential GNP ratio will be minimal. It allows the variations of unemployment in the long run, which is determined by demographical, institutional, and/or technological transformation (Loria, E., & de Jesús, L., 2011). According to Okun's Law, the unemployment rate probably varies 3:1 with the GNP rate, if GNP rises (falls) 3 percent the unemployment will fall (rise) 1 percent. This study analyzes the relationship of economic growth and unemployment with the variation of international capital inflows and FDI during and after COVID-19, how and to what extent is associated with Okun's Law, in G7 countries.

The technological change model is proposed by Hermes and Lensink (2003), that companies with the use of new technologies, managerial skills, and the latest varieties of capital goods through FDI, which has a positive impact on economic growth. This theory explains the responsiveness of economic growth to the adaptation and implementation of new technologies and ideas. The main channel to developing economies for adopting new technology is capital inflow through FDI (Anetor, 2019). Digital technologies and digital transformation are underway for decades. However, COVID-19 induced this paradigm acceleration. In our daily lives, the emerging significance of communication infrastructure and digital technology is as vivid as daylight. The working of countries for recovery from the COVID-19 is based on the digitalization of economies and living standards. So, in the post-COVID era strategies cannot be resilient without digital divides (OECD, 2020). This study examines the impact of technological change theory of international trade, concerning digital transformation during

COVID, on FDI and economic growth recovery of G7 countries and CHINA through post-COVID-19. Although, some studies give vividly sound effects of FDI and capital inflows on the growth rate of economies. However, some other studies failed to find a strong and clear relation between FDI and growth rates in diverse regions. We can contribute to this debate by clearly addressing two important gaps in empirical works. First, the empirical work investigates to what extent the COVID-19, as an external shock on economies, has an impact on FDI and growth rate, unemployment level, and inflation of G7 countries affected by the shock. Second, to examine whether the variation during coronavirus is persistent with Okun's Law of unemployment and growth rate to explore whether or how relatively digital transformation, like technological change, can play a role in recovery from COVID shocks in G7 countries. To cover research gaps in this study, we use the estimation technique of structural vector autoregressive model to analyze the magnitude of FDI and economic growth variations due to uncertain and unexpected external shocks along with to investigate the dynamic effects of technology change and validity of Okun's Law pre- and post-pandemic.

2. DATA AND METHODOLOGY

2.1. Data

The panel data has been collected from 2005 to 2020 annually. OECD database and World Development Indicator are the sources of data collection for G-7 countries. The data of all variables is percentage-based but the P-Equity data is in current US\$.

2.2. Methodology

In prior literature diverse statistical techniques have been used to examine the relationship between FDI (capital inflow and multiple investment portfolios) economic growth in various studies. For example, Durham (2004) used the OLS method, and his results showed inverse relations. Akinlo, A. E. (2004) found no statistically significant effect of private capital inflow on economic growth by using the error correction model. The study of (Ayanwale, 2007) revealed negative and insignificant relation between FDI and economic growth. By using the GMM technique, the findings of (Agbloyor, E. K., et al. 2014) showed FDI, foreign equity portfolio investment, and private debt harm economic growth. Whereas in other studies, structural vector autoregressive models have been used to deal with the endogeneity problem present in empirical relations among FDI, capital flows, economic growth, and economic or global shocks (Anetor, 2019; Lipovina-Božović, M., and Ivanović, M., 2018; De Vita, G. and Kyaw, K.S., 2008; Francis, N., and Restrepo-Ángel, S., 2018). According to (Sims, 1980) the simultaneous multi-variable model is the main alternative source of VAR. The vector autoregressive models have been cast off to deal with the multivariate time-series data and forecasting the macroeconomic variables (Georgea, E. I., Sun, D., & Ni, S., 2008). Grossmann, A. et al. (2014) suggest using a simultaneous equations system of the vector autoregressive model to identify the exogenous shocks in empirical studies. The combination of vector autoregressive (VAR) approach, structural VAR, and panel data VAR (PVAR) are used to deal with endogenous variables and the inclusion of invisible factors in the model (Galariotis, E. et al., 2018). So, some benefits of VAR models can be figured out. Firstly, the

vector autoregressive estimation technique may be a good choice, when the relationship between variables and theoretical data is relatively weak. Secondly, it can deal with the endogeneity problem (Lin, B., & Zhu, J., 2017). Thirdly, the VAR-based impulse response functions (IRFs) can deal with the impacts of lag variables and influences of shocks related to time paths suggested by (Anetor, 2019) whereas P-VAR models cannot provide these dynamic impacts. Fourth, P-VAR models allow consideration of the fixed cross-sectional effects (FCSE) of panel data. Finally, P-VAR is useful with cross-sectional dimension when time-series data is relatively for small period (Grossmann, A. et al., 2014; Galariotis, E. et al., 2018). Therefore, Structural VAR models better fits to analyze the effects of shocks on macroeconomics and financial indicators. SVAR is also supported by previous literature to examine the impact of shocks on economics and financial variables (Anetor, 2019; Lipovina-Božović, M., and Ivanović, M., 2018).

2.3 Estimation Model

In this study, structural vector autoregression technique is used to estimate our empirical model to check the effects of covid-19 on the Inward FDI, Outward FDI, GDP, P-Equity, Unemployment, and CPI as the proxy of Inflation

The structural VAR model is as follows:

$$\Gamma Y_t = A(L) Y_{t-1} U_t$$

Where $Y_t \equiv (IFDI_t, OFDI_t, GDP_t, P-Equity_t, UN_t, CPI_t)$ presents the vector of endogenous variables, Γ shows the matrix of coefficient of endogenous variables. An (L) represents an autoregressive (AR) polynomial in the lag operator L and $U_t \equiv (u_t^{IFDI}, u_t^{OFDI}, u_t^{GDP}, u_t^{P-Equity}, u_t^{UN}, u_t^{CPI})$ is the vector equation of reduced-form shocks.

3. Results of Estimation

3.1. Preliminary Data Analysis

Levin et al. (2002) established multiple unit root tests for panel data with diversified conditions according to individual time and intercept trend. The Levin-Lin-Chu test is used to identify the presence or absence of unit root dilemma. The null hypothesis postulates the existence of unit root problem in time series data, with the rejection of the null hypothesis the series are stationary.

$H_0 \delta$ = time series contains unit root

$H_1 \delta$ = series are stationary

Table 1. Levin-Lin-Chu Unitroot Test

Variable	Level	1 st Difference
In FDI	4.54140 (1.0000)	-6.17508 (0.0000)
Out FDI	-1.25286 (0.1051)	-6.73705 (0.0000)
GDP	-1.12818 (0.1296)	-6.52314 (0.0000)
P-Equity	4.29968 (1.0000)	-10.7101 (0.0000)
UN	2.43706 (0.7484)	-4.79834 (0.0023)
CPI	-0.68075 (0.2480)	-0.983240 (0.0000)

Table 1. shows the results of the Levin-Lin-Chu unit root test. Variables are not stationary at level. Rejecting the null hypothesis, all the variables are 1st difference stationary at 1% level of significance.

3.2 Lag Selection Criteria

Following the vector autoregressions use impulse response (IR) analysis for short-run and long-run responses of economy to individual structural shocks (Sims C., 1980; Shapiro, M., and Watson, M. W., 1988; Bernanke, 1986; Blanchard, O., and Quah, D., 1989). The dynamics of IR depend on the lag order of the VAR model. The most commonly selected strategy in empirical researches is, the lag-order by pre-specified criteria in developing IR estimates. In our study we use six criteria, Akaike Information Criterion (AIC) with the large sample size this criterion dominates other criteria across the board, Schwarz Criterion (SC) is the best choice for small sample size upto 120 time periods, and Hannan-Quinn Information Criterion (HQC) is accurate for only 240 observations of the time, the general to specific sequential modified Likelihood Ratio test (LR) (Ivanov, V. Kilian, L., 2005) and the Final Prediction Error (FPE) and Lolo. SC lag order is selected in this research for impulse response. Likelihood Ratio test (LR) and Akaike Information Criterion specifies significance at lag 3 with the value 56.63122* and 69.83292*, the Final Prediction Error, Schwarz Criterion and Hannan-Quinn is significant at lag selection one with the value 8.61e+22*, 71.05812* and 70.32586*.

Table 2. VAR Lag Order Selection:

VAR Lag Order Selection Criteria						
Endogenous variables: GDP INFDI OUTFDI P_EQUITY UN CPI						
Exogenous variables: C						
Lag	Log L	LR	FPE	AIC	SC	HQ
0	-3019.104	NA	1.83e+24 8.61e+22	72.89407	73.06893 71.05812	72.96432 70.32586
1	-2856.116	298.4838	*	69.83412	*	*
2	-2820.788	59.58968 56.63122	8.86e+22	69.85031 69.83292	72.12344	70.76353
3	-2784.066	*	9.01e+22	*	73.15518	71.16762
4	-2752.817	43.67292	1.08e+23	69.94741	74.31881	71.70359

* Indicates lag order selected by the criterion

3.3. Cointegration Test

Pedroni (1999) introduced seven statistical tests for cointegration relations in a heterogeneous panel. These tests are corrected for endogenous regressors. If the cross-sectional dependence is present common time dummies eliminate this effect. These tests are classified into two categories, within-dimension, and between-dimension. Within-dimension statistics are used to explain panel cointegration statistics. However, group means panel cointegration statistics are explained through between-dimension statistics. The null hypothesis for all tests is no cointegration. Alternative hypotheses are not the same for within-dimension (four panel tests) and between-dimension (three group tests) for panel cointegration. The results show that the null hypothesis of within-dimension and between-dimension of no cointegration has been rejected while endogenous variables are cointegrated.

Table 3. Pedroni Cointegration Test

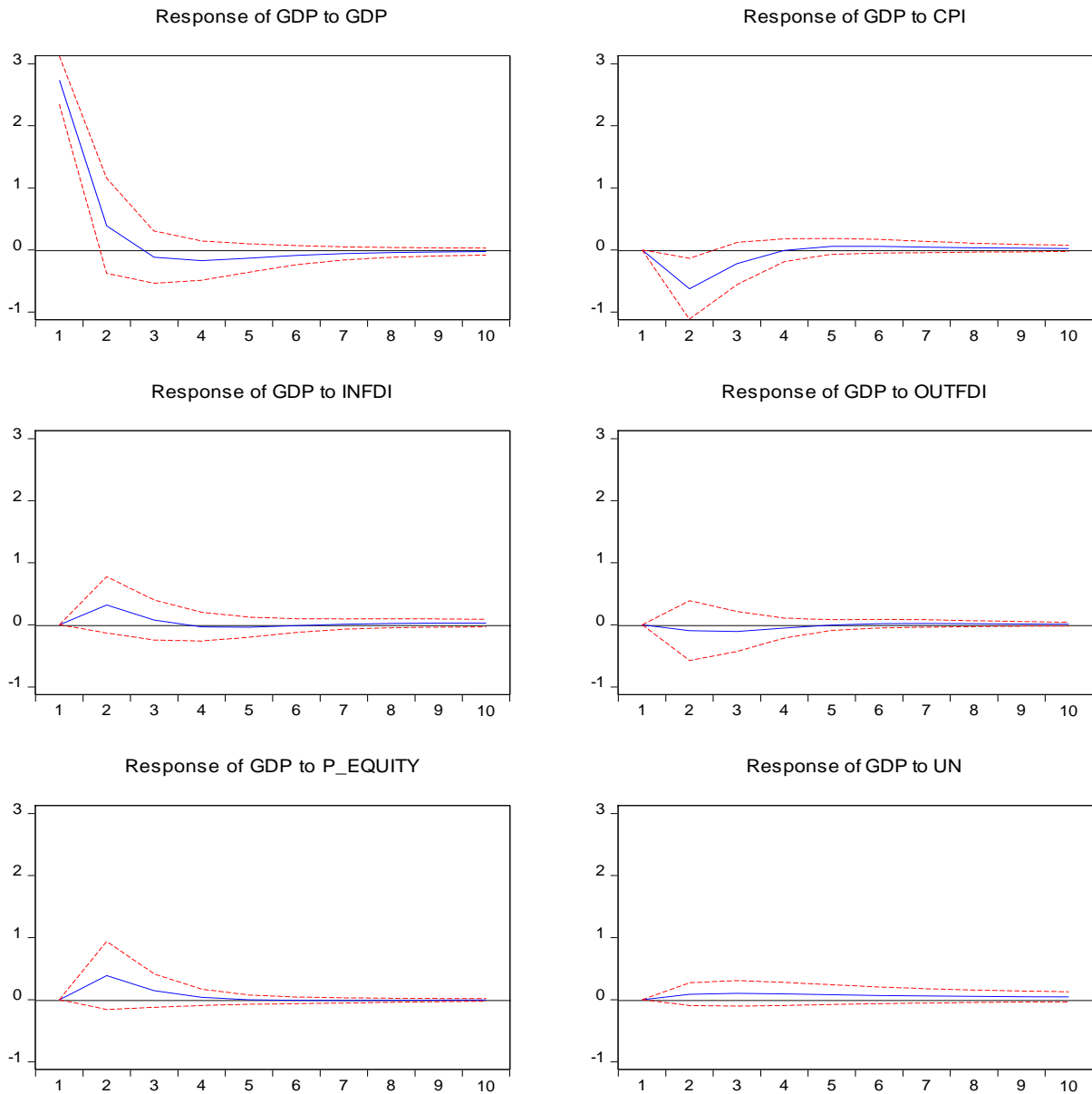
Alternative hypothesis: common AR coefs. (Within-dimension)				
			Weighted	
	<u>Statistic</u>	<u>Prob.</u>	<u>Statistic</u>	<u>Prob.</u>
Panel v-Statistic	-3.413894	0.0513	-3.891917	0.0581
Panel rho-Statistic	1.924248	0.9728	1.809750	0.9648
Panel PP-Statistic	-2.383644	0.0432	-5.574850	0.0000
Panel ADF-Statistic	-0.613535	0.2698	-2.610484	0.0045
Alternative hypothesis: individual AR coefs. (Between-dimension)				
	<u>Statistic</u>	<u>Prob.</u>		
Group rho-Statistic	2.784630	0.9973		
Group PP-Statistic	-6.892263	0.0000		
Group ADF-Statistic	-2.065919	0.0194		

3.5 Impulse Response Function (IRF)

When a system is hit by an 'exogenous shock' its economic and financial dynamic impacts can be traced by impulse response functions. They are consistent with theoretical economic and finance models and used to analyze the intensity of external shocks on economic variables over time, represented in figure 3.

Figure 3. Impulse Response Function

Response to Cholesky One S.D. (d.f. adjusted) Innovations ± 2 S.E.



The above figure 3, represents the impulse response of GDP to GDP and GDP to other variables. The left top figure shows the convergence trend of GDP of G-7 countries. GDP to CPI presents a downward trend during the second period. The period of the study is 2005-2020 and the Global Financial Crisis (GFC) was during 2007-2009 so the economic shock of the GFC rendered the response of GDP to CPI. The graphs of InFDI, OutFDI, and Portfolio Equity show the response of impulse variations for the second period that presents the period of GFC. The set of graphs depicts that the periods from 6 to 10 InFDI, OutFDI, Portfolio Equity, CPI proxy of inflation impact on GDP convergent again after the GFC 2007-2009 period. The figure presents, unemployment cannot contemporaneously impact GDP during the whole span. So, this non-effectiveness of unemployment and GDP in G-7 countries during 2005-2020, the findings are not in line with the Okun's Law.

3.6 Forecast Error Variance Decomposition (FEVD)

The following table depicts FEVD of economic growth in G-7 countries does not depend on Inward FDI and Outward FDI because these G-7 countries are the developed economies. Hi-tech and capital factor abundant economies in the world are mostly multinational enterprises which belongs to our sample countries. Therefore, the growth does not depend on InFDI and OutFDI. From the findings, in the long run, the technological change model in G-7 countries have a steady-state impact on economic growth and converge towards the average level. All endogenous variables are almost stable and less volatile after the fluctuations in period 2. The variations in growth rate and unemployment do not approve Okun's Law.

Table 4. Forecast Error Variance Decomposition

Period	S.E.	GDP	CPI	INFDI	OUTFDI	P_EQUITY	UN
1	2.736391	100.0000	0.000000	0.000000	0.000000	0.000000	0.000000
2	2.881159	92.02902	4.713895	1.234426	0.104492	1.822675	0.095488
3	2.900352	90.97272	5.227897	1.289716	0.238519	2.051327	0.219822
4	2.907842	90.85579	5.201287	1.293749	0.269311	2.058621	0.321247
5	2.912711	90.75391	5.223788	1.305337	0.268577	2.051759	0.396629
6	2.915536	90.66474	5.256066	1.304389	0.272220	2.049001	0.453583
7	2.917253	90.59520	5.276121	1.304435	0.278141	2.048026	0.498074
8	2.918451	90.53940	5.286910	1.310350	0.282423	2.047191	0.533728
9	2.919371	90.49372	5.293238	1.319191	0.284841	2.046266	0.562744
10	2.920107	90.45632	5.297619	1.327965	0.286177	2.045372	0.586551

Cholesky Ordering: GDP CPI INFDI OUTFDI P_EQUITY UN

4. Conclusion and Policy Implications:

This study is to analyzed the impact of COVID-19 shocks on financial and macroeconomic indicators on economic growth of G-7 countries. It employs time period of 2005-2020 annually by using IRFs and the FEVD of the SVAR models. The results of IRFs and FEVD show that the responsiveness of endogenous variables during a pandemic is not significant. However, it can be observed that the trend of almost all variables during GFC shows fluctuations. The main reason for not depicting the coronavirus impacts on economic growth is the unavailability of quarterly data. The external shock of COVID-19 hit the global economy, specifically international travel, trade, and tourism, during the second and third quarters of the year 2020. For the analysis we employed results with annual data, therefore the structural effects of COVID-19 are not much significant. Moreover, the recovery of FDIs and the growth rate of G-7 countries was started during the first and second halves of 2021 (OECD, 2020).

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Appendix A

Structural VAR Estimates

Date: 08/08/21 Time: 23:17

Sample (adjusted): 2006 2020

Included observations: 100 after adjustments

Estimation method: Maximum likelihood via Newton-Raphson (analytic derivatives)

Convergence achieved after 18 iterations

Structural VAR is over-identified

Model: $Ae = Bu$ where $E[uu'] = I$

A =

	1	C(5)	C(7)	C(8)	C(9)	C(10)
C(1)	1	0	0	0	0	0
C(2)	0	1	0	0	0	0
C(3)	0	0	0	1	0	0
C(4)	0	0	0	0	1	0
0	0	C(6)	0	0	0	1

B =

C(11)	0	0	0	0	0
0	C(12)	0	0	0	0
0	0	C(13)	0	0	0
0	0	0	C(14)	0	0
0	0	0	0	C(15)	0
0	0	0	0	0	C(16)

	Coefficient	Std. Error	z-Statistic	Prob.
C(1)	-0.066756	0.054009	-1.236030	0.2164
C(2)	0.047131	0.085524	0.551079	0.5816
C(3)	-0.113537	0.075362	-1.506551	0.1319
C(4)	0.509433	0.214247	2.377782	0.0174
C(5)	-0.446837	0.426482	-1.047729	0.2948
C(6)	0.215751	0.116385	1.853775	0.0638
C(7)	-0.967900	0.325530	-2.973308	0.0029
C(8)	-0.036498	0.226701	-0.160996	0.8721
C(9)	-0.394522	0.143727	-2.744939	0.0061
C(10)	1.390008	0.276824	5.021267	0.0000
C(11)	2.282177	0.237533	9.607835	0.0000
C(12)	0.834682	0.065423	12.75821	0.0000
C(13)	1.301808	0.128989	10.09240	0.0000
C(14)	1.449902	0.102578	14.13462	0.0000
C(15)	3.232852	0.323659	9.988436	0.0000
C(16)	0.863906	0.061586	14.02758	0.0000

Log-likelihood -1064.424

LR test for over-identification:
Chi-square(5) 7.582607

Probability 0.1808

Estimated A matrix:

1.000000	-0.446837	-0.967900	-0.036498	-0.394522	1.390008
-0.066756	1.000000	0.000000	0.000000	0.000000	0.000000
0.047131	0.000000	1.000000	0.000000	0.000000	0.000000
-0.113537	0.000000	0.000000	1.000000	0.000000	0.000000
0.509433	0.000000	0.000000	0.000000	1.000000	0.000000
0.000000	0.215751	0.000000	0.000000	0.000000	1.000000

Estimated B matrix:

2.282177	0.000000	0.000000	0.000000	0.000000	0.000000
0.000000	0.834682	0.000000	0.000000	0.000000	0.000000
0.000000	0.000000	1.301808	0.000000	0.000000	0.000000
0.000000	0.000000	0.000000	1.449902	0.000000	0.000000
0.000000	0.000000	0.000000	0.000000	3.232852	0.000000
0.000000	0.000000	0.000000	0.000000	0.000000	0.863906

Estimated S matrix:

1.913603	0.522623	1.056525	0.044372	1.069448	-1.006900
0.127745	0.869570	0.070530	0.002962	0.071392	-0.067217
-0.090189	-0.024632	1.252013	-0.002091	-0.050404	0.047456
0.217264	0.059337	0.119954	1.454940	0.121421	-0.114320
-0.974852	-0.266241	-0.538229	-0.022605	2.688040	0.512948
-0.027561	-0.187610	-0.015217	-0.000639	-0.015403	0.878408

Estimated F matrix:

1.655875	0.047024	1.770350	-0.063111	1.394159	0.393028
0.377947	1.376283	1.273576	0.150048	0.360635	0.453209
0.026569	0.255486	3.061441	-0.351171	0.340988	0.696210
0.516695	-0.155276	1.856017	2.155804	-0.149032	0.454775
-0.952977	0.348064	-0.721099	0.935109	2.960576	1.557613
-1.688275	2.408261	1.878566	1.101764	-2.228360	9.849162

Inward Foreign Direct Investment Flow (IFDI), Outward Foreign Direct Investment Flow (OFDI), Gross Domestic Product, as the proxy of economic growth (GDP), Portfolio Equity is other than FDI whereas shares, equity securities, stocks global depository receipts, and direct purchases of shares in domestic stock exchanges by foreign investors.

Unemployment rate (UN), Consumer Price Index as a proxy of Inflation. It can be used impulse response functions to detect the dynamic impact of economic growth to shock (COVID-19) in IFDI, OFDI, ECF, DT, and UN.

The Effects of COVID -19 Outbreak on Higher Education in Indonesia

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ABSTRACT

The spread of COVID-19 Pandemic has brought a sudden change to the Higher Education in Indonesia. Immediate transformation to online learning is the National Policy from the Ministry of Education and Culture of Republic of Indonesia. The phenomenon is resulting in a mixed reaction from the students. This paper is analyzing the impact of COVID-19 to the Higher Education in Indonesia through the previous research and a qualitative work from the point of view of the students. Coding of the theme from the students' showed that there are both the positive and negative impacts of the sudden change to Online Learning. The negative impacts came mostly from the minimum interactions between the faculty and the students and between the students themselves, also the limitation for doing practical work and public or community engagement. The problem also comes from the result of inadequate technology support and the lack of faculty skill in digital pedagogy. The positive impacts come from the flexibility of the online learning, and the high productivity of the students and faculty due to the time efficiency brought by the online learning system. Through the triangulation from external documents, and previous research a pattern emerged showing that in order to ensure a successful online learning process, the technology support is a must, together with a continuous improvement to the teaching and learning approach and the existence of an integrated sustainable strategy to support the Online Learning system.

Keywords: Online Learning, Impact of Pandemic COVID -19, Successful Online Learning, Higher Education in Indonesia

INTRODUCTION

Indonesia has been impacted by the COVID-19 pandemic since early 2020. COVID-19 will undoubtedly change the world forever, with many social and economic patterns unlikely to return to the normal form, even after the pandemic has passed. This is specifically true for the higher education institution. Just prior to COVID-19 - online education was beginning to gain mainstream recognition for being just as effective, if not better, than a traditional classroom education. Innovative new digital learning technologies were introduced in the market while more people were connecting to the MOOC (Massive Open Online Course) and other worldwide web's learning program. Digital literacy becomes the new competitive advantage especially amongst younger people, and universities everywhere were offering more and more of their content completely online and classroom-free. The COVID-19 pandemic and the seriousness of social distancing measures have set a new standard in digital learning.

One of the efforts that has been made by the government at the higher education level is to publish a Circular Letter of the Director General of Higher Education and Culture Number 1 Year 2020 on prevention of the spread of Corona Virus Disease (COVID - 19) in universities. This then makes all universities have to change the process of teaching and learning activities that were initially face to face in the classroom into online learning. Online learning is expected to be the best solution for the implementation of teaching and learning activities in the midst of the COVID -19 pandemic.

This sudden change has brought an abrupt transformation to the Higher Education practices in Indonesia. Surprisingly, mixed reactions were acknowledged concerning the change into virtual learnings. Although it has been agreed, but in its implementation, online learning still causes controversy, the problem becomes harder for the higher education in the rural and remote areas. It is also important to note that each student has different technological and economic abilities. Not all the students have the access to internet and the capability to afford the cost of internet package (Maulana, 2021). Expensive internet quotas become a barrier for online learning. Based on the circular of the Director General of Higher Education Number 821 year 2020 concerning Internet Quota Provision Program for Students and Lecturers, the government provides a free a free internet quota provision program to students, educators and lecturers. This program aims to support the implementation of distance learning during the COVID 19 pandemic.

Although there are some higher education institutions in Indonesia that are ready to do online learning, there are also a number of higher education institutions who are not ready to embrace the new system. For example, the higher educations in the big cities already have in place the technology and facilities to support online learning. But it is a different case in small campuses in rural areas or in remote district areas. Some educators in the rural areas still have problems in using platforms or Learning Management System. This had caused a one-way instruction of assignments without any interactions with the students. This becomes a bigger problem in a vocational higher education where hands on learning becomes the core of the learning process. Maulana (2020) in his research on the vocational higher education institution in the rural areas found that there are psychological impacts for learners in the form of depression, stress, and excessive anxiety. Maulana and Iswari (2020) conducted research on undergraduate student's stress level in Vocational Study due to online learning of statistics

for business course. The result showed that 3% of the student having stress level in extremely severe categories, 13% in severe categories, 8% in moderate categories, 24% in mild categories, and 52% in normal categories. Another result further by Maulana (2020) showed that online learning in the higher education had a psychological impact, which resulted in 29% of students having a level of depression above normal, 70% of students had an anxiety level above normal, and 46% of students had a stress level above normal.

In another point of view taken from the most reputable university in the capital city of Indonesia, the numbers from the survey have shown a different result. Based on the instruction of The Directorate of Higher Education of the Ministry of Education and Culture, Republic of Indonesia, Higher Education institutions have to conduct a survey on the future teaching and learning approach preference. Universitas Indonesia (UI) conducted a survey on the future of learning in UI. The author chose to share UI as an example since it is one of the oldest and most influential university in Indonesia, which started as a Medical School in 1849 and became known as Universitas Indonesia in 1954. Surprisingly, from over 18.923 students who filled up the form, only 4.542 or 24 % chose to go back to the previous face to face learning approach, 9.083 students or 48% chose to have a blended learning approach, and 5.298 students (28%) chose to continue to have virtual learning approach. Another version of the survey was filled up by the faculty of Universitas Indonesia, and had shown a more surprising result. From 1.610 respondents, 982 (61%) had chosen blended learning approach, and 483 respondents (30%) had voted for virtual learning, while the remaining only 9% who had chosen to go back to the old face to face learning style (Dewi, 2021). Another finding comes from Murad et. Al (2020) which supported that education practitioners in Indonesia are better prepared by online learning while supported by the government and a good system (96%) compared to face to face (4%). This phenomenon had brought a question on what is the real impact of the abrupt change to online learning during Pandemic Covid 19 to Higher Education in Indonesia? The students' view are important since students are the customer of the Higher Education System (HES) and the success of HES will be based on the performance of the outputs which are the students. The paper will be an overview of the current situation of pandemic Covid 19 impact toward Higher Education in Indonesia based on previous researches and will highlight a qualitative approach through a structured question to 21 students in Jakarta (the capital city with the highest population density in Indonesia) on how they reacted to the online learning brought by the Pandemic situation.

LITERATURE REVIEW

The beginning of Pandemic March 2020 had brought a big change in how the higher education is being delivered to the students. Every measures were done to transform the previous face to face learning delivery, into a totally virtual class. In terms of research on the impact of this Pandemic to the learning process in Higher Education in Indonesia, there are some published articles which could be seen in appendix A. The impact could be seen in multiple aspects. This literature review is highlighting the impacts as follows.

Technological Aspects

On this abrupt change caused by the Pandemic, the technical side is a significant aspect to increase the higher education readiness level to adopt online learning. This is shown in the previous research through several aspects. From the aspect of system support in the form of Learning Management System, Irfan et al, 2020 posited that campus LMS is not attractive to lecturers because of its limitations. Cahyadi (2020) also added that the strategy to assure the success of online learning is the high adaptation on using technology. Another important strategy is adequate support from the campus system and support to maintain a sustainable process. Martin et al (2020), Nugroho (2020) and Siswati, Astiena, and Savitri (2020) similarly argue that inadequate internet access, limited technology advancement and online learning facilities hampered the success of online learning therefore university must prepare a complete infrastructure. Yudiawan et al (2021) posited that infrastructure and system quality are the most influential factor (94.2%) while institutions variety and service have no significant impact (6.3%).

Teaching and Learning Approach Aspects

On the teaching and learning aspects researchers also came up with suggestions to improve the effectiveness of online learning. Susilana, Hutagalung, Sutisna (2020) and Giatman, Siswati and Basri (2020) added that digital pedagogical abilities and the quality of teacher's instructional learning are an important aspect for successful online learning. Yulia (2020) specifically add that educators should use variety of strategies to improve online learning. In Mulawarman University, the academic activities are all transformed because of the pandemic including the practical learning, learning evaluation, research and community service, international events and the student admission processes (Masjaya et. Al, 2020). Martha et al (2021) was analyzing the students' e-learning preparedness, and e-learning competency to 482 respondents in Universitas Indonesia. The findings showed that most students were ready to study online, only a few were not ready. There is a significant difference in students' e-learning readiness based on the academic year at the university, field of study, the level of organizational e-learning culture, gender, and region. In order to improve the students' online learning readiness, lectures may prepare various learning resources, provide metacognitive support, adding collaborative learning activities and providing motivational assistance.

Integrated Strategy to Support Sustainable Online Learning

The issue raised in the implementation of online approach should be solved through an integrated strategy by the Higher Education. Cahyadi (2020) from her study proposed six strategies on conducting online education, namely: First, the strategy of contextualization; Second, the strategy of proper delivery; Third, the strategy of high adaptation on using technology; Fourth, the strategy of adequate support; Fifth, the strategy of quality participation and Sixth, the strategy of the sustainable processes.

Higher Education should develop a rubric to measure the students' skill and knowledge as a tool to assess the quality of the teaching process (Cahyadi, 2020). Especially in this online learning, teachers need to encourage students to be more active and creative. This could be done through a virtual breakout room discussion, virtual group conference and presentation to show

the students' mastery on the subject.

Through her study Cahyadi (2020) came up with the empirical resolution to overcome online learning challenge by having a continuous review of E learning and ICT system in the online teaching process which is inline with the work of Nikolic et. Al (2019) and implementing the online learning strategy as follows; First, by having a creative online lesson plan, this should be different compared to the usual offline learning. Second, by making sure the audio and online tools is dependable. Third, is by organizaing the small class room activities (10-15 students in a session). The fourth is to challenge the students to enrich their knowledge from their own environment, and natural sources. The fifth, is the need for a tech-savvy junior assistant who master the ICT (Information and Communication Technology) to help out in the process. The sixth, is combining the distant learning with independent learning. Students need to be challenged in their own time to accomplish the task and assignments.

RESEARCH METHODOLOGY

The paper is a qualitative work in analyzing the phenomenon of COVID-19 toward Higher Education in Indonesia, from the eyes of the students, who are going through the commonality of a lived experience within the Higher Education setting. The fundamental goal of the approach is to arrive at a description of the nature of the particular phenomenon and the reaction of the informants (Creswell, 2013; Fetters, Curry & Creswell, 2013).

Interviews due to the pandemic problems are done through written structured question on the impact of Pandemic COVID 19 to Higher Education in Indonesia both on the positive and negative sides. The questions were shared through google form to the college students who have first-hand knowledge of the event, situation or experience which is the online learning in Higher Education. Researcher also implement the triangulation from previously published references and other external documents. The data is read and reread and culled for like phrases and themes that are then grouped to form clusters of meaning (Creswell, 2013). Through this process the researcher may construct the universal meaning of the event, situation or experience and arrive at a more profound understanding of the phenomenon without attaching personal view to the process. After the feedbacks and information from 21 students, the researcher found that the answer is already similar and had reached the data saturation and enabled the researcher to come up with all the possible themes. The recap of the students' informants' results can be seen in Appendix B.

RESULTS AND DISCUSSION

The data from interviews were examined by manual coding of the emerging themes. The process is done through:

- Coding the emerging positive impact keywords from the students' comments.
- Coding the emerging negative impact keywords from the students' comments.
- Reviewing previous publications on the impact of Pandemic to Indonesia's higher education
- Examining external documentation such as anything written about the impact of COVID-19 toward Higher Education, or anything relevant.

Coding of the emerging positive impact keywords from the students' comments. The following key words emerged based on the description of personal values from the students perception and elimination of repeated concepts and words (Appendix B): Flexible learning process, borderless learning (no boundaries), multiple tasking from home, saving commuting time, more productive time, earning while learning, flexible time, convenient, broad knowledge from the web, no time boundaries.

Coding of the emerging negative impact keywords from the students' comments. The following key words emerged based on the perception of the students and repeated concepts and words are already eliminated (Appendix B): Limited practical project, lost of human interaction, less socialization and team work, technology facility problem, lost of motivation for those who feel learning is like an obligation, limited public/community work, limitation on the way to evaluate the quality of learning.

Further Coding of Students' Negative Reactions and Identification of Success Factors

The following key words emerged from the negative impacts which can lead to the identification of what would be the requirements for a successful online learnings. These negative impacts can be seen through different aspects. First, the technological aspect. Second the human teaching and learning process aspect. Third the sustainable supporting system aspect. Based on the description of technological problem as described in the students' comments and elimination of repeated concepts and words (Appendix B), the negative technological impacts are: Timing delay due to connection problem, network stability problem, limitation of internet infrastructure, power outbreak.

The second emerging keywords is based on the description of human teaching and learning aspect in the students' perceptions. The process is already through the elimination of repeated concepts and words (Appendix B). The negative impact through the teaching and learning process aspects are: Complex online assignment, difficulty in practical hands-on learning (lab work etc), ineffectivity of knowledge transfer, difficulties in conducting research, lesser motivation and impact, lesser engagement, inability to do learning implementation to the public, no direct interactive practice, difficulty to measure the learning impact.

The third emerging keyword is based on the students' perception on the need for sustainable system support (Appendix B): The need for sustainable support to the faculty and the students to overcome problems, hard to create practical project since activity is limited in this condition and need a support system to overcome this problem.

Data Triangulation

The data is obtained through; First, the previous research and literature review on The Impact of COVID-19 to Higher Education in Indonesia; and second, the qualitative work through the structured question to 21 students on The Impact of COVID -19 (abrupt change to online learning) toward Higher Education in Indonesia; and third through other documentations (news, UI students' survey, and other public documentations) on the impact of the Pandemic COVID – 19 toward Higher Education in Indonesia. From these data triangulation, there are similarity findings and emerging of themes toward important findings as seen in figure 1.

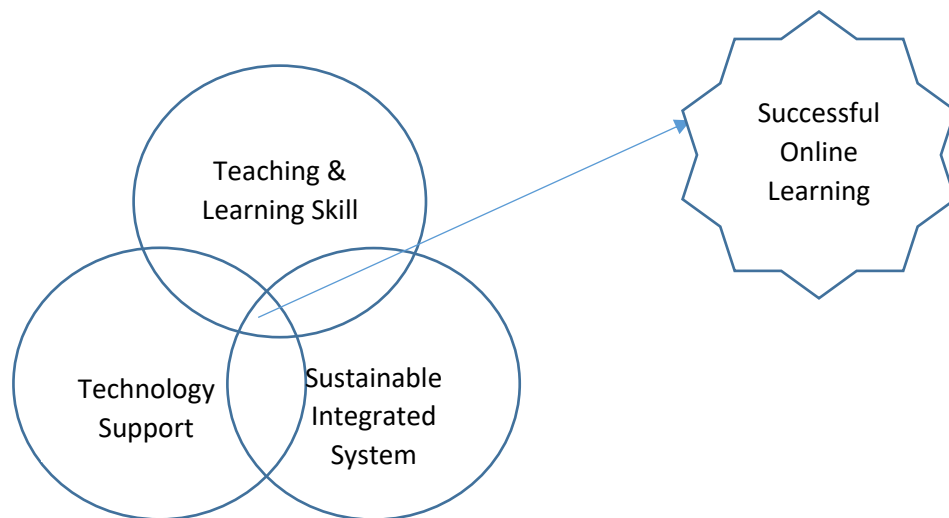


Figure 1. Depiction of Supporting Factors toward a Successful Online Learning in Indonesia

Based on the triangulation there is a match in the perceptions of the impact of COVID 19 toward higher education which would lead to the requirement to have a successful online learning which could be seen through three big aspects namely technological supports, teaching and learning skills, and sustainable integrated support system. These factors could be identified as the important factors which lead to the potential success of the online learning in Higher Education given the establishments of these required elements (Figure 1). The finding is confirmed based on the previous research, external documents which provided additional confirmation about the potential success of the online learning, and through the informants from the students from the capital city of Jakarta, Indonesia.

Meaning in Data Collected

The data was collected through triangulation to determine how are the real impact of COVID 19 toward higher education as seen from the eyes of the students and previous research and other external documentations. There are three key elements which emerged to be the enabler for a successful Online Learning in Higher Education in Indonesia. The elements are technology supports, learning and teaching skill and sustainable support system from the government and the higher education institution.

CONCLUSION

The Impact of Pandemic toward Higher Education in Indonesia can be seen through different angles. Ministry of Education and Culture have done a wise solution to transform the education process to online learning. The impact for the higher education in the big cities seem to be more on the positive sides. University has been reporting breakthrough approaches enabled by the online learning system. Collaboration between campus across the archipelago is now possible, and is enriching the learning process. Both students and faculty acknowledges the flexibility of the online approach as being efficient and time effective. This is especially true for big cities in

Indonesia where the traffic problem is usually severe. Students can save up to 6 hours of commuting time, by joining the online learning platform.

The positive themes came up from the qualitative study in the form of: No time boundaries, time saving, convenient, flexible, able to attend borderless class (including cross-country collaboration), ability to do multi tasking (working while learning), and higher productivity. Students also came up with the negative comments on: Dependency to a high quality technology support, less human being interaction which is needed especially in hands-on practical learning, less socialization and team building activities amongst students, less personal relationship and engagement especially to develop students' characters, unable to do direct public service activities, less effective in knowledge transfer process which needs campus' support system. Nevertheless, from the positive and the negative comments and the triangulation from previous researches and relevant external documents, we can see a similar pattern emerging to identify the three main factors for successful online learning: availability of internet package, facilities and infrastructure (technological support); enabling faculty with a good digital pedagogy capability (teaching and learning skill), and continuous supports from the campus' system (integrated sustainable support system).

Special cases for the higher education in the rural areas, have shown bigger problems, due to the lack of digital infrastructure and facilities and the limited capacity of faculty in conducting digital pedagogy, and the limited system support.

Theoretical Implication

Indonesia is an archipelago of 17600 islands with very different situation and condition of the Higher Education in different regions around Indonesia, it will be difficult to come up with one conclusion which demonstrates the impact of Pandemic to the Higher Education in Indonesia. But it is safe to conclude that there is a high potential for the success of the online learning in Indonesia. The online learning has big role in the future of education in Indonesia regardless of the Pandemic, given the adequate support in the form of technological support (infrastructure of digital technology), the continuous improvement of teaching and learning skill (including digital pedagogy) and the sufficient sustainable system support from the government (The Ministry of the Higher Education and Culture) and the campus system. Faculty becomes the enabler for the success of the online education once they can enriched themselves with the varieties of teaching and learning skills which is also available through the web.

Managerial Implication

Higher Education institutions need to pro-actively and continuously upgrade their facilities to support online education program. Higher Education institution needs to ensure a continuous improvement of the teaching and learning process, and to increase the faculty and students ability to master the digital pedagogy system. In addition to using the school LMS, faculty should be introduced to take advantage from other options through the websites. The Higher Education institution should also establish a sustainable integrated support system for continuous improvement. For example to compensate the lack of interactions between faculty and students, the Higher Education institution should develop an open special virtual counseling

office hour system to ensure communications and high interactions between faculty / campus support systems and the students. This personal virtual counseling service will serve more like a motivational face to face meeting in the offline learning process.

Limitations and Future Research

This paper is only using the perception of the 21 students from the capital city Jakarta, Indonesia. Future research should be conducted by comparing interview results from different areas in Indonesia for example Big Cities versus Rural Areas. The literature review is only based on limited paper already published on the area of the Pandemic impact toward Higher Education in Indonesia. Future research should be conducted again after the Pandemic is over, to include all the current research. This paper does not offer statistical generalizability but only analytical generalizability (Yin, 2018). In the future further quantitative studies should be conducted to determine statistical generalizability.

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Appendix A

Table 1

References on the Impact of Covid 19 toward Higher Education in Indonesia

Author & year	Title of Research	Var of Interest	Location	Resp	Conclusion
Muhammad Irfan, Betty Kusumaningrum, Yuyun Yulia, Sri Adi Widodo, 2020	Challenges During The Pandemic: Use Of E-Learning In Mathematics Learning In Higher Education	- Pandemic, - Covid-19, - Online Learning, - Mathematics Learning	Universitas Sarjanawiyata Tamansiswa, Yogyakarta, Indonesia	26 Resp	What is interesting is that the LMS available on campus is less attractive to lecturers. However, there are obstacles faced such as the limitations of writing mathematical symbols and the limited basic capabilities of the learning management system and multimedia software to support online learning.
Ani Cahyadi 2020	Covid-19 Outbreak and New Normal Teaching in Higher Education: Empirical Resolve from Islamic Universities in Indonesia	- Covid-19, - New normal, - Online education	UIN Antasari, Indonesia	L R	This study reveals the six strategies on conducting online education namely; a) the strategy of contextualization, b) the strategy of proper delivery, c) the strategy of high adaptation on using technology, d) the strategy of adequate support, e) the strategy of quality participation, f) the strategy of sustainable processes.
Slamet, Abd. Malik Karim Amrullah, Sutiah, Ali Ridho, 2021	Differences in the Experience of Lecturers and Students on Distance Learning In Higher Education in	- Difference in Experience, - Learning Process, - Distanced Education, - Covid-19	Universitas Islam Negeri Maulana Malik Ibrahim Malang, East Java-	527 Resp	The study results show that the distanced learning process is measured under three categories (Learning activities, Thesis supervising activity and, and Assessment activity) significant differences are found in the thesis supervising activity that cannot be implemented in the distance.

	Indonesia: Case Study in the Pandemic of Covid-19	Pandemic.	Indonesia,		
- Yubaedi Siron - Agus Wibowo - Bagus Shandy Narmaditya 2020	Factors Affecting The Adoption Of E-Learning In Indonesia: Lesson From Covid-19	- E-learning - Students experience - Perceived enjoyment - Computer anxiety - TAM - Covid-19	Universitas Islam Negeri Syarif Hidayatullah, Indonesia	210 Resp	The findings indicate that the students' intention in using e-learning was determined by several variables, including perceived enjoyment, students experience, computer anxiety, and perceived self-efficacy.
Roy Martin Simamora, Daniel de Fretes, Ezra Purba, Daniel Pasaribu, 2020	Practices, Challenges, and Prospects of Online Learning during COVID-19 Pandemic in Higher Education: Lecturer Perspectives	- Covid-19 - Higher education - Learning - Online - Pandemic - Teaching	Indonesia Institute of the Art, Yogyakarta, Indonesia	8 Resp	Online learning applications are beneficial for some lecturers to deliver lecture material without face to face, although there are some obstacles such as inadequate internet access. Online learning has high prospects and potential to be applied due to its extremely related to the technological developments
Rudi Susilana, Fonny Hutagalung, M Ridwan Sutisna, 2020	Students' Perceptions toward Online Learning in Higher Education in Indonesia during COVID-19 Pandemic	- Students - Perceptions - Pandemic	Indonesia University of Education,	206 Resp	The findings showed student's discomfort and difficulties in applying online learning during the pandemic. Increasing digital pedagogical abilities of teachers and the support of the surrounding environment are the important elements that need to be given major attention.
Agus Yudiawan, Budi Sunarso, Suharmoko, Fatma Sari, Ahmadi, 2021	Successful online learning factors in COVID-19 era: Study of Islamic higher education in West Papua, Indonesia	- COVID-19 era - Infrastructure - Islamic education - Online learning - System quality	IAIN Sorong, West Papua, Indonesia	302 Resp	The results showed that the seven factors tested influenced online learning success in the COVID-19 era, with varying significance. Infrastructure and system quality are the most dominant influences (94.2%), meanwhile institutions' variety and services have no significant impact (6.3%).
Azmil Abidah, Hasan Hidayatullaah, Roy Martin Simamora, Daliana Fehabutar, Lely	The Impact of Covid-19 to Indonesian Education and Its Relation to the Philosophy of "Merdeka Belajar"	- Covid-19 - Philosophy of education - Merdeka Belajar	Universitas Negeri Surabaya, Indonesia	Lit Rev	The current freedom cannot be interpreted as unlimited freedom in learning. There are Four points in The philosophy of "Merdeka Belajar"; physical distancing, social distancing and self-quarantine; digital learning in Indonesia to face Covid-19; in both free learning and independent campus.

Mutakinati 2020					
Andhi Dwi Nugroho 2020	How E-Learning Deals with Higher Education during the Pandemic in Indonesia	- E-learning - Students - Pandemic	Universitas Sarjanawiyata Tamansiswa, Yogyakarta, Indonesia	126 Resp	There are several aspects such as the availability of online learning facilities, the use of facilities, learning processes, and some more points that need to reconsider or to optimize conducting the e-learning for the long term
Muhammad Giatman, Sri Siswati, Irma Yulia Basri, 2020	Online Learning Quality Control in the Pandemic Covid-19 Era in Indonesia	- Covid-19 - Online Learning - Quality Learning - Student Response	Universitas Negeri Padang, Indonesia	4820 Resp	E-learning process at UNP has been going well and can meet the learning outcomes that have been set. To improve the quality of better learning outcomes, it is necessary to improve the quality of network infrastructure by Telkom, increase the quality of instructional learning by lecturers, and provide credit subsidies for students.
Bernadetha Nadeak 2020	The Effectiveness of Distance Learning Using Social Media during the Pandemic Period of COVID-19: A Case in Universitas Kristen Indonesia	- Covid-19 - Social Media - Distance Learning - Information Technology and Communication.	Universitas Kristen Indonesia	250 Resp	The results of testing the effectiveness of distance learning using social media concluded that distance learning using social media is only effective for theoretical and theoretical practical courses, whereas in practice courses and distance field courses using social media is felt to be less effective
Dina Fitria Murad, Rosilah Hassan, Yaya Heryadi, Bambang Dwi Wijanarko, Titan 2020	The Impact of the COVID-19 Pandemic in Indonesia (Face to face versus Online Learning)	- Pandemic Covid-19 - Face to face learning - Online learning - Student profile	Bina Nusantara University Jakarta, Indonesia	225 Resp	The results of this study prove that we all tend to be unprepared but strangely, on the other hand, the fact is that the positive things from this pandemic prove that education practitioners in Indonesia are better prepared by online learning because they are more comfortable and satisfied with online learning while supported by the government and a good system (96% of respondents) compared to face to face (4% of respondents).
Triyo Supriyatno, Facrul Kurniawan, 2020	A New Pedagogy and Online Learning System on Pandemic COVID 19 Era at Islamic Higher Education	- new pedagogy - Online learning system - Pandemic covid-19 - Islamic higher educations	UIN Maulana Malik Ibrahim Malang, Indonesia	197 Resp	The main recommendations are the following: to organize training courses of online education methods for lecturers; to organize in-depth training courses of online education methods for lecturers of non-pedagogical specialties; the university's management should provide constant monitoring of the satisfaction of students and lecturers of the online education organization for the accumulation of statistical data in the dynamics.

Sri Siswati, Adila Kasni Astiena, Yolanda Savitri, 2020	Evaluation of Online- Based Student Learning: Models During New Normal Pandemic Covid-19 in Indonesia	- Online Learning - Less Effective E-Learning - Blended Learning - Emotional Relationship - Health Protocol	Universitas Andalas, Indonesia	362 Resp	The university must prepare a complete infrastructure, students prepare themselves with the maximum ability to be effective in the learning process, lecturers as well as students and information technology personnel must be prepared for their expertise through ongoing training. The Era of the Industrial Revolution 4.0 had more and more real effects on the educational process. The ability to solve problems, the ability to communicate, the ability to collaborate, the ability in technology needs to be improved.
Henny Yulia, 2020	Online Learning to Prevent the Spread of Pandemic Corona Virus in Indonesia	- Reshape - online learning - Strategies - Advantages - Effectiveness	University of Baturaja, Indonesia	Lit Rev	The most important thing that the educators should do is to use variety of strategies to improve online learning. By doing so, it is hoped that the process of teaching and learning by using online course will run smoothly.
Masjaya, Mustofa Agung Sardjono, Swandari Paramita, Anton Rahmadi, 2020	Higher education transformation in Indonesia during COVID-19 pandemic: implementation in Mulawarman University	- higher education - transformatio n - COVID-19	Mulawarman University, Indonesia	Lit Rev	The transformation of Mulawarman University academic activities consists of: (A) Lecture/teaching activities, (B) Practice activities (laboratory and fieldwork practices), (C) Learning evaluation activities (mid and final semester exam), (D) Final project guidance activities, (E) Research and community service activities, (F) Other (related) academic activities, (G) National/international events and professional/service trips at home/abroad, (H) New student admissions activities year of 2020 (SNMPTN; SBMPTN; and SMMPTN), and (I) Student activities/student work units
Ati Suci Dian Martha , Kasiyah Junus, Harry Budi Santoso, Heru Suhartanto, 2021	Assessing Undergraduate Students' e-Learning Competencies: A Case Study of Higher Education Context in Indonesia	- E-learning - Students' e- learning preparedness - E-learning competency - Rasch analysis - Online learning	Universitas Indonesia, Indonesia	482 Resp	The results show that most students were ready to study online, but a few were not ready. Moreover, the results show significant differences in students' e-learning readiness based on the academic year at university, the field of study, the level of organizational e-learning culture of the university, gender, and region. To improve students' online learning readiness lectures may preparing various learning resources, providing metacognitive scaffolding support, adding collaborative learning activities and providing motivation scaffolding assistance

APPENDIX B

Table 2

Students' Comment on the Impact of Pandemic COVID -19 to Higher Education

Informant	Negative Impact	Positive Impact
Student 1	Complex assignment. Needs sustainable system support to ease the process. For example sustainable support to the faculty and the students to overcome problems.	Flexible learning process
Student 2	higher education will lose some of its value that make it competitive, now higher education will compete with an online training platform too because it lose some of value. for example, hard to create practical project since activity is limited in this condition and need support system to overcome this problem.	the market of higher education will be limitless since online class could be done everywhere.
Student 3	lost of human interaction. for some people learning via online are more challenging because habit and also it is unclear if discuss via online. Offline more interactive	There is no boundaries (location, time) it is a matter of our drive, time and funding
Student 4	Unavailable Offline Learning and Less Socialization among students, Less Group Discussion and Team Work.	Many people seek for additional activities or pursue a degree while everything can be done from home.
Student 5	there is a lot of obstacle when we have discussion, for example timing delay, issue in connection, power outbreak etc	we became tech savvy
Student 6	Needs support, Less effective in transferring the material	Less time on the road
Student 7	Difficult to do research	Time travelling savings and benefit in terms of the distance.
Student 8	Illiquid conversation and discussion, due to its dependency on network stability. Limited access to physical references.	Flexibility in learning venue, allowing student to learn wherever.
Student 9	Less human interaction	More Efficient for time
Student 10	Still, offline presence is much more impactful than online presence.	Flexible time and place.
Student 11	less engagement with the lecturer	flexible in term of time (no need to deal with traffic to get to the campus)

Student 12	Less interactions and ambience of learning in class, more distractions, less focus, less social interactions	More tech savvy, less cost for transport, food, snacks, etc.. Wish the edu pay could decrease as well..
Student 13	Less of human interaction among the classmates.	Student can learn from anywhere.
Student 14	Less interaction, less understanding, less attention due to online class.	No or less typical offline class problems such as traffic, time and others. We can even somehow follow class when we are not so well and in bed as we learn online.
Student 15	for people who think education is an obligation its ruining them, but for people who think education as a NEEDS then its no problem, the need to transform the mindset	have more productive time since we dont need to drive to campus
Student 16	Kurang totalitas dalam pembelajaran, karna tetap berbeda saat harus online, terlebih jika dibutuhkan praktek dalam pengimplementasian materi. Ditambah jika koneksi sedang kurang baik. (Not getting the complete learning experience, especially in practical work. Especially when the connection is bad)	Menghemat waktu, bisa multitasking sambil mengerjakan pekerjaan lain, karna apabila offline class, akan sangat mempengaruhi pekerjaan utama (dalam hal waktu, bentrok, macet), dan kemungkinan tidak akan bisa mengambil S2 dalam waktu bersamaan. (Saving time, possibility to do multi tasking and earning MBA while working).
Student 17	there are some lessons that is hard to be understand when it's only explain through a PPT, and also there are some experiment or activities for assignment that need have to cancel because we cannot have activities in public	the student able to attend the class everywhere, especially for those who have work and have class right after their work hours.
Student 18	Lack of direct interaction, especially subject which need direct practice	More flexible in term of location, be more punctual due time safely
Student 19	not knowing your peers well enough	more convenient in learning time
Student 20	Limited interaction	Web based knowledge
Student 21	less interactive discussion between student as compared to offline class	Time saving, more efficient in discussion
Student 21	Students can't fell the classroom discussion and interaction live, lecturer can't make sure the material and message delivered successfully to student	No time boundaries due to transport time to reach the campus, meeting can be done online

Tech. aspects

Teaching and Learning Process

System Supports

Flexible Features

Effects of COVID-19 Outbreak on Higher Education in The Saudi Arabia: Obstacles, Opportunities and Threats

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ABSTRACT

COVID-19 has brought the world to a standstill in March 2020 when World Health Organization Director started with opening remarks at the media briefing and declared it as pandemic. Education officials were being forced to cancel classes and temporarily close the doors to campus across the world due to the growing coronavirus outbreak. Due to rapid spread of coronavirus (COVID-19) the unique ecosystem of the universities and college, campuses were also affected where students live and study in close proximity to each other creating uncertainty regarding the implications in higher education. The whole education system changed to online/ distance education. This article discusses the effects of COVID-19 outbreak on higher education in Saudi Arabia. How obstacles and threats handled during the pandemic. It also deliberates the opportunities for higher education in future emergency conditions. This article mainly highlights the eight dimensions published by Online Learning Consortium (OLC) and National eLearning Center of Kingdom of Saudi Arabia. Due to the emergency outbreak of Covid-19 Saudi Arabia included online teaching and learning as a need to achieve the goal of Vision 2030.

Keywords: Higher Education, Saudi Arabia, COVID-19, National eLearning Center, Online Learning Consortium, Vision 2030, Pandemic, Distance Education, Educational Technology

INTRODUCTION

COVID-19 has brought the world to a standstill in March 2020 when World Health Organization Director started with opening remarks at the media briefing and declared it as pandemic. Education officials were being forced to cancel classes and temporarily close the doors to campus across the world due to the growing coronavirus outbreak. In early 2020, COVID-19 disrupted the whole world, where education is no exception. Even the education system across the globe, which resulted in rapid change to remote learning without the appropriate knowledge, skills, experience and adequate resources for the educators. Due to this, many students ended up getting in less than optimal learning experiences, which was a catastrophe in the whole education sector. As with countries around the world, Saudi Arabia also responded to the pandemic in same way by closing down universities and colleges. As elsewhere, educational provision continued through alternative means through online process and instructional packages in collaboration with Ministry of Education and National eLearning Center. During the period of closure in Saudi Arabia, the learning imparted to the students was less than what they would have done in traditional teaching with a focus on small groups and direct interaction.

To ensure that high quality online learning offered in the future, the Kingdom of Saudi Arabia commissioned a study to understand the state of online learning pre and post COVID through Online Learning Consortium. This article highlights the facts during COVID 19 in Saudi Arabia. According to Higher Education Report (Online Learning Consortium), provided with eight dimensions including leadership, curriculum design & planning, online teaching and learning, assessment, technology, student support, training & support and lastly evaluation & continuous improvement during pandemic.

1. DIMENSIONS

1.1 Leadership

Leadership includes Governance, Strategies, Policies, Procedures, Resource Allocations, Periodic Review & Updating. There was No National Policy for Distance Education present for emergencies which resulted in lack of proper strategy and experience with educational institutions/universities. Activities that required physical or face-to-face interaction between the faculty/staff and students were badly affected. Distance Education may also affect the credibility and authenticity of the lessons provided and may lead to invalidation of the results. Whereas Distance Education increased, awareness on the part of Faculty/Staff & Students will go a long way in making the learning simpler, fruitful and flexible. Improvement in infrastructure makes it a stronger and effective means of knowledge transfer across all forums. Distance Education will help in utilizing the time in learning and researching the subject better due to elimination in the need for physical travel and meet in classrooms and also saves a lot of time and energy.

1.2 Curriculum Design & Planning

Instructional Design Methods & UDL, Alignment with Standards, Course Syllabi, Course Materials & Content, innovation are associated with Curriculum Design and planning that is an imperative part in online teaching. The main obstacle in this aspect was the traditional thinking between both minds of the people and the students that the classroom teaching is imperative for

the course curriculum. Lack of initiatives on the part of the curriculum designers and dilemma in the minds of the planners of the curriculum that whether the Distance mode of education is only a temporary measure or that the changes made are going to be permanent. Disagreement among the other stakeholders of the course curriculum like Governments, Industries and other services may only lead to delay and indecision. Lack of involvement of experienced faculty/staff in designing and planning the curriculum may leave a big gap between the expectations between the faculty and the students in the Institution/universities imparting higher education.

(Where in) A lot of creative ideas and thinking were infused into the Curriculum, which made the course both more productive and also easy and more interesting to learn. Services of the experts from abroad could be easily utilized in this mode of learning. Digitization of the course materials and support materials would make it simpler, easier and less tedious to make changes in the curriculum to keep it updated.

1.3 Online Teaching & Learning

Communication, Engagement, Expectation Setting, Outcomes, Course Interaction, Feedback, Resources, are all part of online teaching and learning. Faculty members were not trained in conducting online classes effectively which resulted in understanding the student's queries and difficulty especially with practical and project related courses. The faculty members many times are not sure whether the students have properly understood the subject in the right context and in full, the information given by them in online lectures where students with disabilities were at a disadvantage compared to the other students.

Online classes creates flexibility both for teachers and the students by which the faculty can record their lectures whenever they are free and the students can listen to the lectures during their leisure time and as many times as they want. Students can listen to lectures by different expert faculty members on a particular subject from across the world thus giving them a vast exposure on the subject.

1.4 Assessment

Assessment Strategies, Assessment Processes, Assessment methodology, Assessment Types helps in channelizing the education system. Lack of clarity in grading system creates confusion among both the students and the faculty members along with lack of consensus regarding the rubrics. Demotivates those students who could not display their abilities in areas other than paper exam. Lack of clarity in rubrics (or) in marking system creates a lot of friction and difference of opinion between faculty member and the students. Mischievous students tend to exploit the loopholes in the grading system to maximize their grades using unfair means. Mistakes by faculty members in assigning the grades causes great injustice to students if not corrected by any means properly.

Opportunities with assessing online motivates the students to score maximum points by exploiting his/her potential the best. Act as a medium by which the faculty members can motivate the students to identify their weak areas and start working on it. Also, acts as a great opportunity for the faculty members to use innovative ways in assessment of the student's work.

1.5 Technology

Operability, Centralized Online Education Infrastructure (SSO, LMS, etc.) Modality, Security, ITSM Compliance, Internet Access, Reliability, Coverage are portion of technology. Educational technology tools require additional infrastructure that increases the cost and are

inaccessible to all. The Educational technology tools are highly sophisticated hence needs a lot of technical input and experience to understand it properly and to use it to their benefit, which results in extra training sessions and workshops. The Educational technology tools frequently involves high maintenance cost or license fees, which becomes unaffordable for small and medium scale institutions or universities. The Educational technology tools once again are prone to malfunctions and virus attacks which then becomes a unforeseen headaches for the Institutions/Universities to spend time, money and energy on fixing the same rather than focus on the students

Educational technology tools are highly useful with a lot of value addition, which used properly, adds value to the teaching by the faculty members making it a quality learning experience for the students. Educational technology tools are designed by the experts and hence automates a lot of routine and painful work involved in the day-to-day teaching.

1.6 Student Support

Student Orientation & Support, Equity, Accessibility, Compliance Standards are included under this category. Students support infrastructure involves multidimensional aspects like manpower/material/additional funds/training both for faculty members/instructors and the students that adds additional burden on finances to the Institution/University. There are many issues in making the service accessible to all stakeholders that includes innovative methods that are often misunderstood, which needs to be taken into command and resolve all the issues concerned. It always comes under the gambit of audit and hence has to be kept updated and in confirmation with all applicable standards which in turn puts a lot of stress in the Institution/University administration that needs smart and capable individuals to handle all the stakeholders involved in it. The Student Support Infrastructure frequently becomes victim of allegations by both the faculty/administrators and the students for lack of support, that once again the Institution/University administration finds it very difficult to deal with.

Students Support involves keeping in touch with all the stakeholders involved and hence is a excellent forum to communicate and coordinate various initiatives of the Institution/University in a very easy and effective way. This resource provides necessary inputs/training and support to all stakeholders thus acting as the spearhead of every initiative taken by the Institution/University towards the goal of imparting knowledge to the students in the most effective ways and means and that is reliable tool in channeling the times and energies of the students towards their goal and maximize their potential.

1.7 Training & Support

Technical Assistance, Professional Development, Orientation, Mentoring are considered under training and support. This involves five aspects of management staffing, technical knowledge, materials & spares and licensing issues that consumes a lot of time/money and energy on the part of the Institution/University. Training & Support acts as the nerve center of all the academic activities in the Institutions/Universities that needs a close supervision in managing and close attention on the part of the administration. Employee turnaround is a headache for the Institution/University administration in maintaining a strong technical support team that can be outsourced to get over this but this once again involves constant supervision and continuous funding.

Having a strong, capable and well-equipped technical support is a great asset for the Institution/University and it goes a long way in reinforcing the reputation of the organization. Once again having a good technical support team in compliance with all the standards put the Institution/University on a higher pedestal in comparison to its contemporaries and good technical support boosts the morale of all the stakeholders involved (Faculty/Instructors & Students) and makes it a good and quality learning experience for everyone involved.

1.8 Evaluation & Continuous Improvement

Evaluation & Continuous Improvement involves Student Satisfaction, Faculty Satisfaction, Staff Satisfaction, Evaluation of Course Outcomes and Program Quality. This activity involves a lot of highly qualified and experienced eminent personality from all aspects along with all the regulatory and approving authorities. The decisions taken after all the deliberation need to be verified, studied and approved by the governing board/committee of the Institution/University that once again takes a lot of time and effort. A Pilot project needs to be done based on the changes made in the curriculum with all stakeholders involved to figure out problems/short comings if any in the same and the same has to be sorted out. The governing agencies may put many restrictions in the academic activities both present and proposed by the University/Institution due to a combination of reasons along with restrictions on funding it. The process of approval by various authorities/agencies involved may take more time to be delayed much beyond the expected schedules thus severely affecting the rollout of future programs or proposed changes in the curriculum.

This is a great opportunity for the Institution/University to transform the curriculum/assessment in confirmation to the reputed institutions. Consistent performance by the University/Institution in imparting unmatched quality of education to the students will also invite liberal grants/aids both by the government and by the Non-Government Organizations(NGOs). Along with this a lot of sponsorship from the Industries and corporate both within the country and abroad thus helping the Institution/University to expand its activities by width and breadth all over the world.

CONCLUSION

The current crisis has tested our ability to deal with emergencies and with large-scale disruptions. This pandemic is a call to renew the commitment to the Sustainable Development Goals with the agenda to educate our future society in these conditions. Therefore, Saudi Arabia included online teaching and learning as a need and goal of Vision 2030, and invested in the development of strategies and handling the success of online education as a key component of attaining long term higher education goals. Due to pandemic, there has been a rapid acceleration in the development and delivery of fully online courses for high volume of students with untrained faculties/staff. The implications drawn from this study was to profound prerequisite to support online education for future emergencies and Vision 2030 goals.

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Effect of COVID19 Pandemic on Higher Education in New Zealand

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ABSTRACT

Higher education is vital for any nation's economic and social progress as it helps in shaping the youth of the country by equipping them with the required skills for their future work life. Accordingly, higher education can provide solutions by bridging the existing gaps in relation to the shortage of workforce skills that has been ameliorated due to COVID19 pandemic i.e. digital divide due to the pandemic and requirement for working from home and social distancing.

As a result of the spread of COVID19 worldwide, there has been a shift in higher education from the traditional concept of delivery towards online delivery which exposed the digital divide problem.

The aim of this research is to provide an analysis of the impact of COVID19 outbreak on New Zealand higher education by discussing the obstacles, threats and future opportunities.

Keywords: COVID19, higher education in New Zealand, obstacles, threats and future opportunities.

INTRODUCTION:

This research reports on the current situation of higher education in New Zealand and how it has been affected by the outbreak of COVID19 pandemic. As a result of this pandemic government resorted to lockdown and social distancing to compact community spread of the coronavirus. Accordingly, schools and universities were closed for a while during 2020 to save people's lives. The whole education system shifted to online teaching which was not the most suitable solutions for all students.

This shift in the higher education system had various repercussions on New Zealand economically, socially and politically. This research paper will be discussing the encountered challenges, obstacles, and future opportunities.

Due to these measures New Zealand borders were also closed which impacted on the policies of international students who used to come to New Zealand.

The paper starts by providing an outline of the New Zealand qualifications framework followed by discussing the impact of COVID19 pandemic on higher education sector in New Zealand.

Background of New Zealand Tertiary Education and Qualifications Framework

In New Zealand tertiary education covers all education after secondary school i.e., it includes both higher education and vocational training. The New Zealand tertiary sector covers private training establishments (PTEs), institutes of technology and polytechnics (ITPs), wānanga, universities and workplace training (New Zealand Immigration, 2021).

There are 432 tertiary education providers in New Zealand, in which eight of them are universities, while the rest are other providers (i.e. PTEs, institute of technology and polytechnics, wānanga and work training establishments). They all provide an extensive range of degree and postgraduate education of international quality (Education Counts, 2021).

The New Zealand Qualifications Framework is divided into 10 levels based on the complexity of learning starting from Level 1 certificate to doctoral degree.

At the secondary level, students study to obtain their National Certificate of Educational Achievement (NCEA). Once they obtain the 3 levels of the NCEA and pursue tertiary level of education, they have various options from universities, institute of technologies, private training establishments and other transitionally training organisations (NZQA, 2021).

The following Table 1 explains the different NZQF qualifications type and knowledge gained at each level.

Level	Certificate	Diploma	Degree	Knowledge
10			Doctoral Degree	Knowledge at the most advanced frontier of a field or professional practice.
9			Master's Degree	Highly specialised knowledge, some of which is at the forefront of knowledge, and a critical awareness of issues in a field of study or practice.
8	Postgraduate Certificate	Postgraduate Diploma	Bachelor Honours Degree	Advanced technical and/or theoretical knowledge in a discipline or practice, involving a critical understanding of the underpinning key principles.

7	Graduate Certificate	Graduate Diploma	Bachelor's Degree	Specialised technical or theoretical knowledge with depth in one or more field of work or study.
6	Certificate	Diploma		Specialised technical or theoretical knowledge with depth in a field of work or study.
5	Certificate	Diploma		Broad operations or technical and theoretical within a specific field of work or study.
4	Certificate			Broad operational and theoretical knowledge in a field of work or study.
3	Certificate			Some operational and theoretical knowledge in a field of work or study.
2	Certificate			Basic factual and/or operational knowledge in a field of work or study.
1	Certificate			Basic general and/or foundation knowledge.

SOURCE: NZQF, 2021

Tertiary education providers in New Zealand offer courses, which range from transition programmes from school leavers to work, through to postgraduate study and research.

The focus of the educational provider is on their ability to offer education on the required quality standards, which is approved by the New Zealand Qualifications Authority (NZQA) rather than based on the type of study. The following are where the different type of studies provided as explained by the New Zealand Qualifications Framework (2021):

- Higher, degree-level education is mainly offered at universities. Programmes are research-led and generally academic, as distinct from vocational.
- Vocational degree level education is offered at Te Pūkenga subsidiaries, wānanga and a few larger PTEs. Such degrees tend to be specific and applied.
- PTEs' programmes are mostly in specific vocational niches at certificate and diploma level.

Effects of COVID19

When COVID19 pandemic hit the globe in March 2020, governments all over the world resorted to lockdown and social distancing to save people from this rampant disease killing its citizens. Accordingly, all businesses closed which had a great impact on all industries including the educational sector worldwide.

The following are some of the implications and effects of COVID19 on the tertiary sector here in New Zealand:

Economic and Financial Implications

Walter (2020) from the local Newsroom reported that New Zealand depends a lot on its international education sector as it is considered the 5th largest export market in the country and its worth \$5 billion a year.

As a result of New Zealand closing its borders and further government restrictions of quarantine, it has stopped international students from seeking overseas education; accordingly, universities lost around \$200 million in 2020 and it's expected that this figure will rise to \$400 million by the end of 2021.

In addition to the tertiary sector, communities also lost approximately \$700 million per year that used to be spend by international students.

The following are some of the examples reported at the Newsroom by Walter (2020) of how New Zealand Universities were hit badly as a result of COVID19 and losing international fee-paying students due to the closed borders:

- Victoria University of Wellington expected to lose \$30m to \$40m in 2020, compared to its budgeted surplus of \$13m. That loss in revenue is expected to get bigger in 2021. Before the pandemic, the university had been looking to exceed enrolment targets for the first trimester, but was down by 6 percent from trimester one in 2019.
- Massey University estimated an impact of between \$30m and \$50m, resulting in a \$20m to \$40m deficit in the 2020 financial year (5-9 percent of revenue).
- Waikato University's Vice-chancellor, professor Neil Quigley, said the university was projecting lost revenue of \$21.9m this financial year, and it would have 300 fewer full-time international students than its 2020 target.
- At the start of the pandemic, the University of Auckland said it expected to lose about \$40m in revenue in the first half of 2020 (Walters, 2020).

Social and Cultural Implications

Universities NZ Chief Executive, Chris Whelan explained how New Zealand will also suffer social and cultural interactions and benefits as they lose the connections with international students (Walter, 2020).

On the other hand, universities have been offering online learning and financial support through hardship grants to students both international and domestic during those challenging times of COVID19 pandemic.

And for the international students who remain in New Zealand (about half of the normal expected number of students), universities and the Government have been working on safeguarding their learning opportunities and wellbeing (Walter, 2020).

In relation to domestic students, especially older students, it has been forecasted that there will be a rise in enrolment numbers across all tertiary educational sector (i.e., universities, technical institutions, wananga and private training establishments) for the next few years. This forecast is built on historical trends that tertiary enrolments tend to increase significantly during challenging economical hardships and lack of employment.

Whelan (2020) further reported that the increase in domestic students already is happening in Waikato, Canterbury and Otago. Nevertheless, this increase will not balance the loss incurred from losing money from international students' fees.

Obstacles/Challenges hindering recovery from COVID19

The world is passing through a rapid and exponential increase in digitization, artificial intelligence and machine operation that is changing the way we think, learn, work and interact in both our everyday life and professional practices. This rapid technological change aiming to capture data and information has its perks and at the same time challenges. The following are some of the obstacles encountered that may hinder or slow the recovery post COVID19 decade:

- **Traditional Methods of Instruction**
In this revolutionary age of technological advancement, the traditional methods of instruction either classroom layout to instructors, is no more sustainable. Universities need to allocate the budget to meet the new educational trends and increase the process of productivity.
- **Changing Population**
There is a shift in the type of students seeking tertiary education i.e., tertiary institutions need to be able to provide education for the students from different ethnicities, backgrounds, different financial status, different ages and different stages of their careers.
- **Educational Technologies**
Due to advancement in technology, new educational technologies emerged e.g., blended learning, flipped classroom and engaged learning which demands different roles played by students and educators. Such change could be challenging in practice and support.
- **Providing Adequate Curriculum**
Tertiary institutions should endeavour to provide the relevant curriculum to all the above-mentioned changes which also requires the relevant technology and the staff who possess the required skills to meet this era of digitization.

Future Threats resulting from COVID19

This section discusses the possible threats that could face the tertiary education sector while recovering from COVID19. Most of those threats as demonstrated below could be surrounding "Big Data".

- Most of the data/information is dominated by huge conglomerates like Google, Facebook and Amazon instead of being controlled by universities and/or other educational institutions. Accordingly, universities don't have access to raw material for creating knowledge.
- There is huge shortage in recruiting research talent at university level due to lack of resources and intellectual problems.

- Collaboration is encouraged among universities and private enterprise to access more data and compete on cutting edge research discoveries. Accordingly, competition to gain those collaboration is on the rise.
- Student diverse background is posing a challenge on higher education and how they can educate them by catering to their various needs.
- Special need students is another challenge that higher education need to allocate more resources and budget to accommodate for their requisites.
- Providing different ways of education to match new trends of education and new life style of students e.g., working students, students with families and students with busy lives in which education is not their first priority.

Future Opportunities

This section discusses possible trends that are on the rise which could provide future opportunities for the educational sector in New Zealand.

There has been a trend of increase in the vocational training i.e. studying while undertaking apprenticeships. WelTech and Whitireia Chief Executive Mark Oldershaw reported that there has been an increase in micro-credentials i.e. learning in small bits while working. Those short term courses' aims to upskill workers in specific areas required for their work place without studying for certificates, diplomas or degrees.

There is a discussion about a Federated Model among the New Zealand eight universities to merge together. This model help universities retain their autonomy, but enable universities to share expensive operational costs e.g., library resources corporate services, online branding for international students until borders are re-opened.

Another opportunity to gain a share in the global market for the tertiary education sector would be to partner with overseas universities who would be providing the face-to-face learning while New Zealand institutes provide the online component of the courses.

Even though digital learning will be a great part of the future, there is still a demand for physical educational institutes (i.e., brick and mortar buildings) that provide a student life especially for students who are not capable of being disciplined in their educational approach i.e., they still prefer the traditional model of education or at least a blended learning model. Those type of students like to have a university campus with a face-to-face interaction to get motivated and engaged in their learning (Wilshire, 2020).

The demand for and value of post-secondary education is greater than ever, and will continue to increase as machines take on more physical and basic intellectual tasks.

Walter (2020) reassured that once the borders are re-opened New Zealand will have great opportunities to rebuild the tertiary education sector and recover fully from its current losses because it developed a reputation as a safe and welcoming study destination.

CONCLUSION

This research provided an overall explanation of the New Zealand tertiary education framework followed by explaining the economical, financial, social and cultural implications of COVID19 pandemic on the tertiary education sector in New Zealand. Furthermore, it discussed the obstacles and challenges that may hinder the recovery from the pandemic and what are the possible future trends.

The research concludes by presenting various optimistic possibilities for the future of the tertiary education in New Zealand especially after the borders are re-opened and international students return. I believe that New Zealand will definitely recover from this pandemic and its economy will bounce back as its indicative from the current trends.

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Effects of COVID-19 Outbreak on Higher Education in Iran

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ABSTRACT

Although in Iran about fifty percent of higher education resources are provided by the government, but the government needs other sectors, the country must also finance education, health, social security, etc. In the current situation, the government cannot properly finance some sectors, the main reason being the expansion of organizations and Institutions affiliated with the state budget. Under these circumstances, one should not expect the government to take a different approach to higher education and allocate more resources than other areas. When the financial resources of universities rely on government budgets despite the fact that all governments have emphasized science and technology, the funding of universities in two decades the past has become more unfavorable. Continuation of this situation causes increasing poverty of the university and further degradation of the quality of education excellent in the country.

On the other hand, the allocation of resources in the higher education system in Iran is inefficient and in the allocation of government resources in accordance with higher education strategic priorities are not met. An efficient higher education budget system must be able to meet strategic priorities reflect higher education. Certainly strategic priorities given the needs of the cultural, social system and the country's economy are determined. A resource allocation system that is able to focus resources to achieve priority goals education is certainly not an efficient budget system. Lack of financial discipline at the macro level of education, higher education has enabled universities and higher education institutions to commit beyond their incomes and into a bureaucracy undisciplined, the capacity to create scientific services is reduced.

Keywords: Higher Education, Finance, Covid-19

INTRODUCTION

Universities must continuously manage their management systems, structures and processes in order to meet the demands environment during the crisis and after the crisis. Involvement of the university in the administrative fuel bureaucracy system, has deprived it of the possibility of any innovation and foresight, to the extent that the greatest energy of knowledge managers is instead of wasting money for the future, it was wasted managing the day-to-day affairs and lack of scientific and institutional independence.

Existence of extreme centralism hinders any innovation and foresight. Index ranking systems are needed introduce a new field of university governance so that universities can compete with each other in relation to the principles of the system.

1. CHAPTER – MACROECONOMICS AND FINANCIAL POLICIES OF HIGHER EDUCATION DURING AND AFTER THE CORONA.

There is evidence that some developed and developing countries have reduced the budget allocated to education in order to affording health and social support activities. Even the declining number of international students in the Organization for Economic Co-operation and Development (OECD) countries, who generally study for doctorates, has reduced the productivity of universities' innovative and research activities, while after the Corona outbreak, Internal and conservation of resources allocated to education as the main priority of the country. The government's short and medium-term decisions to reduce the effects of the Corona outbreak on the higher education economy and the financial resources of universities will have long-term effects on the higher education economy. Characteristics of favorable higher education economics policy in the context of the corona outbreak are:

- a- Since the impact of the Corona outbreak crisis will be widespread and long-lasting, the country's higher education system must be prepared to solve financial problems and damage for the next few years. Appropriate government policies can help universities reduce long-term harm.
- b- The government should be able to allocate resources to higher education so that universities can make new investments in the field of infrastructure, especially virtual infrastructure. Helping universities can make up for the lack of resources in this crisis.
- c- Higher education fiscal policies should be implemented with full awareness of the potential long-term effects on institutional independence. The institutional and structural independence of universities should not be undermined by new government assistance in the context of Corona.
- d- The higher education system must prioritize research and innovation as key areas for future development and growth, and provide adequate investment in these areas.
- e- The crisis of the Corona outbreak must lead to the efficiency of higher education. The country's higher education policy system should focus on actions that are beneficial in the long run, reduce the long-term negative effects of the crisis, and use comprehensive measures and mechanisms to enhance resource efficiency along with quality.

According to the specific conditions of Iran and the use of different experiences of universities and higher education centers, the proposed policies are proposed in two categories of short-term policies and long-term policies.

1.1 Short-Term Policies

- a- The development of education and virtual activities requires more investment in infrastructure. With the right support, universities will be able to strengthen their capacity to train top graduates, conduct high-quality research and be effective in promoting social and economic indicators, so continue to pay government to universities with more growth than the annual inflation rate and of course with Considering the government's budget capability, it is necessary to consider the share of universities weaker than government resources in the current situation.
- b- The average community is facing a major challenge due to the economic crisis caused by the outbreak of the corona, so it is necessary to strengthen student loan funds so that students who can not afford to pay tuition or tuition fees can receive loans from those funds.
- c- Strengthen the international cooperation of universities so that they can be effective in solving complex regional, national and global challenges. The expansion of cyberspace after the corona outbreak has increased the opportunity to develop international cooperation.
- d- Upgrade the authority of universities to be able to do the following:
- Decentralization of the ministry headquarters and delegation of authority to universities, especially in fiscal policy.
 - Supporting the creative activities of universities for financing, especially in the fields of charities and endowments and economic enterprises.
 - Supporting the creative activities of universities in promoting resource efficiency, especially the establishment of cost-based pricing and performance-based budgeting.
- e- Supporting the legal status of the Charitable Foundation and university sponsors to increase the added value of endowed and charitable assets.
- f- The government should support the formation and establishment of investment companies under the auspices of the University Donors and Sponsors Foundation to manage the endowment and university donors' budgets. Investment companies must act as one of the main divisions of the University Supporters Foundation and be one of the funders of the university, which constitutes a significant part of the university's investable assets. Investment companies operate under the supervision of a board of directors appointed by the University Board of Trustees. The investment strategy of the university investment company should be designed in such a way that while maintaining the purchasing power of endowed assets for future generations, students and researchers use the annual material services of these companies. To achieve these goals, an investment plan is needed to use the capital market to generate real long-term returns and diversify it to reduce volatility and reduce the risk of permanent capital loss. The investment plan should be designed with an emphasis on the university's long-term vision to guide the increased returns of endowed and charitable assets.
- g- Strengthen financial discipline and avoid the quantitative development of higher education institutions in the corona and beyond. The Ministry of Science must closely monitor that new higher education centers are not established outside the framework, rules and quality standards of the Ministry of Science, and that a new budget line is not created. The government's disciplinary approach to allocating resources to strategic priorities causes resources to be allocated to outputs. This approach of the government will make universities

strive in the long run for structural reforms with respect to competition, talent absorption and infrastructure.

- h- Supporting the strengthening of innovation and commercialization activities of university technology and the increase of university knowledge-based companies and faculty members with a wealth-creating approach with a share of universities in those companies.
- i- Facilitate the connection of enterprises with universities. Although research in some areas of basic sciences and humanities should be funded by the government, a significant part of the activities of high quality universities should be demand-driven and based on the real needs of public organizations and economic and industrial enterprises. To activate the interaction between universities with different sections of society, especially public organizations and economic and industrial enterprises, the university must, on the one hand, receive the issues and needs of public organizations and economic and industrial enterprises, and on the other hand for education and research on these issues. Accept the needs of faculty and students. Public organizations and economic and industrial enterprises face problems and needs that must be determined, defined and solved with the help of universities.

When the results of educational, research and innovation activities of universities help to solve the problems of public organizations and economic and industrial enterprises, part of the university's financial resources come from problem-oriented and demand-oriented research as well as skill-based training courses to train human resources needed by organizations. Companies are provided. By solving the basic problems of public organizations and economic and industrial enterprises that are the result of university outputs, the university's financial resources will also increase. In this structure, a university that can have better solutions will attract more resources. In this structure, there is a serious competition between universities to solve the problems of public organizations and economic enterprises. A university with more key capabilities and capabilities will provide scientific and executive solutions to the strategic issues of firms and organizations, and in return will have more resources. In this structure, the capabilities of universities are also strengthened.

1.2 Long-Term Policies

- 1- Determining the government's share in providing higher education in the country and especially helping public universities in accordance with the constitution and the new conditions of the country, especially after the outbreak of Corona.
- 2- Facilitate the use of new financial institutions and instruments by universities to enter the money and capital markets.
- 3- Pursuing the establishment of the Scientific Development Fund and providing the required capital.
- 4- Increasing efficiency in allocating resources to universities.

To promote the effectiveness of universities, output-oriented financial resource allocation models should replace centralized input models. In the model of allocating financial resources based on output criteria, different indicators are used, such as the number of graduates who have been attracted to the labor market and the number of graduates who are employed in accordance with their field of study.

To be used in this model by observing the promotion of university quality standards,

University output indicators are: relationship with industry and society, including the number of research projects, quantity and quality of scientific articles, number of articles and documents registered, employment Graduates, the impact of the university on logical and national economic indicators and indicators of innovation, production of knowledge-based products and companies.

2. CHAPTER – ECONOMIC AND FINANCIAL POLICIES OF UNIVERSITIES DURING AND AFTER THE CORONA.

Universities need to show their community that they can manage education and research well in this crisis, so they need to focus on the following areas:

- a- The challenges posed by the corona outbreak should be used in academia as an opportunity to improve university financial policies.
- b- Universities and higher education institutions should take advantage of the opportunities created by the expansion of virtual activities to strike a balance between physical and virtual environments, and especially for international cooperation.
- c- Universities with strong strategic capacity to adapt to new environmental conditions can cope well with today's challenging conditions. The capacity to design and implement new fiscal and economic policies in the face of outbreaks and post-corona will be an important distinguishing factor for universities. Universities must provide effective achievements with their competent and scientific management to solve challenges and problems.
- d- The financial policy of universities during and after the Corona should focus on the following objectives:
 - A- Improving productivity and economic and financial expenses in performing the activities of the university as a government organization
 - B- Promoting the economic efficiency of the university and presenting economic plans
 - C- Optimizing the potential and actual air capability of interns inside and outside the university
 - D- Full utilization of assets, facilities and potentials of the university

3. CHAPTER – SUGGESTION

According to the above axes, universities can implement the following proposals:

A- Improving the economic efficiency of the university Units of activities of universities

- 1- Economic empowerment of the university with a focus on promoting the entrepreneurial spirit in the individuals and units of the university.
- 2- Supporting the establishment of business centers in colleges and research institutes in line with the major missions of the university.

B- Diversifying the financial instruments of universities

- 1- Identifying and using new endowment tools
- 2- Identifying and applying new methods of attracting and attracting the support of donors
- 3- Economic partnerships with private sector entrepreneurs
- 4- Pursuing the formation of investment funds

C- Organizing the facilities and assets of the university for the implementation of joint investment projects with private sector, entrepreneurs and businesses.

All activities related to the University Missions that are financially and economically profitable and in order to contribute to the economic efficiency of the universities are eligible to partner with the university. The steps of this partnership are:

- 1- Strategic identification of high-yield areas for economic activity
- 2 - Preparation of economic plans with emphasis on needs assessment and economic studies to exploit the assets, facilities and infrastructure and potentials available in the university to encourage entrepreneurs to invest in areas with comparative advantage according to supply patterns Islamic Finance
- 3 - Using university assets to partner with entrepreneurs to provide part of the economic plans
- 4 - Using the participation of entrepreneurs to invest in projects with economic returns

D. Facilitate the use of capital market financial instruments and institutions

One of the advantages of the interaction between the two capital market institutions and universities has been the activity of the OTC company in the field of financing universities during the past years. The most important measures taken to connect these two institutions in recent years are:

- 1- Establishing an idea board in OTC
- 2- Using bold local investment funds to finance universities
- 3 - Technology pricing training through the capital market
- 4- Publication of Shahr-e-Danesh University of Tehran interest bonds

In line with past actions, the capital market must use all means to finance universities and graduate employment.

CONCLUSION

it was studied; It is the result of hours of research and exploration that expert professors have traveled through the cyberspace of the scientific centers of the developed countries of the world, to obtain valuable material. It seems that some effective policies can be applied well in the context of the corona threat, and reduce the concern of executives about the pressure of deterrents. These include the following:

- 1- Rapid activation of the Regional Management Coordination Council with a focus on the top universities in the province.

Many young universities today need the guidance and assistance of larger centers, both in terms of the infrastructure needed for virtual education and in terms of decision-making. In developed countries, top universities such as Chicago, Toronto, London, California, Zurich, New York, Singapore, Shanghai, etc. play an important role in guiding other centers. In the big cities of our country, mother universities should also play an effective role and be considered as a communication hub with other centers.

- 2- Serious, fast and effective implementation of the mission-oriented program, as well as the coordinated and integrated implementation of the plan for organizing higher education centers, at least in the province.
- 3- Holding general course classes in an integrated, centralized and virtual manner in each province, which will also lead to economic savings.

- 4- Expand new and accessible vocational training as part of online higher education programs. Since achieving economic security today does not necessarily require having a classical university degree. But professional qualifications can be very effective.
- 5- In the field of international interactions; In addition to target and developed countries, developing relations with populous Muslim countries or the Third World such as Nigeria, Indonesia, Pakistan, Bangladesh; Both in terms of deprivation and in terms of attracting the elites of these countries to Iran can be considered.

It seems that the higher education community should make more efforts to take advantage of past experiences by turning threats into opportunities; Take effective steps to achieve new methods in the field of education and achieve better results for the country's scientific centers.

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Effects of COVID-19 Outbreak on Higher Education System in Sri Lanka

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ABSTRACT

The present paper focuses on effects of the COVID-19 outbreak on higher Education System in Sri Lanka as a unit of analysis. With analyzing the impact of COVID-19 on higher education in Sri Lanka, the aim of this research paper is to explain and elaborate the system of Higher Education prevailed in the Island since the advent of the colonial for more than 443 years. In addition to that, here it is clearly explained how Sri Lankan education system is structured, especially various higher education structures, such as university education, technical education, advanced technical education, vocational education, professional and non university tertiary education, and post graduate education. Moreover, number of effects of COVID-19 outbreak on higher education in Sri Lanka has been listed out here. Those effects are A sudden shift to emergency remote learning and teaching, The impact on research, the lack of collaboration, No access to education, and Loss of self-efficacy of learners. Finally, this research paper elaborates the initiatives of the Sri Lankan Government and Higher Education Institutions to deal with the crisis in Sri Lankan higher education system.

Keywords: Higher education System, Effects of COVID-19 outbreak, Higher Education Policy, Collaboration, Self-efficacy

1. INTRODUCTION

The COVID-19 pandemic is a major challenge to the entire world along with its impacts on various fields up to now. According to UNESCO report in 2020, the COVID -19 has exacerbated the global learning crisis, with 1.6 billion learners losing access to their classrooms (Bjorn Habler et.al, 2020). Furthermore, UN report says the COVID-19 pandemic has created the largest disruption of education systems in history, affecting nearly 1.6 billion learners in more than 190 countries and all continents.

It is estimated that more than 1.5 billion students and youth across the world are affected by the closure of schools, universities, and other educational institutions due to Covid-19 (International Association of Universities, 2020).

Though various fields are being affected by COVID-19, its impact on education is in immense condition. However, in education fields, the impact on the higher education section is immensely considerable as it links with various higher education sections, such as university education, college of education, Technical colleges, Vocational training centers and professional development institutions. Like a coin has two sides, we can analyze the impacts in positive and negative manners. Here this article elaborates about the negative impacts of COVID- 19 on higher education in Sri Lanka.

2. EDUCATION SYSTEM IN SRI LANKA

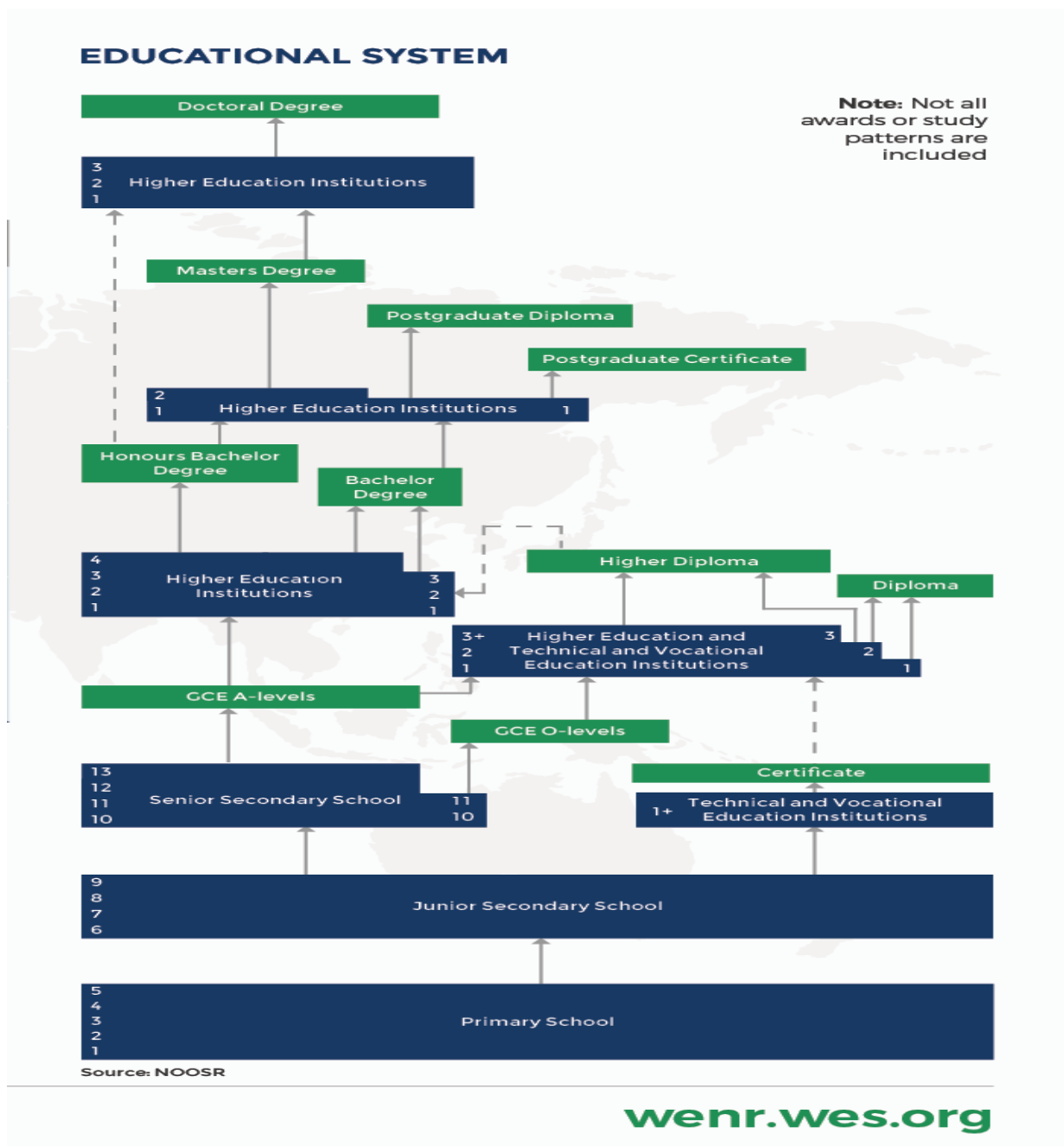
“The pearl of the Indian Ocean” and “a drop of tears in the Indian Ocean “these nicknames are used to call the country Sri Lanka, considering the geographical location of the country in Asian continent. In Asian countries, Sri Lanka comes under south Asian countries along with India, Pakistan, Nepal, Bhutan, Bangladesh and Afghanistan. Sri Lanka is officially known as “Democratic socialist Republic of Sri Lanka since 1972. Before that, it was known as Ceylon. It is an Island country in the northern Indian Ocean of the Southern cost of Indian sub continent in South Asia.

In addition to over 2300 years of education history in Sri Lanka, it stands with a prolong history in emergence of education with the advent of colonials since the starting of 15th century. Before colonialism, the Indigenous system of education in ancient Sri Lanka was up to the 16th Century with many attempts in developing education system. According to the ancient chronicles, the beginnings of the present civilization in Sri Lanka date back the arrival of Ariyans led by Prince Vijaya in 543 B.C. The most significant event in the Sinhala Kingdom during this time was the arrival of Arahata Mahinda, who brought the teachings of the Buddha in the 3rd century B.C. The arrival of Ariyans to Sri Lanka from India led to the inclusion of many Indian traditions in the ancient system of education (The Open University of Sri Lanka, 2010).

Moreover, colonial, such as Portuguese, Dutch, and British ruled Sri Lanka nearly 443 years since the advent of Portuguese in 1505 to 1658. After that Dutch captured the rule from Portuguese in 1658 and it lasted until British arrival to the country in 1796. During these three types of colonials' ruling, the education system of the country had many progresses among other Asian countries in the world. Specially, British colonialism was the reason for the good state of education that the country presently maintains. With that foremost history, after the independence from British rulers in 1948, Sri Lankan government took initiatives to develop education system as equal to developed countries. Because of the effort, Sri Lanka is still being identified as one of the popular country in developing education system among Asian countries. In Sri Lankan education history, British colonial period was a prime reason in developing education system. Role of Missionaries in developing education led the country to be recognized as an example to the world.

In Sri Lankan education system, according to Niruba Sarath Jayasundara, 2014, since 1945, Sri Lanka has been enjoying what is called the Free Education Scheme, under which Education is free from primary onwards until one obtains a first degree from a University. This became an integral part of social welfare system and though a massive burden on the Sri Lankan State, it is still continued because it is part and parcel of the political culture of the country.

Moreover, education system of Sri Lanka starts from pre-school to primary education, Secondary education, and then higher education. Under higher education there are various levels of education for all. Schooling in Sri Lanka is compulsory from the age of 5 until the age of 16, with a number of general and tertiary education options also available beyond this age. The General Education system comprises different levels of education, namely elementary education, junior secondary education, senior secondary education and higher education. The image below clearly explains the structure of education system in Sri Lanka, comprising levels of education and various educational programs offered by schools and higher educational institutions in Sri Lanka.



Source - <https://wenr.wes.org/2017/08/education-in-sri-lanka>

3. HIGHER EDUCATION SYSTEM IN SRI LANKA

Knowledge is becoming the core of a country's competitive advantage, and the production and the dissemination of knowledge are parts of the process of development based on an effective Higher Education Policy (Niruba Sarath Jayasundara, 2014).

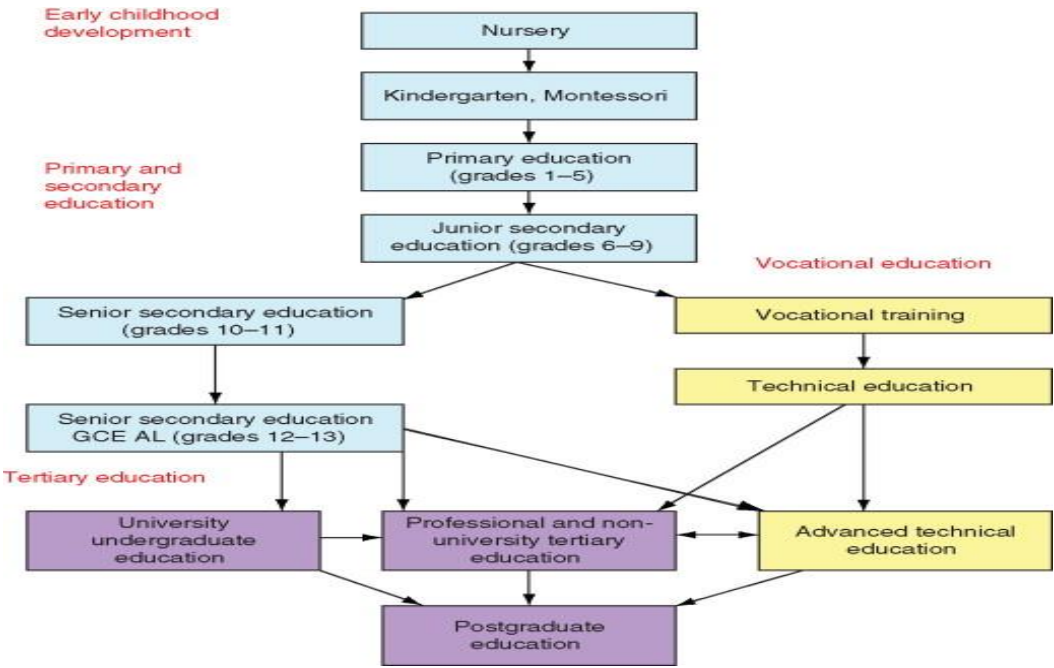
The COVID- 19 pandemic has created so many problems in higher education system in various ways, such as teaching, learning, research, academic collaboration and more. Because of the effects of COVID 19, higher education system has fallen back unlike previously happened. So, to bring back the development and progress in higher education, many attempts have been made

by different international organizations. In accordance with that, this October, UNESCO is convening the Third World Conference on Higher Education Reinventing the role and place of higher learning for a sustainable future (WCHE III) in Barcelona. The event is expected to set the course for higher education in the coming decade, starting with strengthening resilience to future crises so that the world is better positioned to ensure that learning never stops.

Sri Lanka has primitive history in the development of higher education. Since British rulers came to this country, higher education system started to peak in various levels. Sri Lankan higher education system is categorized under various levels, such as university education, college of education, technological education, vocational and skill development education and professional development education levels. The main purpose of this all higher education levels is to produce good citizens for the country through personal development.

Many vocational training institutions too would be coming into the category of tertiary level educational institutions and because of their particular relevance in human resource development, these vocational training institutions receive attention in a separate chapter in this policy document (National Human Resource and Employment Policy, 2021).

Moreover, according to National Human Resource and Employment Policy (2021), several local private sector educational institutions have been awarded the degree awarding status but so far none of these institutions have commenced their own degree courses. All the developments have caused large volumes of foreign exchange outflows. The image below clearly depicts that how Sri Lankan higher education system has formed under tertiary education category, such as university education, technical education, advanced technical education, vocational education, professional and non university tertiary education, and post graduate education. The below image clearly explain the structure of higher education system in Sri Lanka.



Source - <https://www.sciencedirect.com/topics/social-sciences/secondary-school-curriculum>

4. THE IMPACT OF COVID- 19 OUTBREAKS ON HIGHER EDUCATION IN SRI LANKA

Since COVID- 19 emerged in the year of 2019 in this world, the whole education system of this world has been facing so many challenges. The challenges faced by education system is not only for general education system, rather higher education system is also confronting many challenges. Therefore, the effects of challenges are predicted to last for long period everywhere in this world.

When we look at the COVID - 19 effects on higher education in Sri Lanka, all higher education sectors were affected and still in the same condition. Ryotaro Hayashi et.al (2020) stated in Sri Lanka; access to higher education is already very limited.

The effects of COVID-19 pandemic made number of challenges, which are being experienced by Sri Lanka's higher education system. Here, we can list what the challenges are created by the effects of COVID-19 in higher education system in of Sri Lanka. Here we can clearly explain main effects of COVID-19 on higher education in Sri Lanka.

4.1 A sudden Shift to Emergency Remote Learning and Teaching

After the closure of all higher educational institutions, face to face teaching and learning activities are completely stopped and students were asked to follow their learning activities via online. This sudden shift created many problems among teachers and learners in higher educational sectors because, they were not fully ready this change. And the accessibility for internet connection is not stable and adequate in some part of the countries. A study says 70% of Lanka's students have no access to online study. Moreover, a survey of mobile use in Sri Lanka by LIRNEasia in 2018 which found that only 40% of households in Sri Lanka with children aged 5-18 had an Internet connection. More than 90% of these connections are accessed through mobile networks using a Smartphone (Arjuna Ranawana, 2020).

Depending on the governance model, faculties and departments at some institutions have had their own approaches. Disciplines that require lab work, practical experience, and external collaboration were more difficult to teach remotely (International Association of Universities, 2020).

4.2 The impact on Research

The COVID-19 pandemic also disrupted research activities in Sri Lanka's higher education systems due to various reasons, such as restrictions on international researcher mobility, resulting in obstacles for research collaboration, the closure of labs, and the shift to remote collaboration. Research activities have been the most efficient activity in withstanding education system in Sri Lanka, but after COVID- 19 spread all over the world, all the research

activities stopped all over the world, including Sri Lanka. It vastly affected academic development. Specially, students who are doing researches to complete their academic programs stopped their activities on researches.

4.3 The lack of Collaboration

Another effect of COVID-19 pandemic on higher education in Sri Lanka is the lack of collaboration in academic related activities. Though collaboration is identified as one of the important 21st century skills, coming under 4 C skills (Critical thinking, Creativity, Collaboration and Communication), during the time of COVID-19, the lack of collaboration on higher education in Sri Lanka is a major challenge.

4.4 No access to Education

After the quick spread of COVID-19 pandemic, many students lost access to education including in higher education sectors. In Sri Lanka, Students who were with the plan to follow their higher degree programs in abroad, are still unable to get access for that. Because of the sudden shift in technology – based education, students who come from remote areas face so many problems on this matter with lack of facilities and resources. This was a burning issue in Sri Lanka for many years and after the COVID 19 spread this issue increased and affected students' higher education access.

4.5 Loss of self-efficacy of Learners

Self-efficacy refers to a learner's trust that he or she can achieve a mission and accomplish a goal (Ibrahim Alyoussef, 2021). As a result of sudden change in teaching and learning procedures, students in Sri Lankan higher education lost their self-efficacy and the outputs of the teaching and learning procedure are not up to the level. Therefore, learners' self-efficacy determines their useful learning, attitudes, skills development, choice of activities, and continuing encouragement to learn through the actual use of the e-learning system during the COVID-19 pandemic.

5. INITIATIVES OF THE SRI LANKAN GOVERNMENT AND HIGHER EDUCATION INSTITUTIONS TO DEAL WITH THE CRISIS

Sri Lankan government and higher education institutions, realizing their commitment to students and the community, are taking effort on adaptability, agility, and innovation in dealing with the pandemic. The role of academic continuity in Sri Lankan higher education institutions has a prime importance in the need for emotional support, healthcare infrastructure, building awareness, and creating new learning opportunities for students in Sri Lanka. The transition to online learning is another important attempt made by Sri Lankan government and higher education institutions once all higher education institutions stopped in person teaching and learning procedures. In addition to that, they created several online teachings and learning platforms with the support of various Sri Lankan telecommunication, Media and network security divisions.

CONCLUSION

In a nutshell, the COVID- 19 pandemic has been affecting higher education system in Sri Lanka in various ways. Due to the effects made by COVID 19 on higher education, the whole education system is facing many challenges, apart from the challenges there are positive attempts have been also made to face the challenges.

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Effects of Covid-19 Outbreak On Higher Education in Kosovo: Obstacles, Opportunities and Threats

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ABSTRACT

Preventive measures against the spread of COVID-19 have affected the functioning of higher education globally. Because of these measures, the world's higher education institutions, within an extremely short period of time, had to shift teaching to the online format and change the way they function and communicate with staff and students (Quacquarelli Symonds, 2020).

According to the findings from studies conducted during the COVID-19 period, it is noted that the spread of COVID-19 has significantly affected students around the world, who have faced travel restrictions, social distance, isolation, quarantine, dormitory closure and closure of boundaries. It is reported that the created circumstances have affected the students regarding their plans and priorities, as well as the level of their interest to attend the lessons in the online format.

Also, while some students reported having an interest in online courses, others, due to the impact of closing down educational institutions on their lifestyle, reported lack of motivation and negative attitudes towards online learning. Home quarantine during COVID-19 and the closure of educational institutions were reported as the main reasons by students that made them feel disconnected from society and their social circles. In some cases, students reported negative experiences while returning home during the pandemic due to uncomfortable family environments.

Keywords: Covid-19, Education, Kosovo

1. ORGANIZING ONLINE LEARNING IN HIGHER EDUCATION IN KOSOVO

The rapid closure of educational facilities, as well as the urgent need to move from classroom to online learning was one of the biggest challenges facing the education sector in Kosovo. The changes caused during the COVID-19 period are reported to have affected the well-being and mood of citizens, as well as the behaviors of their children. Similar to other countries in the world and in Kosovo, a preventive measure against the spread of COVID-19 was the closure of schools, thus affecting the lives and education of students, teachers and parents. Measures taken by the Government of Kosovo on March 16, 2020 against the spread of COVID-19 have affected the functioning of higher (university) education in Kosovo. The closure of public and private universities has affected the lives and tuition of about 10000-12000 active students in these universities. Thus, these institutions switched to online teaching, in order to continue teaching without interruption. In March 2020, started with virtual lessons for all its students in Kosovo. Virtual learning has come at a time when COVID-19 has been declared a pandemic and the country government has decided to close educational institutions. This way of giving lectures has proven the interest and satisfactory participation of staff and students in virtual learning.

The students stated that they were satisfied with the virtual learning, but the practical side for the specific study programs was difficult, because in the practical part the students had to be present.

Kosovo government ministries and schools are facing the challenge of planning education delivery in very uncertain times. After a major learning disruption due to school closure and isolation, the country has gradually lifted restrictions but retaining key safeguards, particularly physical distance. However, with the virus still in circulation and partial vaccination, society is preparing for a "new normalcy" where education will be different from what students, teachers and families have known. The university will have to modify academic calendars for teaching, rescheduling and teaching will be offered in overtime. Reduced hours will be supplemented by learning activities in more engaging methods. Learning periods may be different for different students. Some students may receive more face-to-face instruction than others depending on their level of education and personal learning needs or family and social circumstances. For example, students with disabilities may be given priority over other students for education in the country. Planning in such an environment is not a simple task. With so many unknowns, missing lessons will have long-term effects for students for years to come and will cause anxiety and stress among educators, students and families, so following sound decision-making principles is more important than ever and is a prerequisite for improving the sustainability of education systems.

Worldwide the pandemic has so far not only acted as a major accelerator in deepening and exacerbating existing structural challenges. In the field of education, the human condition of a significant number of school staff and families has deteriorated mainly due to self-isolation and home learning, as a result of the closure of educational facilities (kindergartens, schools, universities) (Matković and Stubbs 2020). In order to enable a better understanding of the impact of the COVID-19 pandemic on education, it is argued that the prediction of any potential

development is uncertain due to the persistent lack of data and the inability to guarantee full comparability in all countries.

1.1.Deprivation from education and distance learning

During the imposed lockdown, some higher educational institutes teachers in Kosovo scrambled to get coursework through media channels such as TV, social media platforms and online platforms.

Based on the survey of World Vision (2020) surveyed children enrolled in formal education 80% in Kosovo said that their school shifted to distance learning through different platforms during the outbreak while 20% in Kosovo were completely deprived from continuing any learning for this school year. Among those whose school shifted to distance learning in Kosovo, 74.2% of surveyed children whose school shifted to distance always followed the distance learning through online platforms. Girls surveyed in Kosovo are more likely to attend distance learning than boys surveyed (p = 0.04). In fact, 93.8% of girls surveyed versus 64.3% of boys surveyed said they were taking distance learning. Moreover, in Kosovo, 100% of surveyed girls versus 42.9% of surveyed boys are attending online learning through platforms such as Zoom, MEET, etc. More information on distance learning and frequency of using learning platforms are available in Table 1.

Table 1: Distance Learning Method in Kosovo

KOSOVO					
		All children %	Girls %	Boys %	P value
Online platforms (Zoom, MEET, etc.)	Never	-	-	-	0.0001*
	Rarely	-	-	-	
	Some of the time	-	-	-	
	Often	25.8%	0%	57.1%	
	Always	74.2%	100%	42.9%	
Regular media (TV, radio)	Never	26.7%	17.6%	38.5%	0.14
	Rarely	10%	11.8%	7.7%	
	Some of the time	3.3%	0%	7.7%	
	Often	13.3%	5.9%	23.1%	
	Always	46.7%	64.7%	23.1%	
Social media (Facebook, Whatsapp, etc.)	Never	11.5%	0%	25%	0.06
	Rarely	23.1%	14.3%	33.3%	
	Some of the time	7.7%	7.1%	8.3%	
	Often	11.5%	7.1%	16.7%	
	Always	46.2%	71.4%	16.7%	
School intranet	Never	40%	28.6%	54.5%	
	Rarely	4%	7.1%	0%	

	Some of the time	-	-	-	0.12
	Often	16%	7.1%	27.3%	
	Always	40%	57.1%	18.2%	

Source: World Vision (2020)

Children whose school switched to distance learning in Kosovo were asked about their biggest concerns about this new method of learning. In Kosovo, the biggest concern is related to the unavailable / weak connection for 69.6% of the surveyed children, followed by the concern for the possibility to continue the school year with this method for 55% of the children.

1.2.The cost of poor investment in education

All over the world the pandemic is showing a degree of unpreparedness and unprofessionalism in the field of education. To whom even in Kosovo he has not remained immune. At the institutional level, in Kosovo not only were they found unprepared to deal with the epidemiological crisis, but they were also unable to predict the great damage to society and daily life. This situation stems not only from the current state of emergency, but also from decades of indifference of governments and local government. Overall, Kosovo engaged on several occasions to address the needs of inclusive economies and to strengthen their efforts to concretize investments in education policy development (Western Balkans Summit Poznań, 2019).

From March 2020 onwards, the pandemic undoubtedly pushed the Kosovo government to face political and economic destabilization within their societies. Clearly, the general lack of a strategic orientation, coupled with the lack of appropriate instruments, has slowed down the effective transition of pre-university and university education towards the modern skills-based approach.

As mentioned in the last annual report of the European Commission, the comparison of public expenditures shows that in 2018 Albania for education shared 3.2% of GDP, Serbia 3.6% and Kosovo 4.6% - all below the EU average of 5 % and below expectations for finding a solution to the challenges facing the sector. Kosovo at first glance seems in a more comfortable position. But, if the analysis is performed at the level of per capita expenditures, the country lags behind the Western Balkans in general and Albania and Serbia in particular (Aliu, 2019).

1.3.Impact of COVID-19 in the Capacity Building in Kosovo

The effective incentives and creative engagements as a response to closure have been undertaken in the Higher Education Institutions in Kosovo immediately more than in any other sector. The state of emergency because of the coronavirus at the Universities after more than a year has started to turn into an improvised routine to overcome the crisis and find alternative solutions. It remains unknown and unclear how long this condition will last and how it will be managed further. But one is for sure, the academic world, and with it, the universities will not be the same as before. As in many other areas, technology was not only a helpful and facilitating tool but also the only available option. From the temporary online learning, e-administration, videoconferencing and distance research it already seems that other aspects of the academia and research also have to adapt to the new circumstances, which implies the enforced transition

from the state of emergency to a new normality. All these changes will have a profound and long-term impact on the very mission and purpose of the research, study and on Higher education in general.

First of all, the economic crisis will increase the pressure even more on the Universities and research projects to further reduce the budget and funds, staff and other necessary costs affecting their quality, innovation and productivity. Then the academy will suffer great losses in terms of internationalization, including even greater reductions in student and staff exchanges and mobility, study programs, international collaborations, research and projects and various support programs. This will not only reflect on even greater isolation of Kosovo higher education and research potential but also the level of quality and internationalization. Then, continuing distance learning will affect the necessary social and institutional relationships, between students and academic staff and between scientific community and funding partners. As a result, it will decrease needed networks, identification and familiarization with the institution where students are studying, as well as it will affect the overall evaluation, engagement and ambition for further study and research intention. On the other hand, the academic staff itself will have face difficulties with assessment of learning and student achievements, but also lack of collective cooperation, communication and commitment with the relevant institution will be reduced continually. In other words, the demanded social and physical distance will generate gradually an institutional, collegial and communicative distancing, even though communication is an essential condition of human interaction and cooperation.

CONCLUSIONS AND RECOMMENDATIONS

Overall, the COVID-19 pandemic has not only acted as a major accelerator of existing structural challenges in the field of education and beyond, but has also shown central and local authorities the crucial stage in rethinking the future of the region. In this context, if the control and supervision mechanisms have so far led to the closure of schools and learning centers for the direction of the curve, there is currently a need to review the teaching and learning environments and the organization in search of a post-pandemic normality at the local, national and regional level.

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Sosyal Muhasebe Kavramı: Muhasebe Mesleğine Yönelik Araştırma

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ÖZET

Sosyal muhasebe, işletmelerin sosyal ve çevresel yaşanan sorunlara karşı duyarlı olması, sosyal sorumluluk bilincinin hâkim olduğu, finansal olmayan raporlama ve sürdürülebilirlik muhasebesine dayanan bir kavramdır. İşletmelerin amaçları incelediğinde temel amaçları arasında kâr elde etmek amacı ilk aşamada yer almaktadır. Ancak günümüzde yaşanan değişimler, toplumun daha da bilinçlenmesi, sosyal nitelikteki uygulamalara ihtiyacı ortaya çıkarmıştır. Sosyal muhasebe, işletmenin faaliyetlerini toplum ve çevre ile hem maliyet hem de fayda açısından ele almaya çalışmaktadır. İşletmelerin sosyal açıdan ilişkili oldukları çevreye katkılarının ve eksiklerinin neler olduğunu inceler. Sosyal, çevresel, kurumsal sosyal sorumluluk gibi konulara yoğunlaşmaktadır. Sosyal muhasebe sadece büyümeye, kârlılığın artırılması gibi amaçlara yoğunlaşmayıp kâr amacı gütmeyen işletmelerde olduğu gibi toplumun daha iyi seviyede olabilmesi adına katkı sağlayacak konularla ilişkilidir. İşletmelerde sadece sermayedarlar değil tüm paydaşlarına karşı sorumluluğun yerine getirilmesi sosyal muhasebe ile amaçlanmaktadır. İşletmelerin sosyal muhasebe kapsamında neler yapmaları gerektiğine ilişkin bu amaç doğrultusunda çalışmada, sosyal muhasebe kavramına yer verilmiş, muhasebe mesleğini icra edecek meslek adaylarının, sosyal muhasebe kavramı ile ilgili algılarına yönelik araştırma yapılmıştır. Bu çalışmada; sosyal muhasebe kavramının ve uygulamalarının neler olduğu hakkında bilgi vermek, bu mesleği icra edecek meslek mensuplarının konuya ilişkin bilgilerinin ve algılarının ne yönde olduğunu tespit ederek katkı sağlayabilmek adına önerilerde bulunulması amaçlanmıştır. Çalışmanın ilk bölümünde sosyal muhasebe ile ilgili kavramsal bilgilere yer verilmiş, mesleği icra edecek meslek adaylarının algılarına yönelik anket çalışması uygulanarak araştırma yapılmıştır. Elde edilen sonuçlara göre öneriler sunulmuştur.

Anahtar Kelimeler: Muhasebe, Sosyal Muhasebe, Sosyal Sorumluluk

Social Accounting: Research for the Accounting Profession

ABSTRACT

Social accounting is a concept based on non-financial reporting and sustainability accounting, where businesses are sensitive to social and environmental problems, social responsibility awareness is dominant. When the purposes of the enterprises are examined, the aim of making profit is among the main goals. However, today's changes and the awareness of the society have revealed the need for social applications. Social accounting also tries to handle the activities of the business with society and the environment in terms of both cost and benefit. It examines the contribution and deficiencies of businesses to the environment with which they are socially related. It focuses on issues such as social, environmental, corporate social responsibility. Social accounting is not only focused on purposes such as growth and increasing profitability, but is related to issues that will contribute to the non-profit business to be in a better level of society. Social accounting is aimed at fulfilling the responsibility not only to the capitalists but also to all stakeholders in enterprises. In line with this purpose, the concept of social accounting has been included in the study regarding what businesses should do within the scope of social accounting and a research has been made on the perceptions of the professional candidates who will carry out the accounting profession regarding the concept of social accounting. In this study, It is aimed to provide information about the concept and applications of social accounting, to determine the knowledge and perceptions of the professionals who will perform this profession and to make suggestions in order to contribute to the subject. In the first part of the study, conceptual information about social accounting was included, and a survey was carried out by applying a survey on the perceptions of professional candidates who will perform the profession. Suggestions are presented based on the result.

Keywords: Accounting, Social Accounting, Social Responsibility

GİRİŞ

Sosyal muhasebe, sadece işletmenin ortak ya da sahibine değil tüm paydaşları göz önüne alarak sorumluluk gereğince bilgilerin derlenmesi, düzenlenmesi, sunulması gibi amaca yönelik işlemlerin yapılmasıdır. Sosyal muhasebe, sosyal sorumluluk, çevresel muhasebe, kurumsal sosyal sorumluluk gibi bilinmektedir. Sosyal muhasebe geleneksel uygulamalara göre finansal olayların dışında daha geniş paydaş grubu ile ilgilidir. Sosyal muhasebe ile işletme faaliyetlerinin paydaşları, sosyal ve doğal çevre üzerine yapmış olduğu olumlu ve olumsuz etkileri ele alınarak, analiz edilip, raporlama işlemleri yapılmaktadır.

Sosyal muhasebenin finansal sorumlulukları, sosyal ve kültürel sorumlulukları için söz konusu bilgiler farklı olabilmektedir. Paydaşların ihtiyaçlarının belirlenmesi ve bu ihtiyaçlara yanıt verebilecek ölçütlerin geliştirilmesi için muhasebe uygulamaları açısından günümüzdeki mevcut çalışmalar sosyal muhasebeye katkı sunması mümkündür. Günümüzde yaşanan gelişim yeni yaklaşımların uygulanması hem işletmeler açısından hem de muhasebe uygulamalarında yaşanan değişimler sosyal muhasebe açısından da bir dönüşüm olabileceği söylenebilir.

Muhasebe uygulamaları açısından bir dönüşüm olan sosyal muhasebe konusu ile ilgili bu çalışmada; konuya ilişkin kavramsal bilgilere, literatür araştırmasına, muhasebe meslek adaylarının sosyal muhasebe kavramına ilişkin bilgi ve eğitim düzeyine ilişkin araştırmaya yer verilmiş, ulaşılan sonuca göre öneriler sunulmuştur.

1. BAZI KAVRAMLAR

Çalışmanın bu bölümünde; sosyal muhasebe kavramına, tarihsel gelişim sürecine yer verilmiştir.

1.1. Sosyal Muhasebe Kavramı

Sosyal muhasebe kavramını ele almadan önce sosyal sorumluluk ve muhasebe açısından sosyal sorumluluk kavramlarına değinmek gerekir. Sosyal sorumluluk, işletmeleri toplumsal fayda için faaliyetler yürütülmesi, işletme ile ilgili hedef kitlenin beklentilerinin karşılanması amacı ile yürütülen faaliyetlerdir (Süklüm, 2020:152). Muhasebe için sosyal sorumluluk; muhasebe işlemleri yapılırken söz konusu olan sorumluluk, muhasebe uygulamalarının yürütülmesinde, finansal tabloların düzenlenmesi ve sunulmasında toplumun çıkarlarının gözetilmesi, bilginin gerçeğe uygun, tarafsız ve dürüst sunulmasıdır (Apalı, 2018:705). Muhasebe de sosyal sorumluluk ile kurumsal sosyal sorumluluk kavramı arasında ortak bir nokta bulunmaktadır. Bu ortak nokta toplum ve toplum içerisindeki işletme ile ilgili çıkar gruplarıdır (Temelli, 2020:90). Bu kavram gereğince muhasebe, belirli bir kişi ya da grubun çıkarı için değil tüm toplumun çıkarı için söz konusu olmalıdır (Samur, 2019:134). Muhasebe mesleği karar verirken söz konusu bilgilerin tam zamanında, açık, anlaşılabilir ve şeffaf bir şekilde sunulmasını sağlar. Sosyal sorumluluk ve muhasebe açısından da incelendiğinde bu esas söz konusu olmalıdır (Köroğlu ve Ersöz, 2015:134-135).

Sosyal muhasebe, şirketin sadece sermayedarlarına karşı değil tüm paydaşlarına yönelik sorumluluğu gereği bilgilerin derlenmesi, düzenlenmesi ve sunulmasıdır. Paydaşların kararlarına fayda sağlayacak bilgiler sunar. Bilgiler finansal ve sosyal çevre çıkarlarına yöneliktir (Ertuna, 2012:9-10). İşletmeler paydaşlarına yönelik sosyal sorumluluklarını yerine getirmeye çalışmaktadırlar. Paydaşlar, işletme içi paydaşlar ve işletme dışı paydaşlar şeklinde sınıflandırılabilir. İşletme içi paydaşlar; işletme sahip, hissedar, yönetici ve çalışanlar olarak örnek verilebilir. İşletme dışı paydaşlara ise toplum, devlet, müşteriler, tedarikçiler, rakipler şeklinde örnek verilebilir (Demir, 2013:226). Muhasebenin sosyal sorumluluk gereğince toplumun her kesimine bilgi üretmesi ve bu bilgi ile aydınlatılmasını sağlamasıdır (Doğan, 2018:103).

1.2. Tarihsel Gelişim Süreci

Tarihsel gelişim süreci incelendiğinde kurumsal sosyal sorumluluk kavramına değinecek olursak ilk olarak 17. yüzyılda İngiltere’de ortaya çıktığını söyleyebiliriz. Bu dönemde İngiliz işletmeleri hem finansal faaliyetlerde bulunmuşlar hem de sosyal sorumluluk adına köprü, eğitim kurumları inşaatı gibi faaliyetlere katkıda bulunmuşlardır. 1. Dünya savaşı sonrasında bu kavram farklı bir boyut alsa da işletmeler değişen toplum sorunlarına daha hassas yaklaşmaya başlamışlardır. Geçmişten günümüze kadar gelişim göstermiş ve Türkiye’de de daha çok hayırseverlik faaliyetleri ve toplumsal projeler şeklinde olduğu söylenebilir (Daştan ve Bellikli, 2015:178-179). Sosyal muhasebenin gelişiminde son dönemlerde işletmelerde söz konusu olan akımların etkisi olmuştur. Bu akımlardan önemli olanları; paydaş, işletmelerin sosyal sorumlulukları, sürdürülebilirlik ve çevre sorunlarıdır Bu akımların etkisi ile günümüze kadar sosyal muhasebe ile ilgili finansal, sosyal, kültürel ve çevre ile ilgili geliştirilmesine katkı sağlamıştır (Ertuna, 2012:8-9).

2. LİTERATÜR ARAŞTIRMASI

Sosyal muhasebe konusu ile ilgili yapılan çalışmalar incelendiğinde, yapılmış olan bazı çalışmalar aşağıda belirtildiği gibidir.

Mook (2020); çalışmasında performans yönetimi, sosyal ve çevresel performansın finansal performans ile etki ölçümü ve sürdürülebilir kalkınma hedefleri açısından dördüncü dalga entegre sosyal muhasebe konusunu ele almıştır.

Lazkano, Beraza ve San-Jose (2020); çalışmalarında başarı faktörünün belirlenmesinde sosyal muhasebenin genel etkisini nicel analiz ile ölçerek, paydaşlar, çalışanlar, uygulayan işletmelerin karşılaştırmasını ele almışlardır.

Blázquez, Aguado ve Retolaza (2020); çalışmalarında bilim ve teknoloji parkları için sosyal muhasebenin uygulanması, şirketlerin performans değerlendirmesinde sosyal değer ölçülmesi gibi konulara yer vermiştir.

Florentina Paunescu ve Man (2019); çalışmalarında finansal muhasebenin alt kategorisi olarak sosyal muhasebe kavramını ele almış, sosyal muhasebenin finansal olmayanlarla sınırlandırıldığı, toplum, çevre ve işletmelerde verim açısından katkısının ne olacağı, özellikleri, uygulanmasının ne gibi faydası olacağı gibi konulara yer verilmiştir.

Nicholls (2019); çalışmasında finansal, sosyal ve çevresel muhasebe hakkında bilgilere yer verilmiş, finansal, sosyal ve çevresel muhasebenin entegrasyonu, artıları, eksileri, mevcut uygulamalardan geçiş için neler yapılması gerektiği ele almıştır.

Ertuna (2012); çalışmasında sosyal muhasebe kavramını ele almış, sosyal muhasebenin gündeme gelmesinde etkili olan akımların neler olduğu, paydaş kavramı, paydaşların beklentileri, finansal muhasebeden sosyal muhasebeye geçişte muhasebenin faaliyet alanı açısından küçük bir uygulamaya yer verilmiştir.

Bezirci, Özpeynirci ve Duman (2011); çalışmalarında sosyal sorumluluk kavramına göre yeşil muhasebe eğitime ilişkin alan araştırması yapmışlardır. Yeşil muhasebe, sosyal sorumluluk kavramlarını ele almış, araştırmaya ilişkin ulaştıkları sonuca göre işletmelere bazı teşvik, indirim ve istisnaların uygulanabileceği gibi görüşler sunmuşlardır.

Sürmen ve Aygün (2005); çalışmalarında işletmelerde sosyal muhasebe kavramını, sosyal raporlama kavramını, raporlama yaklaşımlarını ve bu yaklaşımlara göre raporlama örneklerini ele almışlardır.

Yapılan literatür araştırması ile sosyal muhasebeyle ilgili doğrudan çalışma sayısı sınırlı olup, daha çok sosyal sorumluluk ve iktisadi açıdan matris çalışmaları şeklinde olduğu görülmüştür.

3. ARAŞTIRMA

Çalışmanın bu bölümünde; araştırmanın amacına, kapsamına, kullanılan yöntemine, araştırmanın bulgularına ve ulaşılan sonuca yer verilmiştir.

3.1. Araştırmanın Amacı

Araştırmanın amacı, İktisadi ve İdari Bilimler Fakültesinde eğitim alan muhasebe meslek adaylarının sosyal muhasebe kavramına ilişkin bilgi ve eğitim düzeyi, bu kavram ile ilgili algılarının ne yönde olduğunun araştırmaktır. Elde edilen sonuca göre öneriler sunulması amaçlanmıştır.

3.2. Araştırmanın Kapsamı ve Yöntemi

Muhasebe meslek adaylarına, sosyal muhasebe kavramına ilişkin bilgi ve eğitim düzeyi, bu kavram ile ilgili algılarının ne yönde olduğuna yönelik anket formu sunulmuştur. Anket formu oluşturulurken; Ertuna (2012), “Muhasebe İçin Yeni Ufuklar: Sosyal Muhasebe” adlı çalışma ile Köroğlu ve Ersöz “Muhasebe Meslek Mensuplarının Bakış Açılarında Kurumsal Sosyal Sorumluluk Muhasebe İlişkisi”, adlı çalışmalardan yararlanılmıştır.

Hazırlanan anket formu iki bölümden oluşmaktadır. İlk bölümde, ankete katılım sağlayanların demografik özelliklerinin belirlenmesine yönelik sorular yer almaktadır. İkinci bölümünde ise sosyal muhasebe kavramına ilişkin on ifade yer almaktadır. Ankete katılım sağlayanların bu on ifadeyi, beşli likert ölçeğine (1=Hiç katılmıyorum, 2=Az katılıyorum, 3=Orta düzeyde katılıyorum, 4=Çok katılıyorum, 5=Tamamen katılıyorum) göre değerlendirmeleri istenmiştir. Araştırmanın ana kütlesi, muhasebe mesleğini icra edecek meslek adaylarıdır. Toplamda 131 adet muhasebe meslek adayı anket formunu yanıtlamıştır. Yanıtlanmış olan anket formları analize dâhil edilmiştir.

3.3. Araştırma Bulguları ve Değerlendirme

Katılımcıların sosyo-demografik özelliklerine ilişkin bilgiler tabloda belirtildiği gibidir

Tablo 1. Muhasebe Meslek Adaylarının Sosyo-demografik Özellikleri

Sosyo-demografik Özellikler	n	%
Yaş		
25'ten az	125	95,4
25-34	6	4,6
35-44	-	-
45'ten fazla	-	-
Toplam	131	100
Cinsiyet		
Kadın	78	59,5
Erkek	53	40,5
Toplam	131	100
Eğitim Durumu		
Orta Öğretim	-	-
Lisans	131	100
Yüksek Lisans	-	-
Toplam	131	100
Eğitim Alınan Bölüm		
İşletme	37	28,2
İktisat	23	17,6
Kamu Yönetimi	71	54,2
Diğer	-	-

Toplam	131	100
Muhasebe İlgili Düzeyi		
Düşük	56	42,7
Orta	63	48,1
Yüksek	12	9,2
Toplam	131	100

Tablo 1.'deki veriler incelendiğinde çoğunluğun yaş aralığı 25'ten az geri kalanı ise orta yaş aralığındadır. Kadın katılımcıların oranı erkek katılımcılara göre daha fazla olduğu, çoğunluğun lisans mezunu olduğu görülmektedir. Eğitim alınan bölüm; sırası ile kamu yönetimi bölümü çoğunlukta, işletme alanı ve iktisat bölümü şeklindedir. Muhasebe ilgi düzeyi incelendiğinde çoğunluğun orta düzeyde olduğu, geri kalan katılımcıların ise düşük ve yüksek düzeydedir. Genel olarak katılımcıların sosyo-demografik özelliklerine ilişkin dağılım ve bulgular incelendiğinde; kadın katılımcıların daha fazla olduğu, yaş aralığının genç kesim, eğitim durumu lisans seviyesinde, eğitim alınan bölümde kamu yönetimi bölümünün oransal olarak daha fazla ve muhasebe ilgi düzeyinin orta seviyede olduğu söylenebilir.

Araştırmanın ikinci bölümde yer alan muhasebe meslek adaylarının sosyal muhasebe algılarına ilişkin dağılım ve ortalama bilgisi aşağıda belirtildiği şekildedir.

Tablo 2. Muhasebe Meslek Adaylarının Sosyal Muhasebe Kavramına İlişkin Algıları

	Hiç katılmıyorum		Az katılıyorum		Orta Düzeyde Katılıyorum		Çok katılıyorum		Tamamen katılıyorum		Ortalama
	n	%	n	%	n	%	n	%	n	%	
1- Sosyal muhasebe kavramı hakkında bilgiye sahibim.	48	36,6	35	26,7	30	22,9	12	9,2	6	4,6	2,18
2-Sosyal muhasebe tüm paydaşlara karşı sorumluluğu gerektiren bilgileri derleyerek sunar.	28	21,4	28	21,4	48	36,6	17	13,0	10	7,6	2,64
3- Sosyal muhasebeyi Türkiye'de birçok işletme esas alır.	24	18,3	27	20,6	44	33,6	24	18,3	12	9,2	2,79
4-Sosyal muhasebe ilgili yasal düzenlemeler hakkında bilgiye sahibim.	48	36,6	37	28,2	29	22,1	15	11,5	2	1,5	2,12
5-Sosyal muhasebe paydaşlarının menfaatlerine, beklentilerine yönelik faaliyet gösterir.	22	16,8	37	28,2	46	35,1	18	13,7	8	6,1	2,64
6-Sosyal Muhasebe niceleyici ve niteleyici bilgi kullanır.	21	16,0	32	24,4	46	35,1	19	14,5	13	9,9	2,77
7-Sosyal muhasebeye ilişkin faaliyetleri işletmeler zorunlu oldukları için yapmaktadırlar.	22	16,8	33	25,2	42	32,1	21	16,0	13	9,9	2,77
8-Sosyal muhasebe konusu hakkında eğitim aldım.	52	39,7	33	25,2	25	19,1	11	8,4	10	7,6	2,19
9-Sosyal sorumluluk ile sosyal muhasebe arasında ilişki vardır.	20	15,3	30	22,9	44	33,6	21	16,0	16	12,2	2,87
10-Meslek mensupları sosyal muhasebe hakkında yeterli bilgiye sahip değildir.	27	20,6	30	22,9	44	33,6	11	8,4	19	14,5	2,73

Tablo 2'de de görüldüğü gibi; ikinci bölümde katılımcıların çoğunluğu bazı ifadelerde orta düzeyde katılıyorum seçeneğini tercih etmiştir. Sırası ile ankette yer alan sorular incelendiğinde; sosyal muhasebe kavramı hakkında bilgi sahibi olduklarına dair %36,6 ile hiç katılmayanların çoğunlukta olduğu, az ve orta düzeyde katılanlar ise bu görüşü takip etmektedir. Sosyal muhasebenin tüm paydaşlara karşı sorumluluğu gerektiren bilgileri derleyerek sunmasına ilişkin çoğunluk %36,6 ile orta düzeyde katılmış, hiç ve az katılanlar ise %21,4 şeklinde olduğu görülmüştür. Sosyal muhasebenin Türkiye'de birçok işletme esas almasına çoğunluk orta düzeyde katılmıştır. Sosyal muhasebe ile ilgili yasal düzenlemeler

hakkında bilgiye sahip olmalarına ilişkin %36,6 ile hiç katılmadıkları, %28,2 az katıldıkları, 22,1 orta düzeyde katıldıkları ve çok katılanlar ile tamamen katılanların bu oranlara göre daha azdır. Sosyal muhasebe paydaşlarının menfaatlerine, beklentilerine yönelik faaliyet göstermesi çoğunluk %35,1 ile orta düzeyde katılmış, %28,2 ile az katılanlar ve %16,2 ile hiç katılmayanlar takip etmiştir. Sosyal muhasebenin niceleyici ve niteleyici bilgi kullanmasına çoğunluk orta düzeyde katılmıştır. Sosyal muhasebeye ilişkin faaliyetleri işletmeler zorunlu oldukları için yapmaktadır görüşüne %32,1 ile orta düzeyde katılanlar çoğunluktadır. Sosyal muhasebe konusu hakkında eğitim almalarına yönelik %39,7 ile çoğunluk hiç katılmadıklarını ve %25,2 ile az katıldıklarını belirtmişlerdir. Sosyal sorumluluk ile sosyal muhasebe arasında ilişki vardır sorusuna katılımcılar %33,6 ile orta düzeyde katılmışlardır. Meslek mensuplarının sosyal muhasebe hakkında yeterli bilgiye sahip değildir sorusuna çoğunluk orta düzeyde katılmış, bu oranı az katılanlar ve hiç katılmayanlar takip etmiştir. Çok katılan ve tamamen katılanlar ise oransal olarak bu üç görüşe göre az olsa da bu görüşleri takip etmektedir.

Anketin ikinci bölümü genel olarak değerlendirildiğinde; meslek adaylarının sosyal muhasebe konusuna ilişkin yeterli bilgiye sahip olmadıkları, işletmelerin zorunluluk ve yasal düzenlemeler nedeni ile sosyal muhasebeye ilişkin faaliyetlerde bulduklarını, yeterli eğitim almadıklarını, meslek mensuplarının da yeterli bilgiye sahip olmadıkları yönünde görüşlerini belirtmişlerdir. Sosyal muhasebenin tüm paydaşlara yönelik sorumluluğu gerektiren bilgileri sunduğu, paydaşların menfaatlerine, beklentilerine yönelik faaliyetlerde bulunduğu görüşlerinin çoğunlukta olduğu görülmüştür. Sosyal muhasebenin niceleyici ve niteleyici bilgi kullandığını, sosyal sorumluluk ile aralarında ilişki olduğu görüşündedirler.

Muhasebe meslek adaylarının sosyal muhasebe kavramı algılarına yönelik yapılan bu çalışmada oluşturulmuş olan ölçeğin güvenirlik katsayısı (Cronbach Alpha)= 0.854'dür. Cronbach alfa katsayısı, ölçeğin güvenilirliği açısından yaygın olarak kullanılan ölçülerden biridir. Cronbach alfa katsayısı, $0 < \alpha < 1$ arasında değer almaktadır (Karagöz, 2019a:21-39). Araştırmanın güvenirlik katsayısı 0,854 olduğu için ölçek yüksek güvenilir aralıktadır. Verilerin normal dağılıp dağılmadığı test edilmiş, verilerin normal dağıldığı görülmüştür.

Araştırmanın muhasebe meslek adaylarının demografik özellikleri ve sosyal muhasebe kavramı ile ilgili algılarına ilişkin korelasyon bilgisi aşağıda belirtildiği şekildedir.

Tablo 3. Muhasebe Meslek Adaylarının Sosyal Muhasebe Kavramı ile İlgili Algılarına İlişkin Korelasyon Bilgisi

	Yaş	Cinsiyet	Eğitim Durumu	Alınan Eğitim Bölümü	Muhasebe İlgili Düzeyi
S_M_Ortalama	0,040	0,158	a	-0,267**	0,319**

Korelasyon katsayısı -1 ile +1 arasında değer alır. Katsayı $r = +1$ ise pozitif ilişki, $r = -1$ ise negatif ilişki vardır. Katsayı $r = 0$ ise korelasyon yok demektir. Korelasyon katsayısı 1'den büyük olursa, örneklem büyüklüğünün yeterli olmadığı, model verilere uygun olmadığı söylenebilir (Karagöz, 2019b:807-808). Araştırmanın muhasebe meslek adaylarının demografik özellikleri ve sosyal muhasebe algılarına ilişkin korelasyon bilgisi incelendiğinde; çoğunluk olarak pozitif bir ilişki olduğu, değişkenler birlikte artma/azalma eğilimi göstermektedir. Pozitif dağılımın yanı sıra eğitim alınan bölüm için negatif bir ilişki olduğu görülmektedir. Değişkenlerden biri artarken bir diğer değişkende azalma tersi durum söz konusudur. Eğitim durumu çoğunluğun aynı eğitim durumuna sahip olması nedeni ile korelasyon hesaplanırken

hesaplanamadığı (a) ile ifade edilmiştir. Korelasyonlar genel olarak incelendiğinde, korelasyon ve değişkenler arasında anlamlı bir ilişki olduğu söylenebilir.

Muhasebe meslek adaylarının sosyal muhasebe kavramı ile ilgili algılarına ilişkin ortalamalarının karşılaştırılması yapılmıştır. Karşılaştırma için T testi ve Anova testi uygulanmıştır. Bu bilgiler aşağıda belirtildiği gibidir.

Tablo 4. Demografik Özelliklerin Muhasebe Meslek Adaylarının Sosyal Muhasebe Kavramı Algılarına İlişkin Ortalamalarının Karşılaştırılması

Bu ortalamaların karşılaştırılabilmesi için T testi ve ANOVA testi yapılmıştır.

Değişken	Gruplar	Sayı	Ort.	Std. Sapma	Test
Cinsiyet	Kadın	78	2,4718	0,79901	P= 0,071 T= -1,819
	Erkek	53	2,7226	0,73684	
Yaş	25'ten az	125	2,5664	0,77542	P= 0,647 F= 0,210
	25-34	6	2,7167	0,96833	
	35-44	-	-	-	
	45'ten fazla	-	-	-	
Eğitim Durumu	Ortaöğretim				a
	Lisans	a	a	a	
	Yüksek Lisans				
Eğitim Alınan Bölüm	İşletme	37	2,8514	0,81432	P= 0,008 F= 5,057
	İktisat	23	2,7087	0,64025	
	Kamu Yönetimi	71	2,3845	0,76226	
	Diğer	-	-	-	
Muhasebe İlgi Düzeyi	Düşük	56	2,3339	0,69079	P= 0,001 F= 7,435
	Orta	63	2,6698	0,79892	
	Yüksek	12	3,1833	0,69391	

Bu test sonucunun değerlendirilmesinde p ve f değerine göre ele alınır. Sonuç $p < 0,05$ ise H_0 hipotezi reddedilir. Tekrarlayan ölçüm ortalamaları arasında fark olduğu söylenebilir. Eğer sonuç $p > 0,05$ ise H_0 hipotezi kabul edilir ve tekrarlayan ölçüm ortalamaları arasında fark olmadığı söylenebilir (Cevahir, 2020:69-70). Bu çalışmaya göre muhasebe meslek adaylarının sosyal muhasebe kavramına ilişkin algıları; yaşa ve cinsiyete göre farklılık göstermemektedir. Eğitim alınan bölüm ve muhasebe ilgi düzeyi durumlarında ise farklılık söz konusudur. Eğitim durumu ise ankete katılımcıların aynı eğitim durumuna sahip olmaları nedeni ile hesaplanamadığı için (a) ile ifade edilmiştir. Muhasebe meslek adaylarının sosyal muhasebe algılarına ilişkin incelendiğinde; genel algının sosyal muhasebenin tüm paydaşların beklentilerine yönelik uygun faaliyette bulunduğu, sorumluluklarını yerine getirdiği, ancak yasal düzenlemeler gibi zorunluluklardan ötürü bu kavramın uygulandığı, yeterli bilgiye sahip olmadıkları ve eğitim almadıkları görüşünde oldukları söylenebilir.

SONUÇ

Sosyal muhasebe, işletmelerin faaliyetlerinin topluma, paydaşlarına etkisini dikkate alarak, bilgilerin oluşturulması, sunulması, analiz edilmesi ve raporlanmasına yönelik söz konusu olan muhasebedir. Çalışmada; sosyal muhasebe, sosyal sorumluluk, muhasebe alanı ile ilgili sosyal sorumluluk kavramları ele alınmış, muhasebe meslek adaylarına yönelik araştırma yapılmıştır. Yapılan çalışmada muhasebe meslek mensubu adaylarının sosyal muhasebe hakkında bilgileri ve bu kavram üzerine algıları değerlendirilmiştir.

Çalışmada yapılan araştırma sonucuna göre; katılımcıların sosyal muhasebe ile ilgili çok detaylı bilgi sahibi olmadıkları, sosyal muhasebeye yönelik yeterli eğitim almadıkları ve muhasebe mesleğini icra eden meslek mensuplarının konuya ilişkin yeterli bilgiye sahip olmadıkları görülmüştür. Araştırmanın güvenilirlik katsayısı yüksek güvenilirlik aralığında olduğu, korelasyon incelendiğinde değişkenler arasında anlamlı ilişki olduğu, T testi ve Anova testi açısından değerlendirildiğinde muhasebe meslek adaylarının sosyal muhasebe kavramına ilişkin algıları; yaşa ve cinsiyete göre farklılık göstermediği, eğitim alınan bölüm ile muhasebe ilgi düzeyi durumlarında ise farklılık söz konusudur. Muhasebe meslek adaylarının sosyal muhasebe algılarına ilişkin incelendiğinde; genel algının sosyal muhasebenin tüm paydaşların beklentilerine yönelik uygun faaliyette bulunduğu, sorumluluklarını yerine getirdiği, ancak yasal düzenlemeler gibi zorunluluklardan ötürü bu kavramın uygulandığı, yeterli bilgiye sahip olmadıkları ve eğitim almadıkları görüşünde oldukları söylenebilir.

Araştırma sonucuna göre hem işletmeler hem de muhasebe meslek mensupları için sosyal muhasebe konusuna ilişkin zorunlu eğitimler düzenlenebilir. Konuya ilişkin bilgiler sağlanabilir. Hem iktisadi açıdan sosyal muhasebe çalışmaları yapılarak hem de yasal olarak işletmelere daha fazla teşvik, indirim ve istisna gibi düzenlemeler yapılarak işletmelerin konuya ilişkin çalışmaları desteklenebilir. Gerek meslek odaları aracılığı ile gerekse akademik anlamda sosyal muhasebe konusuna ilişkin seminerler, konferanslar düzenlenerek hem mesleki hem de akademik anlamda yol gösterici olunabilir.

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Plansız Online Tüketici Satın Alma Davranışları Üzerine Bir Araştırma

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ÖZET

Plansız online tüketici satın alma davranışının incelenmesi, bu davranışların demografik düzeyde incelenerek tüketici satın alma davranışı boyutunda farklılık gösterip göstermediğinin tespit edilmesi araştırmanın konusunu oluşturmaktadır. Bu konuda literatürde yapılan çalışmalar incelendiğinde plansız online satın alma ile ilgili yapılan çalışmaların çoğu, davranışın internet sitesi özellikleri ya da internet sitesi atmosferi gibi internet mecrasının temel özellikleri çerçevesinde incelenmiş, plansız satın alma davranışının ürünle ilgili, kişisel ya da durumsal özelliklerinin etkisine değinilmemiş olduğu tespit edilmiştir. Yapılan incelemeler neticesinde literatürde plansız online tüketici satın alma davranışı ile ilgili yapılan araştırmaların yeterli olmadığı sonucuna varılmıştır. Bu çalışmada tüketicileri plansız online satın alım yapmaya iten çeşitli durumsal (zaman baskısı ve internet sitesi özellikleri), kişisel (duygu durumu, kişilik, hedonik tüketme eğilimi, ürün miktarının az olma algısı, göz atma davranışı ve online alışveriş deneyimi) ve ürünle ilgili faktörlerin (fiyat) etkisini belirlenip ve bu faktörlerin hangi ortamlarda nasıl farklılık gösterdiği araştırılacaktır. Bu doğrultuda yapılan bir anket çalışması ile birincil veriler toplanmış ve elde edilen veriler analiz edilmiştir. Araştırma sonucunda, plansız online tüketici satın alma davranışının tüketicilerin demografik özelliklerine göre anlamlı bir farklılık göstermediği tespit edilmiştir. Son olarak işletme ve araştırmacılara öneriler sunulmuştur.

Anahtar Kelimeler: Tüketici Satın Alma Davranışı, Plansız Satın Alma, Online Satın Alma

A Research On Consumers' Online Impulse Buying Behaviour

ABSTRACT

The aim of this research is to analyze consumers' online impulse buying behaviour and to determine whether differ aspect of consumer buying behaviour by analyzing these behaviours demographically. When studies done on this subject in literature are analyzed, most of studies on online impulse buying show that behaviour is analyzed in the frame of basic features of internet like web site features or web site atmosphere, don't mention effect of online impulse buying behaviour on product, individual or situational features. As a result of research, studies on consumers' online impulse buying behaviour in literature are not sufficient. In this study, factors related to product(price), situational (time pressure) and individual (emotional state, personality, hedonic propensity to consume, perception of few product, glance behaviour and experience of online shopping) factors that make consumers buy online impulsively is defined and these factors differ how and in which settings are analyzed. Primary data is collected with the survey on this subject and obtained data is analyzed. As a result of the study, consumers' online impulse buying behaviour doesn't show significant difference according to consumers' demographic features. In conclusion, suggestions are offered to business and researchers.

Keywords: Customer Buying Behaviour. Impulse Buying, Online Buying

GİRİŞ

Tüketici satın alma davranışı hem pazarlama literatüründe hem de ilgili sektörlerde ele alınan önemli bir konudur. Tüketici davranışlarını anlamak ve incelemek isteyen araştırmacıların çoğu, tüketicilerin satın alma süreçleri ve satın alma kararları konularına odaklanmışlardır. Tüketicilerin satın alma karar süreçleri, satın alma kararlarını etkileyen çeşitli faktörlerin içerisinde barındırmaktadır. Satın alma kararının ne şekilde, hangi koşullar altında ve hangi faktörlerden etkilenerek verildiği, satın alma karar yapısını anlamak için önemli bir göstergedir. Tüketiciler satın alma davranış kararlarını daha önceden planlayarak verebildikleri gibi, çeşitli dürtüler sonucu, hiç planlamadan anlık da verebilmektedirler.

Plansız satın alma davranışı tüketici davranışlarında her zaman var olan, benzersiz bir satın alma davranışı yapısıdır. Plansız satın alma davranışı, literatürde çeşitli araştırmacılar tarafından yapılan farklı tanımlamalar ışığında, tüketicilerin satın alma kararlarını daha önceden planlamadan ve bir dürtüye ya da uyarıcıya maruz kalması sonucu o anda vermeleridir. Günümüzde perakendeciler geliştirilen çeşitli stratejiler ışığında tüketicileri plansız satın alım yapmaya teşvik etmektedirler. Mağaza içi raf düzenleri, ürün paketlemeleri ve mağaza içi kampanyalar gibi uygulamalar tüketicileri plansız satın alım yapmayan yöneltten en önemli faktörlerdir. Yıllar boyunca meydana gelen yenilikler ve teknolojik gelişmeler, tüketicilerin plansız satın alım yapmalarını kolay hale getirmiş ve yapılan araştırmalar her yıl yapılan satışların önemli bir yüzdesinin plansız olarak yapıldığını ortaya koymuştur(Hausman, 2000).

Plansız satın alma, ‘tüketicinin alışverişini tamamladıktan sonra elde ettiği toplam alımlarıyla mağazaya girmeden önce satın alma niyetiyle listelediği alımları arasındaki fark’ şeklinde tanımlanmıştır. Plansız bir satın alma beklenmeyen bir satın almadır ve tüketicide ani ve spontane bir şekilde ‘SATIN AL’ isteği uyanmaktadır. Böyle bir durumda; dürtüsel davranış düşünülmeden, kendiliğinden gerçekleşmektedir (Rook, 1987).

Türkiye’de internet kullanım alanlarının ve coğrafi kullanım yaygınlığının gelişmesi ile birlikte internette alışveriş yapma oranı önemli derecede artış göstermiştir. Kişilerin her an internete girebilmeleri ve internet perakendeciliğinin her daim açık olması bu oranın artmasında şüphesiz en önemli faktörlerdir. İnternette alışveriş tüketicilere hiçbir zorlukla karşılaşmadan ya da çaba sarf etmeden, her an alışveriş yapabilme imkânı sağlamaktadır. Bu nedenle internette alışveriş yapan kişilerin geleneksel alışverişçilere göre daha dürtüsel olduğu ortaya konmuştur (Donthu ve Garcia, 1999).

Küreselleşen dünyada internet kullanımının hızlı bir şekilde yayılması ve online yapılan alışveriş oranlarının giderek artması pazarlama literatüründe bu konu ile ilgili yapılan çalışmaların da çoğalmasına neden olmuştur. Teknolojinin ilerlemesiyle birlikte satış kanalları da gelişmektedir. Gelişen İnternet teknolojisi, internette pazarlamanın ümit vaat ediyor olması, araştırmacıları da bu pazardaki tüketici davranışlarını anlamaya itmektedir. Online alışveriş tüketicilerin ürünle ilgili bilgiye ulaşma maliyetini azaltıp, perakendecilerin de iş yapma maliyetlerini düşürmektedir, zaman, mekân ve satıcılara olan bağlılığı ortadan kaldırmaktadır. Türkiye’de ise henüz yeni online alışveriş olgusu, yükseliş eğilimindedir. Büyük şehir hayatı veya değişen hayat standartları tüketicileri alışverişe daha az vakit ayırmak zorunda bırakmaktadır. Artan pazarlama faaliyetleri, alışveriş güvenliği önlemleri, İnternet kullanımının yaygınlaşması, gelir seviyesinin yükselmesi de online alışverişe olan ilgiyi arttırmaktadır.

Online alışveriş tüketicilerin alışveriş davranışlarını önemli ölçüde kolaylaştıran bir gelişmedir. İnternette güvenilir alışveriş sunması, internet mağazalarının 7/24 açık olması ve tüketicilerin internet mağazalarında sunulan tekliflere her an göz atabilecek durumda olabilmeleri, online alışverişin yaygınlığını arttırmaktadır. Başka bir ifade ile internetin önemli bir alışveriş kanalı

olması, kişileri her türlü alışverişlerini internetten yapabilir hale getirmiştir. Bu durum da internette yapılan alışverişin çeşidi önemli derece arttırmıştır. İnternet alışverişinin hızla büyümesi plansız satın almayı destekleyerek plansız satın alma davranışının internet alışverişinde yaygın hale gelmesini sağlamıştır. Geleneksel alışverişe kıyasla internet alışverişinde tüketicilerin geniş ürün çeşitleri ile karşı karşıya olması, ürünlerle ilgili yardımcı bilgilerin sunulması ve tüketicilerin perakendecilere ve ürüne ulaşmada daha az zaman ve çaba harcamaları alışverişin kolaylığını ve elverişliliğini arttırmaktadır(Madhavaram ve Laverie, 2004).

Online alışveriş tüketicilerin alışveriş davranışlarını önemli ölçüde kolaylaştıran bir gelişmedir. İnternette güvenilir alışveriş sunması, internet mağazalarının 7/24 açık olması ve tüketicilerin internet mağazalarında sunulan tekliflere her an göz atabilecek durumda olabilmeleri, online alışverişin yaygınlığını arttırmaktadır. Başka bir ifade ile internetin önemli bir alışveriş kanalı olması, kişileri her türlü alışverişlerini internetten yapabilir hale getirmiştir. Bu durum da internette yapılan alışverişin çeşidi önemli derece arttırmıştır. İnternet alışverişinin hızla büyümesi plansız satın almayı destekleyerek plansız satın alma davranışının internet alışverişinde yaygın hale gelmesini sağlamıştır. Geleneksel alışverişe kıyasla internet alışverişinde tüketicilerin geniş ürün çeşitleri ile karşı karşıya olması, ürünlerle ilgili yardımcı bilgilerin sunulması ve tüketicilerin perakendecilere ve ürüne ulaşmada daha az zaman ve çaba harcamaları alışverişin kolaylığını ve elverişliliğini arttırmaktadır(Madhavaram ve Laverie, 2004).

1.LİTERATÜR

1.1. Plansız Satın Alma Davranışı Kavramı

Hausman (2000), plansız satın alma davranışı tüketici davranışlarında her zaman var olan ve merak edilen, benzersiz, anlaması karışık bir satın alma davranışı türüdür. Plansız satın alma davranışı, literatürde birçok yazar tarafından yapılan farklı tanımlamalar doğrultusunda, tüketicilerin satın alma kararlarını öncesinde planlamadan ve o anda bir dürtüye ya da uyarıcıya maruz kalmaları sonucunda verdikleri satın alma kararlarıdır. Günümüzde pazarlama araştırmacıları tarafından ortaya atılan farklı taktikler tüketicileri plansız satın alım yapmaya teşvik etmektedirler. Mağaza içi unsurlar, ürünlerin raflara dikkat çekici bir şekilde konumlandırılması, ürün ambalajları ve mağazanın fiziki unsurları dışında mağaza tarafından düzenlenen kampanyalar, hediye kuponlar gibi uygulamalar tüketicileri plansız satın alım yapmaya sevk eden önemli faktörlerdir. Geçen zamanla birlikte ortaya çıkan yeni teknolojik gelişmeler, tüketicilerin plansız satın alım yapmalarına zemin hazırlamış ve daha kolay hale getirmiştir. Yapılan araştırmaların sonucuna göre tüketicilerin 1 yıl içinde gerçekleştirdiği satın alımların önemli bir yüzdesini plansız alışverişlerin oluşturduğu tespit edilmiştir (Hausman, 2000).

Çelik'e (2009) göre günümüzde rekabetin her geçen gün daha fazla artması ve ürünlerin fiziksel özelliklerinde ki farklılıkların giderek azalması sonucu tüketici satın alma davranışları ile ilgili tüketicilerin görüşleri de farklılık göstermektedir. Tüketicilerin ürünlerin somut faydalarına önem veren rasyonel kararlar almak yerine; ürünlerin soyut, duyumsal(verdiği haz, kendini gerçekleştirme, imaj) niteliklerine önem verdiği ve satın alma davranışlarını plansız bir biçimde sergiledikleri görülmektedir (akt. Mucuk, 2014).

Bireylerin satın alma davranışları çok basit bir şekilde yorumlanabileceği gibi, bazen de çok karmaşık bir hal alabilmektedir. Pazarlama araştırmacıları ve işletmeler tarafından geçmişten günümüze kadar yapılmış olan birçok çalışma göstermektedir ki, bir ürüne sahip olmanın bireyler için farklı anlamları olabilmekte, bazen bireylerin bu gibi durumları kendilerine bile ifade etmekte güçlük çektiği bilinmektedir. Tüketicilerin satın alma davranışlarının arkasında yatan önceki bölümlerde uzun uzun açıkladığımız kişisel, sosyal ve psikolojik faktörler yer almaktadır. Tüketicilerin bir kısmı satın alma eylemini gerçekleştirirken neyi, neden aldığının bile farkında olmadan yaptığı alışverişten sadece keyif(haz) duyarken, bir diğer kısmı ise toplumsal kimliğini kabul ettirip olmak istediği kişi gibi görünmek için gösteriş amaçlı satın alımlar yapmaktadır.

Batı (2010) “O an nasıl hissettiğine bağlı olarak spontane(aniden) ürün satın alırım”, “Alışveriş esnasında en zorlandığım şey çok beğendiğim bir ürünü satın alamamaktır”, “Çoğu kez ihtiyacım olmadığı halde ürün satın alma eğilimine girerim”, “Ya sonra kalmazsa diye düşünmektense satın almayı tercih ederim” gibi cümleleri tüketicilerden sıkça duyarız. Literatürde “plansız” olarak söz edilen bu ifadeler satın alma davranışını göstermektedir (akt. Kılıç, 2017).

Erkmen ve Yüksel; yaptıkları bir çalışmada; bir mağazada, iki çeşit satın almaya karar verme durumundan bahsederler; kendiliğinden gerçekleşen ya da ani bir dürtüyle uyarılmış spontane satın alma. Tüketici ilk defa gittiği bir mağazada ürünlerin yerleştirilmesine alışık olmadığına, sınırlı süre ile baskı altında olduğunda veya mağazadaki ürünlerin rafa yerleştirme şekli dikkat çekici bir biçimde konumlandırıldığında spontane satın alma daha sık ortaya çıkma eğilimi göstermektedir. Örneğin tüketici etek almak için gittiği mağazada hiç aklında yokken o an karar vererek etekle beraber bir de kemer alabilir. Araştırma sonucuna göre, planlanmamış satın almaların üçte birinin, mağazada dikkat çekici bir ürünün ihtiyaç doğurması halinde gerçekleştiğini ve satın alma davranışlarının yarısının da spontane bir biçimde ortaya çıktığı söylenebilir (Erkmen ve Yüksel, 2008).

Plansız satın alma davranışının sadece ürün ve hizmetle değil de tüketiciyle ilişkili olduğu literatürde yapılan çalışmalarda ortaya konmuştur. Başka bir ifade ile plansız satın alma davranışı ürün ve hizmete ilişkin özelliklerden değil, tüketicinin bir duruma karşı olan eğiliminden kaynaklanmaktadır. Bireylerin plansız satın alma davranışı tanımlanmıştır. Plansız satın alma davranışı tüketicinin ani bir uyara maruz kalma ile gerçekleşen bir şey satın alma dürtüsüne olan eğilimidir. Tüketicilerin plansız satın alma davranışı bir kişilik faktörü olarak belirlenmiştir ve dolayısıyla plansız satın alma davranışı bireysel bir farklılık olarak kavramsallaştırılmıştır. Plansız satın alma davranışı duygusal ve bilişsel olmak üzere iki boyuttan oluşmaktadır. Plansız satın alma davranışındaki duygusal boyut, duyular, hisler, ruh hali, dürtü gibi durumlardan oluşurken, bilişsel boyut satın almayı daha önceden planlamama ve sonrasını düşünmeden plansız bir şekilde hareket etmeyi ve rasyonel düşünmemeyi ifade etmektedir (akt. Akturan, 2010).

Stern’in 1962 yılındaki tüketici davranışlarını planlı, plansız veya tepkisel olarak sınıflandırması plansız satın alma davranışı tanımlarının başlangıcını oluşturmaktadır (akt. Tursun, 2019).

Literatürde plansız satın alma davranışı farklı şekillerde tanımlanmıştır. Bunlardan bazıları şu şekildedirler;

Stern tüketicinin alışverişe çıktığında önceden planlamış olmadan gerçekleştirmiş olduğu durum (Stern, 1996) şeklinde tanımlarken Rook ise tüketicinin içinden gelen şiddetli bir dürtü ile ürüne anında sahip olma isteği çerçevesinde gerçekleşen satın alımlardır (Rook, 1987).

Tüketiciler genellikle bazı ürün ve hizmetleri önce hiç düşünmeden ya da planlamadan plansız (tepkisel) bir şekilde satın alırlar. Rook'a (1987) göre plansız satın alma daha çok ihtiyaç olmayan fakat satın almaya karşı konulmaz bir dürtüyle ve zorlanmış gibi yapılan satın almalarıdır (akt. Baran, 2015).

Beatty ve Ferrell (1998) ise plansız satın alma davranışını, öncesinde bir ürün satın alma niyeti ya da satın alma hakkında herhangi bir konuşma olmadan yapılan anlık satın alma olarak nitelendirmiştir (akt. Baran, 2015).

Odabaşı ve Barış'a göre Plansız satın alımlar, herhangi bir plana dayanmadan çoğunlukla bir dürtünün aniden ortaya çıkma neticesinde yapılan alımlardır (Odabaşı ve Barış, 2010).

Akın, Şakacı ve Yaraş göre ise plansız satın almanın ani, çok güçlü ve ısrarlı bir arzu şeklinde tüketicini hemen bir şeyleri satın almayı istemesi şeklinde vurgulanmaktadır (Akın, Şakacı ve Yaraş, 2009).

Plansız satın alma Piron'a göre ani bir kıvılcımla karar verilen, bir uyarıcı ile gerçekleşen planlanmamış satın alma olup, duygusal ve/veya bilişsel tepkiler satın alma sonrasında gerçekleşir (Piron, 1991) şeklindedir.

Belirli bir ürün kategorisinde önceden almaya eğilim olmadığı halde ani şekilde ortaya çıkan bir satın alma arzudur (Beatty ve Ferrell, 1998). Plansız tüketim bilinçli bir davranış olarak kabul edilmemektedir, çünkü duygusal uyarıcıların olduğu durumlarda bilişsel süreçler minimum düzeyde olduğundan tüketici bilinçli bir şekilde davranmaz (Weinberg and Gottwald, 1982).

Plansız satın alma planlamadan yapılan spontan eylemdir (Khemerangson ve Kongakaradecha, 2012).

Bütün bu tanım ve açıklamaları bir araya getirirsek plansız satın alma davranışını şu şekilde açıklayabiliriz; alışveriş yapacağı yere gelmeden önce satın alma niyeti bulunmamaktadır. Satın alma bir uyarana maruz kalınması sonucunda aniden gerçekleşir. Bireyin duygusal özelliklerinden etkilenir.

1.1.1 Literatürde Plansız Satın Alma İle İlgili Yapılan Çalışmalar

Literatürde tüketicilerin plansız satın alma davranışlarıyla ilgili yapılan birçok araştırma vardır. Stern (1967) plansız satın alma davranışını 3 farklı başlıkta planlı, plansız ve anlık satın alma olarak sınıflandırmıştır. Ayrıca satın alınmak istenilen ürünün özelliklerinin plansız satın alma davranışının sergilenmesinde etkili olduğunu vurgulamıştır.

Kollat ve Willet (1967) ise yaptıkları çalışmada tüketicinin kişilik özellikleri ile plansız satın alma davranışı arasındaki ilişkiyi incelemiştir. Araştırmanın sonucuna göre; plansız satın alma ile yapılan alışveriş ile olumlu bir ilişki, bireylerin medeni hali ve yaşı gibi demografik özelliklerin dâhil olduğu alışverişlerde ise olumsuz bir ilişki vardır. Ayrıca bu çalışmada tüketicilerin hangi sıklıkla alışveriş yaptığı ve geçmiş tecrübeler de incelenerek satın alma kararına etkisi olan mağaza atmosferinin gelecekteki ihtiyaçlarını hatırlatıp daha çok plansız satın alma yapmaya yönelttiği tespit edilmiştir (Kollat ve Willett, 1967, s.12-31).

Mihic ve Kursan (2010) plansız satın alma davranışını durumsal faktörler açısından incelemiştir. Bulgulara göre durumsal faktörlerin plansız satın alma davranışı olumlu yani pozitif bir etkisi olduğu tespit edilmiştir. Araştırmaya katılan tüketicileri durumsal faktörlerine

göre sınıflandırıp 3 farklı tüketici grubuna ulaşmıştır. Ayrıca araştırmaya katılan bireylerden 20 ile 30 yaş arasında yer alanların diğer yaş gruplarına göre daha çok plansız alışveriş yaptıkları tespit edilmiştir (Mihic ve Kursan, 2010, s. 47-66).

Sharma vd. (2010) yaptığı araştırmada plansız satın alma davranışını satın alma karar süreci açısından değerlendirmiştir. Araştırma bulgularına göre alışverişte geçirilen süre uzadıkça plansız satın alma eğilimi yükselmektedir. Tüketici ne kadar çok mağaza gezip ne kadar farklı ürünle karşılaşırorsa plansız satın alma davranışı o kadar artmaktadır(Sharma vd., 2010, s. 76).

Kara (2010) yaptığı çalışmada mağaza unsurlarının tüketici plansız satın alma davranışına olan etkisini ele almıştır. Plansız satın almayı bilişsel ve duygusal boyutta incelemiş, mağaza unsurlarının tüketicilerin plansız satın alma davranışlarını pozitif yönde etkilediği sonucuna varmıştır (Kara, 2010, s. 115).

Kuzudişli (2012) yaptığı çalışmada tüketicilerin plansız satın alımlarını artıracak faktörlerin neler olduğunu incelemiştir. Araştırmanın bulgularına göre tüketicilerin plansız satın alımlarını artırmada en önemli faktörün fiyat olduğu tespit edilmiştir. Ürünün fiyatı düştükçe plansız satın alma eğilimi yükselmektedir.

Villi ve Kayabaşı (2013) yaptıkları araştırmada plansız satın alma davranışını tüketicilerin sosyal ve kişisel faktörleri açısından ele almıştır. Araştırmanın sonucuna göre; kadın tüketicilerin danışma gruplarından, o anda ki ruh hallerinden ve kampanyalardan plansız satın alma davranışını gerçekleştirirken anlamlı derece etkilenmekte oldukları tespit edilmiştir (Villi ve Kayabaşı, 2013, s. 120-121).

Okutan ve Altunışık (2013) plansız satın alma eğiliminin plansız, kompulsif ve hedonik satın alma tarzıyla olan ilişkisini incelemiştir. Analiz sonuçlarına göre keşifsel satın alma eğilimi sergileyenler ve sergilemeyenler arasında satın alma davranışı açısından anlamlı farklılıklar vardır. “Yenilikçi tüketiciler plansız satın alma yapmaya daha yatkın iken, kompulsif satın alma davranışı sergileyen tüketicilerin keşifsel eğilimlerin daha az olduğu” belirtmişlerdir (akt. Beytulova, 2017).

1.2. Online Plansız Satın Alma Davranışı Kavramı

Günümüzde yaşanan teknolojik gelişmeler ile internet kullanımının her geçen gün daha da artması ile tüketicilerin online alışverişe olan talep giderek artmaktadır. Bu çerçevede tüketicilerin online satın alma davranışlarında; yeni alışveriş tecrübeleri kazanmak, pazara yeni giren bir ürün ya da hizmet hakkında bilgi edinmek, değer yaratmak ve bireysel haza ulaşmak gibi tüketicileri online alışverişe motive eden faktörlerin etkili olduğu söylenebilir. Bu faktörler; tüketicilerin plansız online satın alma davranışı sergilemelerini de doğrudan etkilemektedir.

Online tüketicilerin genel olarak “macera-heyecan, “değer”, “fikir” ve “tatmin” temelli duygusal motivasyonlar ile online plansız satın alma davranışı sergilemektedirler. Bu bağlamda online plansız satın alma davranışları, tüketicinin duygusal motivasyonu ile gerçekleşmektedir. Tüketicilerin online plansız satın alma davranışlarında; alışveriş sitesinin tasarım ve özellikleri, pazara yeni giren ürünleri uygun fiyatla sunması, ürün çeşitliliği ve zaman kısıdının olmaması gibi bilişsel faktörlerle beraber tüketiciyi duygusal anlamda tatmin edecek hedonik faktörlerin etkisi de satın alım yapmaya karar verilmesinde önem arz etmektedir.

Online alışveriş siteleri; başta son trend ürünler, ev yaşam, kişisel bakım, kişisel gelişim, kozmetik, giyim ve gıda gibi birçok ürün ve hizmeti sınırlı sayıda sınırlı zamanda indirimli fiyatlar ile satışa sunmaktadır. Düzenlenen kampanyalar ile tüketicilere avantajlar sunan sanal mağazalar; ürünleri piyasa fiyatının altında sınırlı stoklarla kısa bir süre içinde satışa sunarak online tüketicilerin plansız satın alımlar yapmasına sebep olmaktadır. Ürünün sınırlı sayı ve sürede olması tüketici de ürünün biteceği paniğine kapılmasına sebep olmakta paniğe kapılan tüketici ürünü yeterince incelemeyen ihtiyacı olup olmadığından emin olmadan plansız bir şekilde satın alım davranışını sergilemektedir. Sanal alışveriş sitelerinden gelen kampanya bildirimleri, hediye kuponlar, güncellenen ürün stokları gibi uyarı etmenlerde tüketiciyi plansız satın alım yapmaya teşvik etmektedir.

Online alışveriş sitelerinde; finansal açıdan tüketicinin satın alma gücüne uyan her bütçeye uygun ürünlerin yer alması; promosyon, indirim, hediye çeki gibi fırsatların kaçırılmamak istenmesi ile ani bir karar veren tüketici plansız satın alma davranışı sergileyebilmekte olup sanal ortamda yapılan online plansız alışverişin temelinde fiyat ve kampanyalar gibi bilişsel faktörler yer almaktadır.

Türkyılmaz ve ark. (2016) çalışmasına göre başarının, mutluluğun, merkezîyet (maddî varlıkların kişilerin yaşamının merkezi olduğu inancı), markaya bağlılık ve marka topluluğunun online plansız satın alma davranışı üzerinde anlamlı olumlu etkisi bulunduğu görülmüştür. Bu faktörlerden online plansız satın alma davranışını en çok etkileyen faktör olarak marka topluluğu bulunmuştur. Marka topluluğunu sırasıyla başarı, bağlılık ve mutluluk takip etmektedir. Araştırmanın sonuçları online satış yapan internet sitesi sahiplerine plansız alışveriş yapan tüketicileri ve onların davranışlarını daha iyi anlayarak stratejilerini geliştirmeleri konusunda yol gösterici olabilecek niteliktedir (akt. Genzileli, 2019).

Küreselleşen dünyada son yıllarda hızla gelişen teknoloji iletişim ağlarında önemli gelişmelere neden olmuştur. İletişim teknolojilerinde yaşanan bu gelişmeler bireylerin sosyal hayatlarının yanı sıra tüketim alışkanlıklarında da değişmesine neden olmuştur. Tüketim alışkanlıkları değişen bireyler sosyal ağların gelişmesi ile internet ortamında daha çok vakit geçirmeye başlamış bu da sanal ortamda yapılan satışları artırmıştır. Sanal alışverişe artan talep sonucunda üretici firmalar bu durumu fırsata çevirerek pazarlama stratejilerini günümüz koşullarına göre güncellemişlerdir.

Son yıllarda Türkiye’de internet kullanımının giderek artması ve internetin işletmeler tarafından ticari faaliyetlerini sanal ortamda yapmaya başlaması ile tüketicilerin geleneksel alışveriş anlayışının değişmesine neden olmuştur. Günümüz dünyasında uzun çalışma saatleri kadınların iş hayatındaki rolünün artması ile oluşan zaman baskısı değişen yaşam standartları sanal alışveriş sitelerine olan talebi artırmıştır.

Tüketicilerin online ortamdaki satın alma davranışları ile fiziki ortamlardaki satın alma davranışları üretici firmaların sunduğu imkanlar ve ürün çeşitliliğine göre farklılık gösterebilmektedir. Fiziki ortamda geçirdiği vakti zaman kaybı olarak gören tüketiciler yeni web sayfaları ve ürün çeşitliliğinin çok olduğu alışveriş sitelerinin arayışına girmişlerdir. Üretici firmalar tüketicilerin taleplerini karşılayabilmek ve bu pazarda kendilerine yer edinebilmek için farklı web deneyimleri geliştirmeye başlamışlardır. Online deneyimler geleneksel pazarlama yöntemlerinden farklı olarak satıcı firmalara ve tüketicilere çeşitli avantajlar sağlamaktadır.

Kırcova (2005) Tüketiciler internetin avantajları sayesinde ürün veya yeni ürün bilgilerine kolay ulaşabilmekte, bilgi sahibi olmakta ve alternatif ürünleri karşılaştırarak, kolayca satın alabilmektedir. Bugün tüketiciler için alışverişte harcanan zaman, önemli bir sorun olarak

görülmektedir. Geniş bir alana yayılmış alışveriş merkezleri, beraberinde oluşan ulaşım, park yeri sorunları oldukça karmaşık ve sorunlu alışveriş ortamı oluşturmaktadır. Diğer yandan tüketicisine sunulmuş binlerce tür ürün ya da hizmet, fiyatları açısından ilave maliyetler getirmemesi gibi bir takım kolaylık ve avantajlarından dolayı, internet ortamı tüketiciler tarafından daha fazla tercih edilir hale gelmişti (akt. Cop ve Oyan, 2010).

Sanal ortamda alışveriş yapan tüketiciler geleneksel ortamda alışveriş yapan tüketicilere kıyasla daha bilinçli, yeni teknolojik gelişmelere ve internet kullanımına daha açık, en uygun fiyatla en kısa sürede en doğru ürünü seçebilen, risk almaktan kaçınmayan kişilerdir.

1.2.2. Literatürde Online Plansız Satın Alma İle İlgili Yapılan Çalışmalar

Çerçi (2014) çalışmasında ulaştığı bulgulara göre; özel web siteleri tarafından kullanılan “sepeti boşaltma, kampanya e-posta gönderme vb. uygulamaların”, tüketicilerin plansız satın alma davranışı sergiledikleri sonucuna varılmıştır (Çerçi, 2014, s. 141-142). Çalışmanın bulgularına göre online alışveriş yapılan web sitelerinde düzenlenen kampanyalar, yapılan indirimler, tüketicilere bilgi mesajı gönderilmesi gibi faktörler online satın alma davranışını etkilemekte bu fırsatları kaçırma endişeni kapılan tüketici plansız satın alma davranışı sergilemektedir.

Martinez (2009) tarafından yapılan çalışmada, özel alışveriş sitelerinde plansız satın alma davranışı sergileyen 164 kadın örneklem üzerinden, özel alışveriş sitelerinden yapılan plansız satın almaların nedenlerini; sitelerin kullanım kolaylığı, ürün kalitesi ve moda faktörleri üzerinden incelenmiştir. Martinez’in araştırmasının sonucuna göre özel alışveriş sitelerinde daha fazla plansız satın alma yaptıkları sonucuna varılmıştır.

Araştırma sonucuna göre; kişilik özellikleri, satın alma kararı ve web sitesinin kalitesi gibi etmenleri online plansız satın alma davranışını kısmi olarak etkilediği saptanmıştır (akt. Hocaoğlu, 2019).

Araştırmanın sonucuna göre; online alışveriş sitelerinin web dizaynlarının kolay erişilebilir olması, sunulan ürünlerin çekiciliği, uygun fiyatlarla satılması gibi hedonik motivasyon sağlayan unsurların tüketicilerin online plansız satın alma davranışını gerçekleştirmede etkili olduğunu söyleyebiliriz.

Erdem (2015) yaptığı araştırmanın bulgularına göre; tüketicilerin hazcı motivasyonlarının, online plansız satın alma üzerinde etkili olduğu görülmüştür. Araştırmada; tüketicilerin değer, sosyal, rol/fikir, macera, zevk temelli alışveriş motivasyonları, plansız bilişsel satın alma eğilimlerini etkilediği ortaya konulmuştur. Araştırmanın sonucuna göre; tüketiciler plansız satın almayı rasyonel bir süreç olarak algılasalar bile, hazcı motivasyonların tüketicilerin plansız satın alma davranışları üzerinde etkili olduğu söylenebilir (Erdem, 2015, s. 70-71).

Dawson ve Kim (2009) özel alışveriş sitelerinin; sınırlı bir zaman diliminde üyelerine özel indirimler ile sundukları tekliflerin, tüketicileri indirimli ürünleri alma yönünde cesaretlendirildiği ve plansız satın alma davranışı sergilemelerinde etkili olduklarını ifade etmektedir (Dawson., Kim, 2009, s. 244-245).

Tüketiciler online plansız satın alım yapmaya karar verdiklerinde, çoğu zaman plansız olarak hareket etmektedirler. Bir tuşla siparişe erişebilirler, problemsiz teslimat ve toplumsal baskılardan uzak şekilde ürünlere ulaşabilirler (Jeffrey ve Hodge, 2007).

(Floh ve Madlberger, 2013; Liu ve ark., 2013). Yaptıkları çalışmada özel alışveriş sitelerinin kolay erişilebilirlik, ürün çeşitliliği gibi site özelliklerinin online plansız satın alma davranışına olan etkisini incelemişlerdir. Araştırma bulgularına göre, özel alışveriş sitesinin özellikleri ile tüketicilerin online plansız satın alma davranışı arasında anlamlı bir ilişki tespit edilmiştir. Web sayfalarının gösterişli tasarımı gibi özellikleri ile hazzı alışveriş online plansız satın alma davranışını etkilemektedir.

2. METEDOLOJİ

2.1. Araştırmanın Konusu

Tüketici satın alma davranışının incelenmesi, tüketici plansız satın alma davranışının incelenmesi ve online plansız satın alma davranışının incelenmesi, inceleme sonucunda bu davranışların farklılık gösterip göstermediğinin tespit edilmesi, tüketici plansız satın alma davranışının demografik düzeyde incelenerek tüketici boyutunda karşılaştırılma yapılması araştırmanın konusunu oluşturmaktadır.

Bu konuda literatürde yapılan çalışmalar incelendiğinde plansız satın almanın kültür boyutunun, sanal mağaza ve fiziksel mağaza atmosferi ile anlık satın alma arasındaki ilişki, plansız satın almanın incelendiği ya da mağaza atmosferinin sadakat ile olan ilişkisinin ele alındığı görülmüştür. Online plansız satın alma davranışının tüketici bazında incelendiğinde, online plansız satın alma davranışı arasındaki farklılıklar konusunda literatürde yeterli sayıda çalışma olmadığı tespit edilmiştir.

Tüketicilerin plansız satın almasını etkileyen faktörlerin neler olduğu, online ve offline ortamlarda plansız satın alma davranışında nelerin farklılık gösterdiği ve bu farklılıklara neden olan etmenlerin arasındaki ilişkinin tespiti ve bu ilişkinin tespiti ile tüketicilerin nedensiz olarak gözükken satın almalarının nedenlerinin bulunabilmeleri için bu çalışmanın ışık tutabileceği düşünülmektedir.

2.2. Araştırmanın Amacı ve Önemi

Pazarlama literatüründe plansız satın alma tüketici davranışı ve online plansız satın alma tüketici davranışını birlikte ele alan çalışmaların sınırlı sayıda ve yetersiz olması ve bu konuda derinlemesine bir araştırmanın yapılmamış olması şüphesiz bu pazarda faaliyet gösteren işletmelerin, tüketici davranışlarını anlama ve buna göre strateji geliştirmelerini zorlaştırmaktadır. Plansız satın alma davranışı diğer satın alma davranış kalıplarından önemli özellikleri ile ayrıştırmaktadır. Bu davranışın aynı zamanda online ortamda da gösterilmesi davranışa farklı özellikler katmıştır. Plansız satın alma davranışı, bir ihtiyacı karşılamasından ziyade, tüketicinin anlık gelişen bir dürtü ile bir ürüne sahip olma isteği şeklinde ifade edilmektedir (Akbaş ve Ergin, 2011). Araştırma farklı demografik özellikleri sahip tüketicilerin online olarak yaptıkları plansız alışverişlerde sergiledikleri davranışları ele almaktadır.

Günümüz tüketicisinin alışveriş yaparken online ve offline ortamlarda satın alma davranışını gerçekleştirirken tüketicilerin hangi unsurlardan etkilendiğinin anlaşılması ve bu unsurların plansız satın almaya olan etkisinin tespit edilmesi amaçlanmaktadır. Elde edilen verilerin rekabete karşı ayakta kalmak için uğraşan işletmelerin, online alışveriş ortamlarındaki unsurlardan hangilerine dikkat etmesi gerektiğini anlamalarına yardımcı olması temel amaçlar arasında yer almaktadır.

İşletmeler birbirinden farklı pazarlama stratejileri ile planlı satışları kontrol ederken, plansız satın alma davranışının ortaya çıkması için gerekli oranda çalışma olmadığı ortaya çıkmıştır. Satın alımlarda büyük pay oluşturan plansız satın almayı etkileyen faktörlerin belirlenmesinin hem online hem offline ve hem de tüketiciler açısından önemli olacağı düşünülmektedir.

Plansız satın alma kavramı Amerika'da 1940'lı yıllar itibariyle araştırılmaya başlanmıştır. Mogelensy'e göre 1997 yılında bu rakamlar sadece şekerleme ürünleri ve magazinler için 4,2 milyon doları bulmaktadır. Young 2000 yılında yapmış olduğu çalışmada alışverişlerin %27'si ve %62'sini tüketicilerin plansız olarak yaptığını söylemiştir (Ünal, 2008). Bu sonuçlar doğrultusunda pazarda plansız satın almanın en büyük paylardan birine sahip olduğunu söylemek mümkündür. İşletmeler birbirinden farklı pazarlama stratejileri ile planlı satışları kontrol ederken, plansız satın alma davranışının ortaya çıkması için gerekli oranda çalışma olmadığı ortaya çıkmıştır. Satın alımlarda büyük pay oluşturan plansız satın almayı etkileyen faktörlerin belirlenmesinin hem online hem offline ve hem de tüketiciler açısından önemli olacağı düşünülmektedir.

Online plansız satın alma davranışının ayrıntılı bir şekilde ele alınması ve incelenmesi günümüz pazarlamacılarının internet üzerinden gösterdikleri satış faaliyetlerinde daha bilinçli ve stratejik yaklaşımlarına olanak tanıyacaktır. Literatürde online plansız satın alma ile ilgili yapılan çalışmaların çoğu, davranışın internet sitesi özellikleri ya da internet sitesi atmosferi gibi internet mecrasının temel özellikleri çerçevesinde incelenmiş, plansız satın alma davranışının ürünle ilgili, kişisel ya da durumsal özelliklerinin etkisine değinilmemiştir. Bu çalışmada tüketicileri online alışveriş ortamında plansız satın alım yapmaya iten çeşitli durumsal (zaman baskısı ve internet sitesi özellikleri), kişisel (duygu durumu, kişilik, hedonik tüketme eğilimi, ürün miktarının az olma algısı, göz atma davranışı ve online alışveriş deneyimi) ve ürünle ilgili faktörlerin (fiyat) etkisini belirlenip ve bu faktörlerin hangi ortamlarda nasıl farklılık gösterdiği karşılaştırılacaktır.

2.3. Araştırmanın Yöntemi

Araştırmanın yöntemi betimsel ve sonuçlandırıcı bir araştırma tasarımı olarak ikiye ayrılmaktadır. Sonuçlandırıcı araştırmada kendi içinde tanımsal ve nedensel olarak ikiye bölünmektedir. Bu çalışmanın amacına uygun olması sebebiyle, araştırmada nedensel araştırma yöntemi kullanılmaktadır. Nedensel araştırmanın temel amacı değişkenler arasındaki neden-sonuç ilişkisini belirlemektir. Bu tür araştırmalarda hipotezler test edilir ve değişkenler arasındaki ilişki incelenir. Nedensel araştırmanın en temel özellikleri bağımlı değişkenler üzerindeki etki ölçümlenebilir ve diğer aracı değişkenler kontrol altında tutulabilir olmasıdır (Malhotra, 2010).

Bu çalışmada veriler, birincil tanımlayıcı kaynaklardan biri olan göz atım metotlarından yüz yüze anket yöntemi kullanılarak toplanmaya çalışılmıştır. Anketlerden elde edilen veriler bilgisayar destekli bir analiz programı olan SPSS 11' de analiz edilmiştir. Uyguladığımız ankette bağımsız değişkenler olarak demografik faktörlerden yararlanılmıştır. Tüketici plansız satın alma davranışının ölçümü dair güvenilir ölçekler kullanılarak faktör analizi yapılmış ve çalışmanın alt boyutları tespit edilmiştir. Bu alt boyutlara T ve Anova testi uygulanmıştır. Tüketicilere sunulan plansız satın alma ile ilgili farklı ifadeleri, ortak özellikler bakımından sınıflandırmak için faktör analizi uygulanmıştır. Bağımlı ve bağımsız değişkenlerin arasındaki ilişkilerin incelenmesinde korelasyon analizi uygulanmıştır.

3.BULGULAR

3.1. Temel İstatistikler

Tablo 3.1. Araştırmaya Katılanların Cinsiyet Faktörüne Göre Dağılımı

	N	%
Erkek	223	57,5
Kadın	165	42,5
Toplam	388	100,0

Araştırma sonuçlarına göre, araştırmaya katılanların %57,5'i kadın %42,5'i ise erkeklerden oluşmaktadır.

Tablo 3.2. Araştırmaya Katılanların Yaş Ortalamaları

	N	%
Yaş	388	32,61

Araştırma sonuçlarına göre, Katılımcıların yaş ortalaması 32,61 olarak belirlenmiştir.

Tablo 3.3. Araştırmaya Katılanların Medeni Duruma Göre Dağılımı

	N	%
Evli	188	48,5
Bekar	200	51,5
Toplam	388	100,0

Araştırma sonuçlarına göre, Katılımcılardan %48,5'nin evli %51,5'nin ise bekâr olduğu tespit edilmiştir.

Tablo 3.4. Araştırmaya Katılanların Eğitim Seviyesine Göre Dağılımları

	N	%
İlköğretim	40	10,3
Lise	84	21,6
Önlisans	71	18,3
Lisans	138	35,6
Yüksek lisans ve üstü	55	14,2
Toplam	388	100,0

Araştırmanın sonuçlarına göre, ankete katılanların %10,3'ü ilköğretim, %21,6'sı lise, %18,3'ü ön lisans, %35,6'sı lisans, %14,2'si yüksek lisans ve üstüdür.

Tablo 3.5. Araştırmaya Katılanların Gelir Durumuna Göre Dağılımı

	N	%
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0-1500	104	26,8
1501-2500	24	6,2
2501-3500	80	20,6
3501-4500	95	24,5
4501 ve üzeri	85	21,9
Toplam	388	100,0

Araştırma sonuçlarına göre, ankete katılanların %26,8'i 0-1500, %6,2'si 1501-2500, %20,6'si 2501-3500, %24,5'i 3501-4500, %21,9'u 4501 ve üzeri gelir grubunda yer almaktadır.

3.2. Faktör Analizleri

Tablo 3.6. Plansız Satın Alma Davranışına İlişkin Doğrulayıcı Faktör Analizi

Plansız Satın Alma	Faktör Yükleri	Açıklanan Varyans %	Toplam Varyans %
1. Faktör: Plansız Satın Alma		69,543	69,543
Plansız satın alımlar yapan biriyim	,887		
Alışveriş listemde olmayan şeyleri satın almaktan kaçınıyorum.	,863		
Alışverişe çıktığımda niyetimde olmayan bazı şeyleri satın alırım	,815		
Gerçekten ilginç bir şey gördüğümde sonuçlarını düşünmeksizin onu satın alırım	,808		
Sebepsiz olarak satın almak eğlencelidir	,794		
KMO			,824
Sig			,000

Araştırma kapsamında araştırma değişkenlerinin geçerliliğine yönelik fikir edinmek üzere Plansız satın alma davranışları faktör analizi gerçekleştirilmiş ve değişkenlerin güvenilirlikleri hesaplanmıştır. Ölçek faktör analizi yapılabilir ve yeterli düzeyde güçlü çıkmıştır. Buna göre KMO katsayısı 0,824 ve anlamlıdır ($p < 0,05$). Faktör analizine göre tasarlanan ifadeler, toplam varyansın % 69,543'sünü açıklayan 1 faktör altında toplanmış ve faktörler içerdiği ifadelerin hazırlanış amacına göre adlandırılmıştır.

Tablo 3.7. Online Satın Alma Davranışına İlişkin Doğrulayıcı Faktör Analizi

Online Plansız Satın Alma	Faktör Yükleri	Açıklanan Varyans %	Toplam Varyans %
1. Faktör: Online Plansız Satın Alma		50,978	50,978
Çoğunlukla durduk yere online olarak bir şeyler satın alırım.	,840		
Online satın alma yöntemim "sadece satın al" üzerine kuruludur.	,815		
Sık sık düşünmeden online olarak bir şeyler satın alırım.	,868		
Online alışveriş esnasında gördüğümü alırım.	,897		
Online alışveriş esnasında "Şimdi satın al daha sonra düşün" ifadesi benim için geçerlidir.	,860		
Bazen kendime "şimdi online olarak bir şeyler satın almalıyım" derim.	,861		
O anki hislerime göre online olarak bir şeyler satın alırım	,894		
Online alışverişlerimin büyük bir çoğunluğunu planlı bir şekilde yaparım.	-0,500		
Online alışveriş yaparken ne satın aldığım konusunda biraz umursamazımdır.	,771		
KMO			,875
Sig			,000

Araştırma kapsamında araştırma değişkenlerinin geçerliliğine yönelik fikir edinmek üzere Online plansız satın alma davranışları faktör analizi gerçekleştirilmiş ve değişkenlerin güvenilirlikleri hesaplanmıştır. Ölçek faktör analizi yapılabilir ve yeterli düzeyde güçlü çıkmıştır. Buna göre KMO katsayısı 0,875 ve anlamlıdır ($p < 0,05$). Faktör analizine göre tasarlanan ifadeler, toplam varyansın % 50,978'sini açıklayan 1 faktör altında toplanmış ve faktörler içerdiği ifadelerin hazırlanış amacına göre adlandırılmıştır.

Tablo 3.8. Cinsiyet ile Plansız Satın Alma Ve Plansız Online Satın Almanın Karşılaştırılması Bağımsız T Testi

	t	df	p	Cinsiyet	Ortalama
Plansız Satın Alma	-5,521	386	,000	Kadın	2,76
				Erkek	2,45
Online Plansız Satın Alma	-1,671	386	,288	Kadın	2,14
				Erkek	1,87

Araştırma sonuçlarına göre, cinsiyete ile plansız satın alma ve online plansız satın alma değişkenleri karşılaştırması bağımsız t testi yukarıda gösterilmektedir. Bulgulara göre, plansız satın alma anlamlı farklılık göstermektedir ($p < 0,05$), Ortalamalara göre plansız satın alma da kadınlar erkeklerden daha fazla plansız satın almaya olumlu görüş bildirmiştir.

Online plansız satın alma cinsiyete göre anlamlı bir farklılık göstermemektedir ($p > 0,05$). Kadın tüketiciler açısından online plansız alışveriş, erkek tüketicilere göre daha büyük öneme sahiptir.

Tablo 3.9. Medeni Durum ile Plansız Satın Alma Ve Plansız Online Satın Almanın Karşılaştırılması Bağımsız T Testi

	t	df	p	Medeni Durum	Ortalama
Plansız Satın Alma	-1,094	386	,274	Evli	2,59
				Bekar	2,66
Online plansız Satın Alma	-1,511	386	,027	Evli	1,96
				Bekar	2,09

Araştırma sonuçlarına göre, gelir durumu ile plansız satın alma ve online plansız satın alma değişkenleri karşılaştırması bağımsız t testi yukarıda gösterilmektedir. Bulgulara göre, online plansız satın alma anlamlı farklılık göstermektedir ($p < 0,05$), Plansız satın alma da medeni duruma göre anlamlı bir farklılık göstermemektedir ($p > 0,05$). Plansız satın alma eğilimi bekarlarda daha yüksekken online plansız satın alma da tam tersi evli tüketicilerde daha yüksektir.

Tablo 3.10. Gelir Durumuna Göre Plansız Satın Alma Ve Online Plansız Satın Alma Farklılıkları Anova Analizi

	df	F	Sig.
Plansız Satın Alma	4	1,242	,293
Online Plansız Satın Alma	4	3,030	,000

Araştırma sonuçlarına göre, gelir durumu ile plansız satın alma ve online plansız satın alma değişkenleri karşılaştırması Anova tablosu ile yukarıda gösterilmektedir. Bulgulara göre, online plansız satın alma anlamlı farklılık göstermektedir($p < 0,05$), Ancak plansız satın alma gelir durumuna göre anlamlı bir farklılık göstermemektedir($p > 0,05$).

Tablo 3.11. Gelir Seviyesine Göre Plansız Satın Alma ve Online Plansız Satın Alma Ortalamaları

		N	Ortalama
Plansız Satın Alma	0-1500	104	2,6577
	1501-2500	24	2,3833
	2501-3500	80	2,6350
	3501-4500	95	2,6632
	4501 ve üzeri	85	2,6329
	Toplam	388	2,6320
Online Plansız Satın Alma	0-1500	104	1,8472
	1501-2500	24	1,4443
	2501-3500	80	1,7273
	3501-4500	95	2,0317
	4501 ve üzeri	85	2,3131
	Toplam	388	2,0333

Araştırma sonucuna göre gelir seviyesi ile plansız satın alma ve online plansız satın alma ortalamaları yukarıdaki tabloda gösterilmiştir. Araştırmanın sonucuna göre gelirin artmasının plansız satın alma davranışına bir etkisinin olmadığı sonucuna varılmıştır. Ancak online plansız satın alma gelir arttıkça düşük seviyede artış göstermektedir.

Tablo 3.12. Eğitim Durumuna Göre Plansız Satın Alma ve Online Plansız Satın Alma Farklılıkları Anova Analizi

	df	F	Sig.
Plansız Satın Alma	4	2,817	,025
Online Plansız Satın Alma	4	2,281	,089

Araştırma sonuçlarına göre, eğitim durumu ile plansız satın alma ve online plansız satın alma değişkenleri karşılaştırması Anova tablosu ile yukarıda gösterilmektedir. Bulgulara göre, plansız satın alma eğitim durumuna göre anlamlı farklılık göstermektedir($p < 0,05$), Ancak

online plansız satın alma ile eğitim durumu arasında bir ilişki yoktur($p>0,05$).

Tablo 3.13. Eğitim Durumuna Göre Plansız Satın Alma ve Online Plansız Satın Alma Ortalamaları

		N	Ortalama
Plansız Satın Alma	İlköğretim	40	2,4050
	Lise	84	2,5738
	Önlisans	71	2,7211
	Lisans	138	2,6406
	Lisans Üzeri	55	2,7491
	Toplam	388	2,6320
Online Plansız Satın Alma	İlköğretim	40	1,4444
	Lise	84	1,7500
	Önlisans	71	2,0000
	Lisans	138	2,1481
	Lisans Üzeri	55	2,2963
	Toplam	388	2,0333

Araştırma sonucuna göre eğitim durumu ile plansız satın alma ve online plansız satın alma ortalamaları yukarıdaki tabloda gösterilmiştir. Ortalamalara göre eğitim seviyesi arttıkça genel olarak plansız satın alma ve online plansız satın almada artış olduğu tespit edilmiştir.

Tablo 3.14. Yaş Düzeyinin Plansız Satın Alma ve Online Plansız Satın Almaya Göre Farklılıkları Korelasyon Analizi

		Yaş	Plansız S.A.	Online P.S.A.
Yaş	Pearson Correlation	1	-,133(**)	-,283(**)
	p		,008	,130
	N	388	388	388

Araştırma sonuçlarına göre, yaş ile plansız satın alma ve online plansız satın alma değişkenin karşılaştırması yukarıdaki tabloda görülmektedir. Yaş ile plansız satın alma arasında zayıf ters yönlü -0,133'lük ilişki vardır($p<0,05$). Yani yaş arttıkça online satın alma, plansız satın alma ve online satın alma düşük seviyede azalmaktadır. Ancak yaş ile online plansız satın alma davranışı arasında bir ilişki bulunmamaktadır ($p>0,05$).

3.4. İlişki Analizleri

Tablo 3.15. Plansız Satın Alma ve Online Plansız Satın Alma Korelasyon İlişki Analizi

		Online P.S.A.	Plansız S.A.
Online P.S.A.	Pearson Correlation	1	,310(**)
	p		,001
	N	388	388

Plansız S.A	Pearson Correlation	,310(**)	1
	p	,001	
	N	388	388

Araştırmanın sonucuna göre online plansız satın alma ve plansız satın alma arasındaki ilişki yukarıdaki tabloda gösterilmiştir. Verilere göre, online plansız satın alma ve plansız satın alma arasında düşük düzeyde pozitif yönlü 0,310'luk anlamlı bir ilişki tespit edilmiştir($p<0,05$). Aynı şekilde plansız satın alma ile online plansız satın alma arasında düşük düzeyde anlamlı bir ilişki vardır($p<0,05$).

SONUÇ

Bu çalışmada tüketicilerin plansız satın alma ve online plansız satın alma davranışları demografik değişkenler temel alınarak incelenmiştir. Bu bölümde araştırmanın amaçları doğrultusunda elde edilen bulguların tartışılmasına, değerlendirilmesine ve elde edilen analizler çerçevesinde yapılan önerilere yer verilmektedir.

Araştırma sonuçlarına göre, araştırmaya katılanların %57,5'i kadın %42,5'i ise erkeklerden oluşmaktadır.

Araştırma sonuçlarına göre, katılımcılardan %48,5'nin evli %51,5'nin ise bekâr olduğu tespit edilmiş olup araştırmaya katılanların yaş ortalaması 32,61'dir.

Araştırma sonuçlarına göre, katılanların %10,3'ü ilköğretim, %21,6'sı lise, %18,3'ü ön lisans, %35,6'sı lisans, %14,2'si yüksek lisans ve üstü eğitim seviyesine sahiptir.

Araştırma sonuçlarına göre, katılanların %26,8'i 0-1500, %6,2'si 1501-2500, %20,6'si 2501-3500, %24,5'i 3501-4500, %21,9'u 4501 ve üzeri gelir grubunda yer almaktadır.

Araştırma sonuçlarına göre, plansız satın alma davranışlarına ilişkin doğrulayıcı faktör analizleri gerçekleştirilmiş ve değişkenlerin güvenilirlikleri hesaplanmıştır. Ölçek faktör analizi yapılabilir ve yeterli düzeyde güçlü çıkmıştır. Buna göre KMO katsayısı 0,824 ve anlamlıdır($p<0,05$). Faktör analizine göre tasarlanan ifadeler, toplam varyansın % 69,543'sünü açıklayan 1 faktör altında toplanmış ve faktörler içerdiği ifadelerin hazırlanış amacına göre adlandırılmıştır.

Araştırma sonuçlarına göre, online plansız satın alma davranışlarına ilişkin doğrulayıcı faktör analizleri gerçekleştirilmiş ve değişkenlerin güvenilirlikleri hesaplanmıştır. Ölçek faktör analizi yapılabilir ve yeterli düzeyde güçlü çıkmıştır. Buna göre KMO katsayısı 0,875 ve anlamlıdır($p<0,05$). Faktör analizine göre tasarlanan ifadeler, toplam varyansın % 50,978'sini açıklayan 1 faktör altında toplanmış ve faktörler içerdiği ifadelerin hazırlanış amacına göre adlandırılmıştır.

Araştırmanın sonucuna göre, online plansız satın alma ve plansız satın alma arasında düşük düzeyde pozitif yönlü anlamlı bir ilişki tespit edilmiştir($p<0,05$). Plansız satın alma arttıkça online plansız satın almada düşük düzeyde artmaktadır.

Bu çalışmada tüketicilerin demografik özelliklerinin plansız satın alma ve online plansız satın alma davranışı üzerindeki etkilerini araştırmak amaçlanmıştır.

Hipotez 1: “Demografik deęişkenlere göre plansız satın alma davranışı anlamlı farklılık göstermektedir” kısmen kabul edilmiştir. Tüketicilerin plansız satın alma davranışları ile cinsiyet, yaş ve eğitim durumu arasında anlamlı bir ilişki tespit edilirken medeni durum ve gelir ile arasında bir ilişki yoktur.

Hipotez 2: “Demografik deęişkenlere göre plansız online satın alma davranışı anlamlı farklılık göstermektedir” kısmen reddedilmiştir. Tüketicilerin online plansız satın alma davranışları ile demografik deęişkenler arasında anlamlı bir ilişki bulunmamaktadır. Plansız satın alma davranışı ve Online plansız satın alma davranışı karşılaştırıldığında; plansız alışveriş yapan tüketiciler online ortamda plansız alışveriş yapan tüketicilerden farklı olarak medeni hal ve gelir faktörüne karşı duyarsızlardır. Ancak araştırma bulgularına göre online plansız alışveriş yapan tüketicilerin satın alma davranışları bu durumun tam tersidir. Online plansız satın alma davranışını ile medeni durum ve gelir faktörleri arasında anlamlı bir ilişki vardır. Online plansız satın alma davranışı sergileyen tüketiciler cinsiyet, yaş ve eğitim durumu gibi faktörlere karşı duyarsızken medeni durum ve gelir seviyesinden etkilenmektedirler.

ÖNERİLER

Yapılan araştırma, günümüzde artan online plansız satın alma davranışı konusunda tüketicilerin plansız satın alma davranışını gerçekleştirirken hangi faktörlerden etkilendiklerini ve pazarlama araştırmacılarının hangi konulara dikkat etmeleri gerektiği açısından önem taşımaktadır.

Demografik deęişkenlerin tüketicilerin plansız satın alma, online satın alma ve online plansız satın alma davranışlarına olan etkisinin incelendiği bu araştırmaya 400 denek katılmış ve bu deneklerden 388 tanesinin verdiği cevaplar kabul edilmiştir. Araştırmada 3 farklı ölçek kullanılmış olup bu veriler doğrultusunda;

Araştırma bulgularına göre tüketici online plansız satın alma davranışını üzerinde demografik deęişkenlerin hiç bir etkisinin olmadığı görülmüştür. Bu araştırmada tüketicilerin online plansız satın alma davranışlarının bilişsel boyutu incelenmiştir. Online plansız satın alma davranışının ürünle ilgili kişisel ya da durumsal özelliklerinin etkisine değinilmemiştir. Tüketicileri online plansız satın almaya iten faktörler bilişsel değildir. Bu kapsamda online plansız satın alma tüketici davranışını anlamak için tüketici online plansız satın alma davranışının duygusal boyutu incelenebilir.

Araştırma sonucuna göre, online plansız satın alma davranışları ile cinsiyet arasında anlamlı bir ilişki bulunmamıştır. Genel olarak kadınların plansız alışveriş yaptığı algısına karşı olarak online plansız satın alma davranışı cinsiyete göre duyarsızdır. Online ortamda faaliyet gösteren işletmeler pazarlama stratejileri geliştirirken sadece kadın ya da sadece erkek olarak bölümlendirme yapmak yerine genel kitleyi hedef alabilirler.

Araştırma sonucuna göre, bekar tüketicilerin online ortamda satın alma davranışı sergilemeye eğilimi evli tüketicilere göre daha yüksek olduğu tespit edilmiştir. Buna göre online ortamda faaliyet gösteren işletmeler pazarlama stratejileri evli tüketicilere hitap edecek şekilde geliştirip buna yönelik promosyon ve kampanyalar düzenleyerek müşteri sayısını artırabilirler.

Araştırma sonucuna göre yaş ile online satın alma, plansız satın alma, online plansız satın alma arasında zayıf ters yönlü bir ilişki tespit edilmiştir. Yani yaş arttıkça satın alma davranışı düşük düzeyde azalmaktadır. İşletmeler Pazar bölümlendirmeyi yaşa göre yaparak ileri yaştaki tüketiciler farklı pazarlama stratejileri geliştirebilirler.

Araştırma sonucuna göre eğitim seviyesi ve gelir seviyesi arttıkça online satın alma, plansız satın alma ve online plansız satın alma genel düşük düzeyde artış göstermektedir. Buna göre işletmeler pazarlama stratejilerini yüksek gelir seviyesi ve eğitim durumuna göre geliştirebilirler.

Araştırma sonucuna göre plansız satın alma davranışı ile online plansız satın alma davranışı arasında anlamlı bir ilişki tespit edilmiştir. Buna göre plansız satın alma davranışı arttıkça pozitif yönlü ilişkiye bağlı olarak online plansız satın alma da artış göstermektedir. Tüketicilerin online plansız satın alma davranışının artmasını isteyen işletmeler aynı zamanda plansız satın almayı artırıcı kampanyalar düzenlemeli ki online plansız satın alma davranışı da buna bağlı olarak artış gösterebilir.

Yapılan araştırmada Ankara ve Kırıkkale ili ile sınırlı tutulmuş olup sonuçların dar bir alanda elde edilmiş olmasına sebep olmaktadır. Gelecekte bu konu üzerinde çalışma yapılacak araştırmacıların farklı bölgelerde çalışma yapması tavsiye edilmektedir. Bu bağlamda elde edilen verilerin karşılaştırması imkânı sunacaktır.

Literatürde online plansız satın alma ile ilgili yapılan çalışmaların çoğu, davranışın internet sitesi özellikleri ya da internet sitesi atmosferi gibi internet mecrasının temel özellikleri çerçevesinde incelenmiş, plansız satın alma davranışının ürünle ilgili, kişisel ya da durumsal özelliklerinin etkisine değinilmemiştir. Bu çalışmada tüketicileri online alışveriş ortamında plansız satın alım yapmaya iten çeşitli durumsal (zaman baskısı ve internet sitesi özellikleri), kişisel (duygu durumu, kişilik, hedonik tüketme eğilimi, ürün miktarının az olma algısı, göz atma davranışı ve online alışveriş deneyimi) ve ürünle ilgili faktörlerin (fiyat) etkisini belirlemek ve bu faktörlerin hangi ortamlarda nasıl farklılık gösterdiği açısından incelenmediği için plansız satın alma davranışını anlamada yetersiz kalmıştır.

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Ahlaki Kayıtsızlık, Kırık Camlar Teorisi ve Sanal Kaytarma İlişkisi

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ÖZET

Bu araştırmanın amacını, suç biliminde incelenen bir kavram olan “kırık camlar teorisi”nin örgütsel davranış üzerindeki etkisini incelemek oluşturmaktadır. Bir metafor olarak; kırık camlar, terk edilmiş, boşaltılmış bina veya mekanların zaman içerisinde camlarının kırılmasını ve suçu teşvik eden yerler haline gelmesini temsil eder. Kırık camlar bireylerin aldırış etmemek, önem vermemek gibi ahlaki çöküşlerinin organizasyonlara yansımaları da ortaya koyar. Kırık camlar olumsuz olarak nitelendirilen toplumsal ve bireysel davranışların nedenlerini açıklayan bir kavramdır. Bu bağlamda ahlaki kayıtsızlık kavramının kırık camlar teorisiyle olan ilişkisi ortaya konmaktadır. Bu kavramların yanı sıra; kırık camların çoğalmasına ilişkin sosyal uygunluk kavramı ve sosyal kimlik kavramına da değinilmiştir. Kırık camların organizasyonlara yansımaları ve camların onarılmasına ilişkin öneriler sunulmuştur. Ayrıca kırık camlar teorisinin organizasyonlardaki sonucu olarak sanal kaytarma davranışı da açıklanmıştır. Literatür araştırması sonucunda örgütlerde kırık camlarla ilgili araştırmaların pek olmadığı da görülmüştür. Bu araştırmanın örgütsel davranış literatürüne katkı sağlayacağı düşünülmektedir ve araştırmacılara yol gösterici olacağı varsayılmaktadır.

Anahtar Kelimeler: Kırık Camlar, Ahlaki Kayıtsızlık, Sanal Kaytarma, Örgütsel Davranış

The Relationship Between Broken Windows Theory and Moral Disengagement and Cyberloafing

ABSTRACT

The purpose of this study is to examine the effect of the “broken windows theory”, which is a concept studied in crime science, on organizational behavior. As a metaphor; broken windows represents how buildings or spaces that have been abandoned, evacuated, break through time and become places that encourage crime. Broken windows also reveals the reflection of the moral degradation of individuals such as not caring and not paying attention to organizations. Broken windows are a concept that explains the reasons for social and individual behaviors that are considered negative. In this context, the relationship between the concept of moral indifference and the theory of broken windows is put forward. Besides these concepts; The concept of social compliance and social identity related to the proliferation of broken windows is also addressed. Suggestions regarding the reflection of broken windows on organizations and repair of glasses are presented. Virtual slacking behavior is also explained as a result of the broken windows theory in organizations. As a result of the literature research, it has been observed that there is not much research on broken windows in organizations. This research is thought to contribute to the organizational behavior literature and it is assumed that it will guide researchers.

Keywords: Broken Windows, Moral Disengagement, Cyberloafing, Organizational Behavior

GİRİŞ

İşletmeler “insan kaynağı” olmadan süreçlerine devam edememektedirler. İnsanlar işletmeler için çalışan olmasalar da müşteri veya tedarikçi olabilirler. Bu nedenle bireylerin tutum ve davranışları ise etkileşimde buldukları her ortamı etkiler. Özellikle bireylerin etik ve ahlak anlayışı, dürüstlükleri bu etkileşimin yönünü negatif veya pozitif olarak çizer. Negatif bir yol haritası olarak kırık camlar teorisi; “umursamazlık sinyalidir”, toplumsal nezaketin ve saygının ortadan kalktığı her durumda kırık camlar ortaya çıkabilmektedir. Toplumun etiğe bakış açısı ve toplumdaki ahlaki normların çiğnenmesi kırık camlar teorisini desteklemektedir. Bir kişinin kırılan cam sayısındaki artışa katkısı diğerlerinin de bu davranışı normal olarak kabul edip devam ettirmesi işletmelerde ahlaktan yoksun davranışların sürdürülmesine neden olacaktır. Kırık camlar ister toplumsal ister örgütsel açıdan istenmeyen birçok sonuca götürebilir.

Ahlaki Kayıtsızlık, Kırık Camlar ve Sanal Kaytarma Kavramsal Çerçeve

Toplumda, gelenek ve görenek olarak olağan kabul edilen, dikkat çekici olmayan davranışlar mevcuttur (Heper, 2019), bu davranışlar sosyal uygunluk olarak da tabir edilmektedir. Sosyal uygunluk iyi ya da kötü gibi bir ayrıma tabi olmadan toplumun geneli tarafından kabul gören davranışlardır. Öyleyse insanlar doğası gereği düzensizliği, bozulmuşluğu kabul etme düşüncesine kolayca adapte olabilirler. Bu düşünce ise görünüş olarak ihmal veya terk edilmiş binaları tahrip etme gibi davranışları onaylama veya yapmayı beraberinde getirir. Çünkü insanlar başkalarının yaptıklarına veya düşündüklerine uyma eğilimindedir (Williams, 2019). İnsan davranışlarının denetleyici mekanizması ise ahlaktır. Ahlaki sistemler; “bencilliği bastıran veya düzenleyen sosyal hayatı mümkün kılmak için ortak hareket eden değerler, erdemler, normlar, uygulamalar, kimlikler, kurumlar, teknolojiler ve evrimleşmiş psikolojik mekanizmaların birbirine bağlanan uzuvlardır” (Haidt ve Kesebir, 2010).

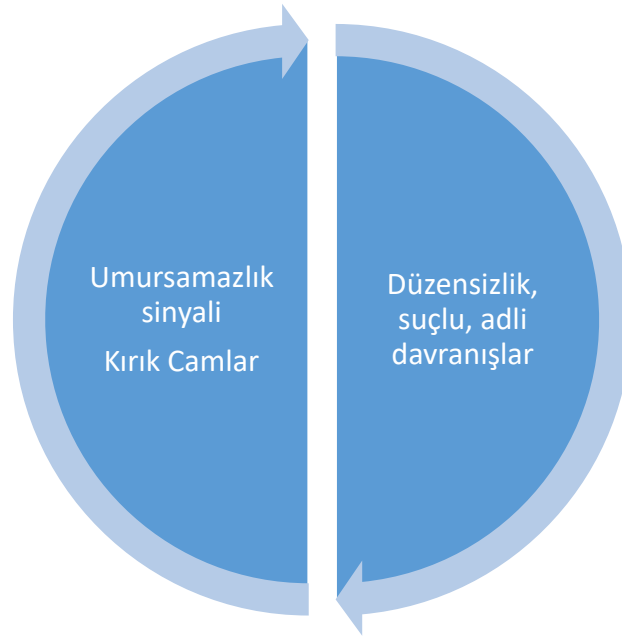
Toplumsal davranışın açıklamasında kullanılan bir diğer kavram ise sosyal bilişsel kuramdır. Bireyler belli bir hedefe dönük davranışta bulunduğu anda kendinin de bir parçası olduğu çevre koşullarını da değerlendirir. Bu süreç; bireyin tercihleri doğrultusunda ve kendine örnek gördüğü kaynaklarla karşılaştırma yaparak gerçekleşir (Yavuz-Birben ve Babacanlı, 2017). Sosyal bilişsel teoriye göre kişiye özgü düzenleyici sistemler ahlakın temelini oluşturur. Bireyler kendi davranışlarını kontrol edebilirler, içsel veya dışsal standartlara yani sosyal uygunluğa göre karar ve tepki verirler (Bandura, 1996).

Ancak ahlaki sistemlerin zayıf olduğu durumlarda ahlaki yükümlülükler anlamsız kalabilir diğer bir ifadeyle kayıtsızlık yaşanabilir. Bu gerçeklik, “ahlaki kayıtsızlık kavramının popüler hale gelmesini açıklar (Sytsma, 1995). Toplumsal açıdan bakıldığında kayıtsızlık, onarılması gereken en büyük “kırık cam”ı temsil etmektedir (Williams, 2019). Peki kırık camlar nedir?

Kırık Camlar Teorisi

Kırık cam terk edilen binaların suç işlemeye müsait yerler olduğuna ilişkin metaforudur. Kırık camlar suç bilimi açısından incelenen; terk edilmiş binaların kırık camlarının suç işlemeye müsait alanlar oluşturması üzerine kurulu bir teoridir (Kelling ve Wilson, 1982). Kırık camlar teorisini araştıran bilim adamları şiddet ve hırsızlık gibi toplumsal suç oranlarındaki artışın bir mahalledeki fiziksel mekanlarla olan ilişkisini incelemiştir (Wilcox vd., 2004). Suç bilimleri üzerine çalışanların, kırılan camların onarılmaması durumunda diğer sağlam camların en kısa sürede kırılacağı üzerinde ortak bir fikre sahip oldukları bilinmektedir (Harcourt ve Ludwig, 2006; Kelling ve Coles, 1996; Skogan, 1990; Wilson ve Kelling, 1982).

Gözetimsiz davranışların toplumun kontrol mekanizmasını sarstığı ifade edilmektedir. Örneğin terk edilmiş mekanların yağmalanmasını onaylamayan bireylerin bile o mekanları eğlence yeri gibi görmelerine neden olmaktadır (Kelling ve Wilson, 1982). Düzensizlikten kaynaklanan tek bir vakanın toplumu harekete geçirebileceği, kırılan camların onarılmadığı sürece toplumsal çöküşe neden olacağı varsayılır (Skogan, 1990). Düzensizliği insanların sorun olarak nitelendirmediği durumlar, kırık camların artmasına hatta normal bir düzenmiş gibi algılanmasına neden olmaktadır (Gau ve Pratt, 2010). Aşağıdaki diyagramda fiziksel çevrenin insan davranışlarını kontrol edebilme yetisi, suç biliminin kırık camlar teorisini açıklayan bir çerçeve sunmaktadır:



Şekil 1: Kırık Camlar Diyagramı

Kaynak: Williams, 2019.

Bireylerin bir diğeri için “o yapmış ben de yapsam ne çıkar” gibi düşünceleri, yukarıdaki diyagramın pozitif senkronizasyonda çalışmasına uygun zihniyeti ortaya koyar. Çünkü bireysel davranışlar bireyin içinde bulunduğu topluluktan etkilenir.

Teoriye göre görsel alanların fiziksel düzenini tekrar sağlamak, kabahat ve suçu azaltır. Toplumsal alanlarda kullanılan gözetleme kameralarının düzensizliği ve suçun azaltılmasına yardımcı olduğu bir nevi kontrol ve denetleme mekanizması yerine geçtiği iddia edilmektedir (Williams, 2019). Kırık camlar organizasyonlarda nasıl işler?

Kırık Camlar ve Organizasyonlar

Umursamazlık gibi etik dışı tutumlar bu teoriyi desteklemektedir. Toplumsal bir vaka süreci organizasyonlarda da aynı şekilde vuku bulmaktadır. Organizasyonlarda kırık cam niteliğinde karşılaşılabilen olumsuz örnekler aşağıdaki gibi sıralanabilir (Jones, 2010):

- Ofislerde veya organizasyon içerisinde çöp vb. atıklar,
- Müşterilerle veya tedarikçilerle yapılan kaba telefon görüşmeleri,
- Organizasyona ait kafa karıştırmaya neden olan web sitesi tasarımı,

- Lobide ölmüş veya solmuş bitkiler,
- Temiz olmayan tuvaletler,
- Aydınlık olmayan ofisler, odalar veya koridorlar,
- Deforme olmuş tabela veya ofis eşyaları,
- Soyulmuş duvar boyaları,
- Müşterilerin taleplerine cevap veremeyen yetersiz personel,
- İletişim becerilerinde eksiklik,
- Çalışanların özensiz görüntüsü,
- Kirli ve pis çalışma ortamları, kötü görünen ofis ve çalışma mekanları.

Organizasyonların fiziksel şartları, örgütün ne yapabileceği hakkında bir fikir sahibi olunmasını sağlar, tutulabilecek sözlerin yansımaları oluşturur. Müşteriler düzen ve tertip söz konusu olduğunda onların taleplerinin aynı ciddiyetle gerçekleştirildiğine ikna olacaklardır. Tam tersi bir durumda ise müşteriler veya sermayedarlar organizasyondaki düzensizlikten rahatsız olacaklar ve organizasyonu ciddiye almayacaklar, o organizasyonla iş yapmak istemeyeceklerdir (Jones, 2010).

Etikten yoksun, ahlak dışı ve kayıtsızlığın etkisi ile kırılan camların organizasyonlarda onarılabilmesi için bazı öneriler verilmiştir (Bektaş vd., 2019; Williams, 2019):

- Öncelikle yöneticiler çalışanlarına lüzumlu gördükleri yer ve zaman içerisinde çalışanlarına belirli yaptırımlar uygulamalıdır.
- Mazeretsiz işe geç gelen veya işten erken çıkan çalışanın görmezden gelinmemesi gerekir.
- Yöneticilerin her çalışana aynı derecede eşit ve adil davranması, çalışanlar arasında kayırmacılık yapılmaması gerekmektedir.
- Organizasyonda örgütü ve çalışanları olumsuz şekilde etkileyen dedikoduların engellenmesi uygun olacaktır.
- Çalışanların sanal kaytarma yapmalarının engellenmesi gerekmektedir.
- Çalışanların örgüt prosedürlerini ihlal ederek çalışmalarına izin verilmemelidir.
- Çalışanların yalan söylemelerine müsemma gösterilmemelidir.
- İşine özen göstermeyen veya işini yanlış yapan çalışanlara gerekli yaptırımların uygulanması gerekmektedir.
- Çay molalarının veya yemek arası izinlerin uzatılmamasına özen gösterilmelidir.
- Çalışanların iş yapıyormuş gibi görünüp işten kaytarma yapmalarına göz yumulmamalıdır.
- Çalışanların dürüst ve doğru olmaları hatta gülümsemeleri teşvik edilmelidir.
- Çalışanlardan bazılarının çalışma arkadaşlarına karşı olumsuz tutum ve davranış sergilemelerine hatta mobbing uygulamalarına izin verilmemelidir.
- Gözetimin artırılabilmesi için açık ofis alanları oluşturmak,
- Organizasyonun fiziki koşulları iyileştirilmek,
- Bozuk veya çalışmayan ekipmanlar değiştirilmek olarak sıralanabilir.

Strautmanis (2008) etik liderlik davranışlarının kırık camların onarılmasına katkı sağlayacağını iddia etmektedir. Çünkü organizasyondaki bireylerin birbirlerinin davranışlarını kopyalayacağı hatta lider adil ise bu konuda bir model olacağını savunmaktadır. Ayrıca etik eksikliğin lider, yönetici tutumları, örgüt stratejisi ve kültürü ile ilgili olduğunu da ifade etmektedir. İfade

edildiği üzere kırık camlar teorisinin örgütsel davranış ve yönetim literatürü açısından incelenmesi gereken bir kavram olduğu görülmektedir.

Kırık Camlar, Ahlaki Kayıtsızlık ve Sanal Kaytarma

Kırık camlar, organizasyonlarda üretim karşıtı iş davranışlarının azalmasına neden olacaktır. Kırılan camların onarılmasına yönelik her türlü politika ve eylemler örgütün çalışanlarından yapmasını istemediği davranışları ve bu davranışlara ilişkin maliyetleri de azaltacaktır. Teorinin odak noktası düzensizlik yaratan davranışların denetlenmesini ön görmektir. İnsanların birlikte bulunduğu ortamlarda bireylerin sosyolojik ve psikolojik açıdan birbirlerinden etkilenmesi normal bir durumdur (Williams, 2019). Onaylanmayan çalışan davranışlarının yönetilebilmesi, organizasyonların etkin bir denetim, yönetici, lider, çalışan ve örgüt kültürü politikası yürütme sürecine bağlıdır. Kurum imajının oluşturulmasında kırık camların ortadan kaldırılmasının büyük bir etkisi olacaktır.

Organizasyonlarda neden kırık camlara bir yenisi eklenir? Bireylerin kayıtsız kalması kırık camların artmasının en büyük nedeni olarak sayılmaktadır. Ayrıca bireyler sosyo-psikolojik bir varlık olarak içinde buldukları topluluğun tesiri altında kalırlar (Williams, 2019).

Kırık camları artıran adil olmayan davranışların, sanal kaytarmanın nedeni olduğu öne sürülmektedir (Askew vd., 2014; Lim ve Teo, 2005). Kırık camların onarılmasına ilişkin öneriler kısmında eşitlik ve adalet kavramlarının önemine dikkat çekilmiştir. Adil olmayan davranışlara tepki olarak çalışanlarda kayıtsızlık söz konusudur. Ayrıca sosyal bir varlık olan insanoğlu, doğru olmadığını bildiği halde toplumun bir üyesi olarak diğer üyelerinin davranışlarına ve düşüncelerine uyum sağlar. Çünkü kırık camlar toplumsal değişikliklere yol açan kasıtlı bir biçimde yapılan bir eylemdir. Kırık camların çoğalması veya azaltılması kolektif davranış ile ilişkilidir (Ren vd., 2017).

Sosyal kimliğin üretim dışı davranışlar, liderlik, normatif davranışlar, gruplar arası çatışma, ayrımcılık, grup bağlılığı gibi örgütsel davranış fenomenlerini kapsadığı belirtilmektedir (Hogg, 2018). Tajfel tarafından öne sürülen sosyal kimlik kavramı; sosyal karşılaştırma, sosyal algı, grup içi veya dışı benlik kavramının sosyo-psikolojik yönden incelenmesini içerir. Kısaca bireyin davranışlarının açıklanmasında kullanılan bir teoridir (Hogg vd., 1995). Tajfel biz ve onlar ayrımı ile insanların birbirlerini nasıl algıladıklarına ve değerlendirdiklerine dair ipuçları sunmuştur. Bu ayrım biz şeklinde benzerliklere, onlar şeklinde farklılıklara vurgu yapar (Hornsey, 2008). Ayrıca algılama şekli birey davranışlarında değişiklik yaratmaktadır. Sosyal uygunluk, kayıtsızlık ve sosyal kimliğin ilişkisel bağlamda sacın üç ayağını temsil ettiğini belirtmek mümkün görünmektedir. Bu nedenledir ki aynı ortak mekanı paylaşan kişiler, aynı mahallenin yani aynı grubun üyeleri olmaktadırlar. Herhangi bir mahalle sakinin kırık camlara bir yenisini eklemesi diğer grup üyesi tarafından normal karşılanır ve bu davranış devam ettirilir. Benzer bir durumda çalışma ortamı içinde geçerlidir, yönetim ya da çalışma arkadaşlarının bir camı kırması, kişiyi de cam kırmaya teşvik edebilir.

Ahlaki kayıtsızlık ve olumsuz örgütsel davranışların temel çıkış noktasını kırık camlar teorisiyle desteklemek mümkündür. Olumsuz örgütsel davranış kapsamında incelenen diğer bir konuyu da sapkın davranışlar oluşturmaktadır.

Robinson ve Bennet (1995) iş hayatındaki sapkın davranışları çeşitlendirerek kategorize etmişlerdir. Bu yazarlara göre; sapkın davranışlar önemli olan, önemsiz olan veya kişilerarası ya da örgütsel bazda gerçekleşen olarak değerlendirilebilmektedir. Bu boyutlar arasında üretim karşıtı davranışlar kaynakların boşa kullanılmasını açıklamaktadır. Lim (2002) “kaynakların boşa kullanıldığı” faaliyetler olarak sanal kaytarmayı tanımlamıştır.

Sanal kaytarma, üretim dışı iş davranışları kategorisi içerisinde değerlendirilebilen bir kavramdır. Mesai saatlerinde örgüt amaçlarına uygun bir şekilde çalışmak yerine örgütün sağladığı imkanlarla kişisel amaçları doğrultusunda internette gezinmek, e-mail yazışmaları yapmak sanal kaytarma olarak değerlendirilmektedir (Lim, 2002). Sanal kaytarma davranışları; karikatür içeren e-posta almayı ve göndermeyi, alışveriş yapmayı, müzik veya film indirmeyi, haber veya gazetelere ait siteleri takip etmeyi, sosyal medya gruplarına katılmayı veya internet tabanlı oyun oynamayı kapsamaktadır (Henle vd., 2009; Piotrowski, 2012). Hatta online kumar oynama veya cinsel içerikli web sitelerini ziyaret etmek önemli derece sayılabilecek üretim dışı iş davranışları arasında yer alır (Blanchard ve Henle, 2008)

İnternet gezintileri sadece örgüte ait bilgisayarlarla gerçekleştirilmeyebilir, kişisel cep telefonları veya tabletlerde aynı işlevi gördüğü sürece kullanılabilir. Buradaki kilit noktanın kullanılan araçların mülkiyetinin kimde olduğu değil de mesai saatleri içerisinde üretime katılmaktan ziyade işyerinin üretim zamanından çalmak olduğudur. Öyleyse iş zamanından kaytarmanın nedenleri nelerdir? Örgüt kültürü ve örgütün yapısal özellikleri, iş stresi, kontrol odağı, örgütsel adalet, psikolojik sözleşme, öz saygı, internet bağımlılığı, demografik özellikler, işin anlamlılık derecesi, işe yabancılaşma, iş tatmini ve etik kavramlarının sanal kaytarmanın nedenleri arasında olduğu belirtilmiştir (Askew vd., 2014; Babadağ, 2018; Blau vd., 2006; Blanchard ve Henle 2008; Kaplan ve Öğüt, 2012; Kerse vd., 2016; Liberman vd., 2011; Lim, 2002; Lim ve Teo, 2009; Renaud vd., 2006, Tan ve Demir, 2018).

SONUÇ

Bu araştırmada; suç bilimlerinin toplumsal davranış çatısı altında incelediği kırık camlar kavramsal olarak aktarılmaya çalışılmıştır. Kırık camlar teorisinin etkilediğini düşünülen ahlaki kayıtsızlık, sosyal uygunluk, sosyal kimlik kavramlarının da tartışılmıştır. Kırık camların organizasyonlardaki örnekleri ve etkileri ayrıca önlenmesine ilişkin önerilerden bahsedilmiştir. Öte yandan kırık cam olarak sanal kaytarma davranışı açıklanmıştır.

Organizasyonlarda sanal kaytarmanın yakın dönemde incelendiği ancak kırık camlara ilişkin çalışmaların olmadığı görülmektedir. Araştırma teorik kapsamda olmasına rağmen literatürdeki bu boşluğun doldurulmasına çalışılmıştır. Öne sürülen kavramlar hakkında ampirik çalışmaların yapılması, örgütsel davranış literatürüne katkı sağlayacaktır.

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Sağlık Sektöründe Kadın ve Erkek Hekimlerin Liderlik Yaklaşımları Üzerine Bir Araştırma: Diş Hekimliği Örneği

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ÖZET

Ticari faaliyetlerine kendi namı ve hesabına bir girişimci olarak sürdüren kadın ve erkek diş hekimlerinin, tedavi hizmetleri bakımından benzer bir eğitimden geçmiş olmaları ve devletten aldıkları lisans itibarıyla kesin bir eşitliğe sahip olmalarına rağmen, işletme yöneticiliği ve liderlik yaklaşımları açısından farklılıklar sergilemektedir. Bu araştırma Türkiye'nin farklı illerinde kendi sağlık işletmelerinde diş hekimliği hizmeti veren on üç diş hekimi arasında yarı yapılandırılmış görüşme formu kullanılarak elde edilen verilerle şekillendirilmiştir. Araştırmanın konusuna ve amacına uygun olarak kolay ulaşılabirlik prensibine göre seçilen sekiz kadın, beş erkek diş hekimi katılımcıyla görüşmeler yapılmıştır. Görüşme için on beş diş hekimine teklif götürülmüş, bir diş hekimi zaman yokluğu nedeniyle görüşmeyi kabul etmemiş, bir diş hekimi ile yapılan görüşmeden beklenen düzeyde bilgi alışverişi sağlanamamıştır. Literatür incelemesi ile başlanan ve nitel araştırma teknikleri ile sürdürülen bu araştırmada diş hekimlerinin kendi sağlık işletmelerini yönetirken sergiledikleri liderlik yaklaşımlarının belirlenmesi ve kadın ile erkek hakimler arasındaki liderlik yaklaşım farklılıklarının tespit edilmesi amaçlanmıştır. Görüşme için hazırlanan sorular araştırma öncesi deneyimli bir diş hekimi ile paylaşılmış ve bazı sorular kendisinin görüşlerine istinaden yenilenmiştir. Toplanan veriler, betimsel ve içerik analizleri ile değerlendirilerek diş hekimlerinin liderlik yaklaşımları hakkında ampirik bulgulara ulaşılmıştır. Ayrıca fenomenoloji tekniği kullanılarak yüksek düzeyde güvenilirlik sağlanmaya çalışılmıştır. Bu araştırmadan elde edilen bulgulara göre kişisel liderlik tanımlaması, başarı kriterleri ve personel yetiştirme konularında kadın ve erkek hekimler belirgin düzeyde birbirinden farklılaşırken, risk yönetimi, stratejik yönetim ve rekabet/piyasa analizi konularında benzerlikler göstermektedirler. Daha önceki dönemlerde tıp disiplini içinde yapılan benzer çalışmalardan farklı olarak bu çalışmada katılımcıların işletmecisi yönü ön planda tutulmuştur.

Anahtar Kelimeler: Sağlık Sektörü, Liderlik, Cinsiyet, Diş Hekimliği

A Research on Leadership Approaches of Female and Male Physicians in Health Sector: The Case of Dentistry

ABSTRACT

Although male and female dentists, who continue their commercial activities as entrepreneurs on their own behalf and account, have undergone similar training in terms of treatment services and have a definite equality in terms of the license they have obtained from the State, they show differences in terms of management and leadership approaches. The data obtained by using a semi-structured interview form among thirteen dentists who provide dentistry services in their own firms in different provinces of Turkey. Interviews were conducted with eight female and five male dentists selected according to the principle of easy access. In this research, which started with a literature review and continued with qualitative research techniques, it was aimed to determine the leadership approaches of dentists and to determine the differences in leadership approaches between female and male judges. The interview questions were shared with an experienced dentist before, and questions were revised based on her views. The data were evaluated with descriptive, and content analyzes, and empirical findings were reached about the leadership approaches of dentists. A high level of reliability was tried to be achieved by using phenomenology technique. According to the findings, while male and female physicians differ significantly in terms of personal

leadership definition, success criteria and personnel training, they show similarities in risk management, strategic management, and competition/market analysis. Unlike similar studies carried out in the discipline of medicine in previous periods, social sciences perspective was preserved in this study, and the management aspect of the participants was prioritized.

Keywords: Health Industry, Leadership, Sex, Dentistry

JEL Code: I15, M12, M54

GİRİŞ

Sağlık işletmeleri, yönetim ve organizasyon disiplininin üzerinde araştırmalar yaptığı önemli bir alandır. Birçok açıdan analiz edilen sağlık işletmeleri özellikle işletmecilik pratikleri açısından kayda değer bilgilere ulaşmak açısından literatüre katkılar sağlamıştır. Yönetimin ve örgütsel davranışın önemli konularından biri de liderliktir. Liderlik kavramının gelişimi ve buna bağlı olarak meydana gelen liderlik kalıplarının sağlık işletmeleri örneklemini üzerinden araştırılması benzer sebeplerden dolayı önemlidir. Liderliğin, sağlık işletmelerinde nasıl vuku bulunduğu ve sağlık işletmelerinin yönetimi sırasında nasıl sonuçlar doğurduğuna dair bir araştırma için muayenehane, poliklinik ve ağız ve diş sağlığı merkezi formatında kendi namlarına ve hesaplarına faaliyet gösteren diş hekimlerin incelenmesi, bir çeşit hizmet sektörü olarak kabul edilen sağlık sektörünün genel dinamiklerini tespit etmek açısından faydalı bir yaklaşım olarak kabul edilmektedir. Ayrıca ticari faaliyetlerine kendi namı ve hesabına bir çeşit girişimci olarak başlayan kadın ve erkek diş hekimlerinin, tedavi hizmetleri bakımından benzer bir eğitimden geçmiş olmaları ve devletten aldıkları lisans itibarıyla kesin bir eşitliğe sahip olmalarına rağmen, işletme yöneticiliği ve liderlik yaklaşımları açısından farklılıklar sergiledikleri gözlemlenmektedir. Bu nedenle teknik olarak cinsiyet ile liderlik arasındaki ilişkinin meslek üyelerini koruyucu, gözetici bir mevzuata sahip sağlık sektörü içinde ve eşit şartlarda eğitim alan hekimler üzerinden araştırılması, tutarlı sonuçların alınmasına katkı sağlayacaktır. Diş hekimleri ve onların sahipliğinde faaliyet gösteren sağlık tesisleri bir örneklem olarak kabul edildiğinde, sağlık hizmetini veren hekim ile işletmeyi yöneten kurucu/patron/liderin aynı kişi olması “sağlık işletmeciliği” ve “liderlik” kavramları arasındaki bağlantının ortaya çıkarılması mümkün olmaktadır. Liderliğin farklı meslek gruplarında gözlemlenmesi önemlidir. Liderlik, yönetim ve organizasyon disiplini ile örgütsel davranış biliminin derinlemesine incelediği bir kavram olduğu için farklı sektörlerden elde edilen bilgilerin genel liderlik kalıpları açısından değerlendirilmesi bu konunun gelişmesine katkı sağlamaktadır. Sanayi toplumundan bilgi toplumuna geçiş ile liderlik yaklaşımlarının gösterdiği değişimlerin sektör bazında analiz edilmesi işletme yöneticiliğinin dönüşüm sürecine açıklık getirmektedir. Ayrıca, liderlik pratikleri ile cinsiyet ilişkisinin eğitim, kanuni haklar, lisans ve sektör pratikleri açısından görece eşit kabul edilebileceği bir ortamda araştırılması modern sonrası dönem açısından önem arz etmektedir.

1. KAVRAMSAL ÇERÇEVE

Sağlık sektöründeki en önemli aktörler kamu ve özel hastaneleridir. Genel sağlık sistemi içinde hastanelerin etkisi ve ağırlığı elbette yadsınmamakta ancak hastane ölçeğinden küçük binlerce sağlık kuruluşu da bu yoğun sistem içinde kendi imkanları ile hizmet etmeye devam etmektedir. Hatta küçük ölçekli sağlık kuruluşlarından birçoğu alt yapıları itibarıyla o kadar donanımlıdır ki hastane kalitesinde hizmetler verebilmektedir. Özel sağlık işletmeleri genel olarak hekimlerin başlangıçta bireysel olarak sundukları sağlık hizmetini daha üst seviyeye taşıma motivasyonu ile kurdukları kurumlardır. Ancak bu kurumların hangi şartlara istinaden kurulacağı ve nasıl işletileceği Sağlık Bakanlığının yasa ve yönetmelikleri ile Tabipler, Diş Hekimliği ve Eczacılık Odalarının düzenlemeleri ile şekillenmektedir. Bu yasal sınırlamalara göre diş hekimleri, ağız ve diş sağlığı hizmetlerini özel sektörde (1) muayenehane, (2) poliklinik

ve (3) merkez şeklinde farklı tipteki sağlık işletmeleri ile sağlamaktadırlar (Türk Diş Hekimleri Birliği, 2015). Diş hekimlerinin, özel girişimciler olarak kurdukları sağlık işletmelerinde kendi sahipliklerinden doğan özel şartları nedeniyle başarılı tedavi hizmetlerinin yanında başarılı birer işletmeci olmalarını zorunlu kılmaktadır. İşletme yönetimi konusunda beklenen başarı, müşteri (hasta) ihtiyaçlarını karşılama, rakiplere karşı strateji oluşturma, maliyetleri yönetme ve üretilen hizmet kalitesinde belli bir seviyenin üstüne çıkma gibi hedeflerin sonuçlarına bağlı olarak şekillenmektedir. Bütün bu hedeflerin sürdürülebilir şekilde gerçekleştirilmesi, etkin bir yönetim ve takım halinde çalışma gerekliliği nedeniyle liderliği ön plana çıkarmaktadır.

1.1. Sağlık İşletmeciliği ve Diş Tedavisi Yapılan Sağlık İşletmeleri

Özel sağlık işletmeleri ticari kurumlardır. Ancak kar etmeleri daha fazla sayıda “hasta insana” bağlı olduğu için kurumun ve kurum yöneticilerinin farklı hassasiyetler taşıması gerekmektedir. Herhangi bir işletmenin faaliyetlerini sürdürebilmesi için kar etmesi, rakipleri ile rekabet etmesi ve profesyonelce yönetilmesi beklenir ancak çok kar için çok hasta gibi bir formül meslek etiğine uygun olmadığı gibi pratikte de her zaman işe yaramamaktadır. Çünkü sağlık sektöründe her hastanın durumu ve iyileşmek için ihtiyaç duyduğu sağlık hizmeti farklı olduğundan belli bir birim maliyet hesabı yapabilmek zordur. Toplam kalite yönetimi ilkelerine göre kaliteyi kuruluşun yöneticileri veya kalite kontrolcüler değil, müşteriler belirler (Dicle, 2000:15). Peki sağlık işletmelerinin müşterileri kimlerdir? Açıkçası bir mal ve hizmeti satın alan kişi olarak tarif edilen müşteri kavramının (Besterfield vd., 1999:49) hasta kavramı ile örtüşmediği alanlar vardır. Yine de sağlık sektöründeki gelişmeler nedeniyle akla sadece hastalar gelmemekte, sürece hasta yakınları, refakatçiler, ziyaretçiler, sigorta şirketleri, eczaneler ve ilaç firmaları, çiçekçiler, ulaşım veya gıda işletmeleri gibi benzer amaçlara sahip paydaşlar (Kavuncuoğlu, 2000:292) katılmaktadır. Sağlık işletmelerinde verilen temel hizmetler olan teşhis ve tedavi, hekimlerin kararları doğrultusunda yapılmaktadır ancak sağlık hizmeti genel itibarıyla bir ekip işi olarak kabul edilmelidir. Hemşireler, teknisyenler, hasta bakıcılar, eczacılar ve farklı alanlardaki diğer birçok uzman sağlık hizmetleri içinde önemli görevler üstlenmektedir. Bu durumda ekipler halinde organize olmuş sağlık çalışanlarının yönetilmesi kavramı ortaya çıkmaktadır.

Diş hekimi muayenehanesi, sağladığı tedavi hizmetleri gereği hastalara serbest meslek makbuzu düzenleyen şahıs işletmeleridir. Muayenehanelerde vergi levhaları, diş hekiminin adına düzenlenmekte ve vergilendirmeler gerçek kişi üzerinden yapılmaktadır. Muayenehane formatında bir diş hekimin başka bir diş hekiminin yanında işgören vasfıyla çalışması, mevzuatta kesinlikle izin verilmeyen ve il sağlık müdürlüklerince sıkı denetime tabi tutulan önemli bir konudur. Aynı muayenehane içinde birlikte çalışmak isteyen diş hekimleri, müşterek muayenehane mantığı içinde birbirinden bağımsız şekilde vergi sicil kaydı açtırmak, BAĞ-KUR’a kaydolmak ve sağlık bakanlığına dair işlemleri birbirlerinden ayrı şekilde kendi namlarına ve hesaplarına gerçekleştirmek zorundadırlar. Poliklinikler, muayenelerden farklı olarak mevzuat gereği en az iki diş hekiminin ortaklaşa kurduğu bir limitet şirket formatında faaliyet göstermektedir. Ticari bir işletme statüsündeki bu poliklinikleri diğer ticari işletmelerden ayıran özelliği, ortakların ancak diş hekimlerinden oluşması zorunluluğudur. Ağız ve diş sağlığı merkezi olarak tanımlanan üçüncü tip diş hekimliği işletmesi ise limitet şirketlerden (polikliniklerden) farklı olarak yine mevzuat hükümlerince en az beş diş hekiminin

ortaklığında bir anonim şirketin sahipliğini mecbur tutmasıdır. Bunun yanında dış hekim yanında sigortalı dış hekim çalıştırmama zorunluluğu polikliniklerde ve merkezlerde işletmeye ortak olan dış hekimleri dışındakiler için mümkün olabilmektedir. Dış hekimliği hizmetlerin gerçekleşmesi için kurulan örgütlerin yapısal formlarından anlaşılacağı üzere ekip halinde bir iş birliğinin varlığı ve bu varlığı yönetecek bir liderlik perspektifinin oluşması kaçınılmazdır.

1.2. Liderlik Kavramı, Teorileri ve Yaklaşımları

Liderlik, sadece yönetim erkini elinde bulunduran bir kişinin davranışlarına bağlı gelişen bir kavram değildir. Liderin başarısı, verimliliği ve çalışkanlığı gibi genel performans çıktıları ve olumlu, duyarlı veya sert olma gibi kişilik özellikleri bir bütün halinde ele alınmalıdır. Çünkü aynı liderle çalışan farklı kişilerin aynı liderle ilgili farklı özellikleri tanımladıkları (Werth, Markel ve Förster, 2006) gözlemlenmiştir. Hatta liderin birlikte çalıştığı kişilerin zihnindeki algılar, liderin somut davranışlarından çok daha etkin olmaktadır (Chemers, 1997). Sanayi toplumu döneminin başlaması ile bütün üretim faktörlerinin endüstrileşme boyutuna göre ele alınması ve yönetsel metotların yeniden tanımlanması ile liderliği ve lider davranışlarını açıklamaya çalışan farklı teoriler geliştirilmeye başlanmıştır (Çakan, 2021:134).

Büyük adam ya da genetik gibi farklı şekillerde ifade edilen **özellikler teorisi** (Zaccora, 2007) liderlik konusundaki ilk teorilerden sayılmaktadır. Bu teori, liderin fiziksel özelliklerine, kişiliğine ve yeteneklerine odaklanarak onu örgütteki diğer insanlardan farklı kılan durumları (Northouse, 2001) açıklamaya çalışmıştır. Özellikler teorisinin, yüzyılın ikinci yarısında etkisi azalmış olsa da karizmatik ve dönüştürücü liderlik modellerinin (House, 1976) geliştirilmesine önemli katkılar sağlamıştır. McGregor'un X ve Y teorisinde olduğu gibi liderleri otokrat (X) veya demokrat (Y) gibi sınıflandıran (Deniz ve Hasançebioğlu, 2003) ya da liderin insanlar arası ilişkilere mi yoksa işin kendisine mi yönelmesi gerektiğini (Stogdill, 1948) açıklamaya çalışan teoriler sonraki dönemlerde geliştirilmiştir. Likert'in Sistem 4 modeli (1961) ve Blake ve Mouton'un Yönetim Tarzı Matrisi (1978) gibi çalışmalar ise **davranışsal teorisinin** ortaya çıkmasına sebep olmuştur. Ohio, Michigan ve Texas teorileri olarak da adlandırılan bu teori, liderin kullandığı otoriteye veya sahip olduğu güce rağmen katılımcılık, örgüte güven, çalışanları performans ölçütlerine göre değerlendirme, iş birliği ve etkili iletişim gibi unsurları içermektedir. Örgüt – çevre uyumunun örgütler açısından önemini ortaya çıkmasıyla birlikte XX. yüzyılın ikinci yarısından itibaren, liderin tarzı ile içinde bulunduğu durumun birlikte değerlendirilmesinin (Fiedler, 1967) etkin olmak açısından daha doğru olduğunu öneren **durumsallık teorisi** geliştirilmiştir. Liderin çevre ile olan etkileşimine odaklanarak lider için ikna edici, emreden, katılımcı ve temsil edici gibi özellikler tanımlayan (Hershey ve Blanchard, 1979), lideri otokrat veya demokrat olması bakımından parçalara ayırarak inceleyen (Vroom ve Yetton, 1973) ve liderlik ile çalışan memnuniyeti, işgörenlerin moralleri ve performansları arasındaki ilişkileri (Kerr ve Jermier, 1978) açıklayan birçok farklı çalışma, durumsallık teorisi çatısı altında yapılmıştır.

2000'lere doğru liderlik kavramı içeriği itibariyle dönüşmeye başlamış, sadece kişisel kazanca odaklanmaktan uzak tedarikçi, müşteri ve finansörler gibi diğer paydaşlara da önem verilerek **değerlere dayalı liderlik** kavramı geliştirilmiştir (Taylor, 2000). Değerler (normlar), örgütsel standartların belirleyicisi olduğu için lider – üye ilişkilerinde ortak değerlere odaklanmakla

(Maier, 2015) işletmelerin istenen örgütsel amaçlara daha rahat ulaşacağı ancak liderin sahip olduğu ahlaki (etik) değerler ile işletmenin sahip olduğu örgütsel normların uyumunun belirleyici olacağı değerlendirilmiştir. En etkili liderlik kalıbı olarak tarif edilen **dönüştürücü liderlik** (Burns, 1978), en yalın haliyle; örgüt üyelerinin lider tarafından değiştirilebilmesine odaklanmak olarak tarif edilebilir. Lider için dönüştürücü olmak, örgüt içindeki ekip üyelerinin motivasyon, özveri ve aidiyet düzeylerini yükseltmek, çalışanların ekstra gayret göstermesini sağlamak ve bunların gerçekleşmesi için gerekli örgüt iklimini tasarlamak (Bakan vd., 2015) anlamına gelmektedir. Örgüt üyelerini dönüştürme, değiştirme süreci olarak da tanımlanan dönüştürücü liderlik, temel normlar üzerinden çalışanlar ile lider arasında güven oluşturu (Rua ve Araujo, 2016) bir yapının kurulmasının izlenebilen sonuçlarındandır. Dönüştürücü kalıpta bir lider, örgüt çalışanlarını yüksek performansa teşvik ederken, onları yapabilecekleri konusunda ikna edebilecek bir karaktere sahip olmalıdır. Liderin çalışanlarla iyi ilişkiler kurmakta pozitif olmayı tercih ettiği, klasik ile modern yönetimler arasında bağlantı kurmaya çalıştığı sırada şeffaf ve etik davranışları benimsediği (Wang vd., 2014) liderlik kalıbı, **otantik liderlik** olarak adlandırılmaktadır. Bir lider duyguları, tercihleri ve karakter özellikleri üzerinden bağlılığı nispetinde (Kesken ve Ayyıldız, 2008) otantik olarak tanımlanabilir. Liderin otantik lider kalıbında davrandığının göstergesi; aklını ve duygularını birlikte kullanırken her ne kadar kendi doğrularına odaklansa da merhameti ihmal etmemesidir. Otantik liderlikte, sosyal menfaatler kişisel menfaatlerden daha fazla önemli kabul edilir ve liderlerin örgüt üyeleri ile daha etkin iş ilişkileri kurabilmesin kolaylaşmaktadır (Xiong ve Fang, 2014). Küresel bakış açısına ve dijital okuryazarlığa sahip, farklı kişilerle ve kişiliklerle rahatlıkla çalışabilen, iş birliğini her zaman teşvik eden, bütün bunları özellikle yeniliğe ve sürekli değişime açık olabilmesi ile başarabilen (Mert, 2020) liderlerin ortaya koyduğu kalıp, **dijital liderlik** olarak tanımlanmaktadır. Dijital liderlik kavramının ortaya çıkmasındaki en önemli etken örgütlerdeki dijitalleşme süreçleridir. Bu nedenle işletmelerde kullanılan bilgisayarlar, programlar ve yönetim sistemleri sayesinde dijital verilerin geçmişe oranla artan bir hızla yönetilebilmesine imkân sağlanmış, örgütlerin organizasyon yapılarında ve örgütsel faaliyetlerinde hatırı sayılır değişiklikler yapılmıştır.

1.3. Literatürde Cinsiyet ve Liderlik İlişkisi

Literatürde sağlık sektöründe (diş hekimliği) liderlik ve cinsiyet ilişkisi üzerine yapılan çalışmalar mevcuttur (Hill ve Brocklehurst, 2015; Roig, KAlenderian ve Pinilla, 2015; Alexandra vd., 2013; Merchant, 2012; Taylor, Taylor ve Stoller, 2008). Sağlık sektöründen bağımsız olarak liderlik ve cinsiyet arasındaki ilişkiler üzerine en önemli araştırmacılarından Eagly ve Johnson (1990), 162 farklı örneği inceledikleri meta analiz çalışmasında, kadınların erkeklere göre daha demokratik, katılımcı ve kişiler arası ilişkiler merkezli stillerde liderlik yapmaya eğilimli olduklarını, erkeklerin ise iş merkezli stili tercih ettiklerini tespit etmişlerdir. Liderlik stilleri açısından kadın liderlerin daha demokratik oldukları ve karar alma sürecinde grup üyelerine katılımcı haklar tanıdıkları, erkek liderlerin ise daha otoriter ve yönlendirici oldukları, grup üyelerinin karar alma sürecine katılımını engelledikleri sonucuna varmışlardır. Bunun yanında Amerika Birleşik Devletleri Deniz Kuvvetleri'nde yapılan bir çalışmada, katılımcılar okudukları hikayelerde isimleri geçen kadın veya erkek liderlerin, liderlik stillerine bakarak terfi edip etmemeleri üzerinde değerlendirmede bulunmuşlardır. Bu çalışmanın

bulgularına göre kadın liderlerle karşılaştırıldığında demokratik özellikler gösteren erkek liderlerin durumlarının sonuçları itibariyle daha olumsuz olduğu değerlendirilmiştir. Yapılan çalışmalar göstermiştir ki kadın ve erkek liderler otoriter veya demokrat liderlik stilleri sergilediklerinde değerlendiriciler tarafından farklı şekillerde konumlandırılmaktadırlar (Looney vd., 2004).

Türkiye’de tercih edilen liderlik stilleri üzerine yapılan çalışmalara yakından bakıldığında; Türkiye’de çalışanların en sık gözlemledikleri liderlik kalıplarının sırasıyla hiyerarşik-otoriter, babacan-kollayıcı, etkileşimsel-takım yönelimli ve serbest bırakıcı stiller olduğu tespit edilmiştir (Fikret-Paşa vd., 2001). Alan yazında diş hekimliği mesleğinin ataerkil ve temelde erkek egemen olduğuna dair görüşler vardır (Odabaş, 2012). Bunun anlamı ağız ve diş sağlığı tedavilerinin icra edilmesi sırasında diş hekimleri, diş teknisyenleri, diş hekimi asistanları gibi tedavinin farklı aşamalarında rol alan işgücünün cinsiyetle ilişkili toplumsal formlara bağlı şekillenebilir olmasıdır. Diş hekimleri kendi muayenehanelerinde tek başlarına veya meslektaşları ile limitet ve anonim şirket biçiminde kurdukları sağlık işletmelerinde kendilerine özgü bir örgütlenme içindedirler ancak farklı sağlık kuruluşlarında yapılmış diğer araştırmalarda olduğu gibi (Goffman, 1961; Atkinson, 1995; Inhorn, 2004; Zaman, 2005; Odabaş, 2012) dışarıdan gözlemlenemeyen, kapalı, ketum bir ortam sayılabilecek sağlık işletmeleri içinde beliren olgular toplumsal ilişki ağlarına dair geçerli bilgilere ulaşılmasına yardımcı olabilmektedir. Dolayısıyla diş hekimleri açısından, cinsiyet farklılığının toplumsal kalıplara da bağlı olarak algılara, kabullere, pazarlıklara ve ittifaklara yönelik olarak bazı sonuçlar doğurduğu, kadın ve erkek diş hekimlerinde bunlara bağlı farklı liderlik yaklaşımlarının sergilendiği ifade edilebilir. Başka bir ifade ile lisans eğitimi sonrası fakültelerde seçilen uzmanlık alanları, gece nöbetlerine olan yatkınlıklar, diş hekimleri ile diş teknisyenleri ve diş hekimi yardımcıları arasındaki iş birliğine dair ilişkiler ile işletme kuruculuğundaki/yöneticiliğindeki başarı performansları diş hekimliğinde cinsiyete bağlı farklılıklar gösterebilmektedir.

2. Yöntem

Nitel araştırma tekniklerine göre betimsel bir çalışma olarak tasarlanan bu çalışmada, farklı illerde, kendi sahip oldukları işletmelerde ağız ve diş sağlığı hizmeti veren sekiz kadın, beş erkek diş hekimi katılımcıyla görüşmeler yapılmıştır. Görüşme için on beş diş hekimine teklif götürülmüş, bir diş hekimi zaman yokluğu nedeniyle görüşmeyi kabul etmemiş, bir diş hekimi ile yapılan görüşmeden beklenen düzeyde bilgi alışverişi sağlanamamıştır. Cevaplardaki frekanslar nedeniyle görüşülen hekim sayısı yeterli görülmüştür. Bu çalışma ile kadın ve erkek diş hekimlerinin liderlik yaklaşımlarına yönelik bilgilere ulaşmak ve hekimlerin liderlik üzerine sahip oldukları algılardaki ortak ve farklı yönlerden hareketle bir sonuca varmak amaçlanmıştır. Başka bir ifade ile diş hekimlerinin kendi sağlık işletmelerini yönetirken sergiledikleri liderlik yaklaşımlarının belirlenmesi ve kadın ile erkek hekimler arasındaki liderlik yaklaşım farklılıklarının tespit edilmesi amaçlanmıştır. Bu nedenle katılımcıların görüşlerini belirleyebilmek için yarı yapılandırılmış görüşme formları eşliğinde yapılan görüşme tekniğinden yararlanılmıştır. Yarı yapılandırılmış görüşme formu, dört adet demografik ve yedi adet açık uçlu soru ile oluşturulmuştur. Araştırmaya katılan hekimlerin farklı şehirlerde olması nedeniyle cevapların toplanmasında dijital imkanlardan da yararlanılmıştır. Hekimler ile

öncelikle telefon ve whatsapp üzerinden iletişim kurulmuş ve kendilerine çalışmanın amacı ve yöntemi hakkında detaylı bilgi verilmiştir. Araştırmaya katılma konusunda onay veren dış hekimleri ile planlanan görüşmeler gerçekleştirilmiştir. Katılımcı hekimlere soruları cevaplamaları konusunda süre baskısı yapılmamıştır. Bu sayede katılımcıların görüşlerini serbestçe ifade etmeleri amaçlanmıştır (Erkuş, 2005). Sosyal bilimlerde nitel araştırmaların insanın iç ve dış çevresi ile ilgili sorunları anlamada başarılı sonuçlar verdiği söylenebilir (Creswell, 1998). Bu yöntemle elde edilen bulgular sayesinde örgütlenme biçimlerini ve insan davranışlarını anlamak (Karadağ, 2010) ve gereken derinlemesine bilgiyi elde etmek (Büyüköztürk vd., 2010) mümkün olmaktadır. Ayrıca bu araştırmalarda, araştırmaya katılanlar hakkında geniş bilgilere yer verilmesi, veri toplama ve çözümleme aşamalarının ayrıntılı bir şekilde anlatılması, verilerden alıntılar yapılması araştırmanın geçerliliğini arttırmak için (Yıldırım ve Şimşek, 2011) tercih edilmiştir. Görüşmeler ile elde edilen veriler, sağlıklı bir betimsel analiz yapabilmek için alt temalara ayrılarak, içerik analizine tabi tutulmuş ve fenomenoloji tekniği ile incelenmiştir. Fenomenoloji sayesinde bir kavramla ilgili olarak kişilerin deneyimlerinin ortak tanımlanmasını yapmak (Creswell, 2016:77) mümkün olduğundan fenomenoloji tekniği tercih edilmiştir.

2.1. Çalışma Grubu

Bu araştırmada hekimler ile iletişim zorluğu yaşamamak için kolay ulaşılabilir örnekleme yöntemine karar verilmiştir. Bu yöntem sayesinde ulaşılması görece kolay hekimlerin seçilmesi ile araştırmaya hız ve pratiklik kazandırılması amaçlanmıştır (Yıldırım ve Şimşek, 2011). Saha çalışması, Türkiye genelinde farklı illerinde dış hekimliği hizmeti veren, kendi sağlık işletmesini işleten ve araştırmaya katılmayı kabul eden 13 dış hekimi ile yapılmıştır. Veri toplama ve bulguları değerlendirme süreci 2021 yılı Nisan ayı içinde gerçekleşmiştir. Araştırmaya katılan hekimler ile ilgili demografik bilgiler Tablo 1’de sunulmaktadır. Bu araştırmada katılımcıları belirleyen “K harfi” kadın hekimleri, “E harfi” erkek hekimleri ifade etmektedir.

Tablo 1: Araştırmaya Katılan Hekimler Hakkında Demografik Veriler

Hekim	İşletmesinin Faaliyet Yılı	Toplam Çalışan Sayısı	Faaliyette Bulunduğu Şehir	Cinsiyeti
K1	17	4	Sakarya	Kadın
K2	16	7	Sakarya	Kadın
K3	25	5	Sakarya	Kadın
K4	25	4	Bolu	Kadın
K5	17	3	Sakarya	Kadın
K6	17	3	Sakarya	Kadın
K7	10	3	Kocaeli	Kadın
K8	10	3	Ankara	Kadın
E1	8	14	Karabük	Erkek
E2	23	12	Sakarya	Erkek
E3	17	3	Sakarya	Erkek
E4	22	6	İstanbul	Erkek
E5	23	28	İstanbul	Erkek

Çalışma grubu incelendiğinde, diş hekimlerinde biri hariç (E1), bütün diş hekimlerinin on yıldan fazla süredir sağlık işletmesi sahibi olduğu ve uzun süreden beri patronluk/liderlik yaptıkları tespit edilmiştir. Katılımcı hekimlerin işletmelerindeki personel sayılarına bakıldığında 10 diş hekiminin 3–7 arasında personele sahip olduğu, diğer 3 işletmeden ikisinin 10-15 arası, sadece birinin ise 28 kişilik bir ekibe sahip olduğu belirlenmiştir. Araştırmaya katılan diş hekimlerinden 7’si Sakarya, 2’si İstanbul, 1’i Karabük, 1’i Ankara, 1’i Bolu ve 1’i Kocaeli illerinde faaliyet gösterirken, hekimlerden 8’inin kadın, 5’inin erkek olduğu tespit edilmiştir. .

2.2. Verilerin Toplanması ve Analizi

Araştırmada veriler, yarı yapılandırılmış görüşme formundaki soruların katılımcılara sorulması ile elde edilmiştir. Doğru soruların sorulabilmesi için öncelikle literatür incelenmiş, sağlık yönetimi hakkında bilgiler edinilmiş, özellikle diş hekimlerinin kendilerine ait muayenehane, ağız ve diş sağlığı polikliniği ve ağız ve diş sağlığı merkezi şeklindeki örgütlenmeleri üzerine araştırmalar yapılmıştır. Soruların özgünlüğüne, araştırmanın amacına uygun olmasına ve yönlendiricilikten uzak kalmasına dikkat edilmiştir. Görüşme formları hekimlere dağıtılmadan önce bir diş hekimi ile görüşülmüş ve soruların anlaşılabilirliği, kastettiği anlamlar ve karşı tarafta oluşturduğu algılar hakkında görüşleri alınmıştır. Cevaplardan elde edilen veriler, excel formatında tek bir düzlemde birleştirilmiş ve birlikte değerlendirilebilmek için hazırlanmıştır. Cevapların toplanması için katılımcılar için zaman süresi kısıtlanmamış, diledikleri kadar zaman kullanabilmeleri için kendilerine imkân sağlanmıştır. Bazı hekimlere sordukları teknik sorular nedeniyle ilave açıklamalar yapılmıştır. Bu şekilde detaylı bir metodun uygulanması ile araştırmada belli bir iç geçerlilik seviyesi sağlanmıştır. Ancak bu çalışmada toplanan verilerin görüşme formundaki kavramsal çerçeveye uyumuna dikkat edilmiştir. Toplanan cevaplar frekanslarına ile yüzde dağılımlarına göre ayrıştırılmıştır. Bulguların ortaya çıkarılması için **betimsel** ve **içerik analizleri** uygulanmış, ayrıca fenomenoloji tekniği kullanılarak bulgular arasındaki tutarlılık ortaya çıkarılmıştır. Katılımcıların görüşlerini en doğru haliyle ortaya çıkarabilmek için betimsel, hekimlerin cevapları üzerinden kavramsal ilişkilere ulaşabilmek için de içerik analizinin uygun olduğuna karar verilmiştir (Yıldırım ve Şimşek, 2011). Betimsel analiz, elde edilen verilerin birbirinden farklı olarak ana ve alt temalara bölünmesiyle gerçekleştirilmiştir. Bunun yanında çalışmada aşılacak süreçler dış geçerlilik artırmaya yönelik olarak tüm detaylarıyla anlatılmıştır. Cevaplar ile elde edilen bulgulara dair kişiye bağlı yorumlamalardan kaçınılmıştır. Cevapların bazıları, hekimin ağzından çıktığı şekilde tam metin cümlesi olarak analiz süresine eklenerek iç tutarlılığının artırılması hedeflenmiştir.

3. Bulgular

Araştırma sırasında elde edilen veriler, görüşme formlarının incelenmesi, okunması ve birbirleri ile karşılaştırılması sonrasında yedi alt temaya göre yeniden düzenlenmiştir. Alt temalar; (1) kişisel liderlik tanımlaması, (2) başarı kriterleri, (3) risk yönetimi, (4) personel geliştirme, (5) stratejik yönetim ve (6) rekabet/piyasa analizi şeklinde tasarlanmıştır. Oluşturulan alt temaların, araştırmanın amacına uygun olarak gereken kategorik yapıyı sağlamasına özen gösterilmiştir. Her bir alt tema, görüşme formundaki sorularla

ilişkilendirilmiş, alınan cevaplarla hekimlerin liderlik yaklaşımlarına dair davranış kalıplarının ortaya çıkarılmasına çalışılmıştır.

Alt Tema 1: Kişisel Liderlik Tanımlaması

Bu alt tema ile ilişkilendirilen soru: “İşletmeniz bağlamında bir lider olarak kendinizi nasıl tanımlarsınız? Liderlik kalıplarından sizi en iyi tanımlayan üç tanesini seçer misiniz? Liderlik Kalıpları: Otoriter, demokrat, dönüştürücü, ikna edici, temsil edici, işbirlikçi, iletişimci, karizmatik, dönüştürücü, değer (norm) belirleyici, merhametli.” şeklindedir. Bu alt temayla bağlantılı cevapların analizi Tablo 2’de gösterilmiştir.

Tablo 2: Hekimlerin Liderlik Kalıpları

Değerler ve Yetkinlikler	Frekans	Yüzde
Otoriter	3	7,7
Demokrat	6	15,3
Dönüştürücü	1	2,5
İkna edici	5	12,8
Temsil edici	1	2,5
İşbirlikçi	7	17,9
İletişimci	5	12,8
Karizmatik	1	2,5
Değer (norm) belirleyici	1	2,5
Merhametli	9	23,0

Tablo 2 incelendiğinde, araştırmaya katılan diş hekimlerinin önemli bir kısmının (%23) kendi liderliklerini merhametli olarak tanımladıkları, işbirlikçi (%17,9) ve demokrat (%15,3) şeklinde ifade edilen vasıfları ön plana çıkarttıkları gözlemlenmiştir. Ön plana çıkan merhametlilik olgusunu dile getiren cevaplardan 9 hekimin 6’sı kadın, 3’ü erkek hekim olarak belirlenmiştir. Bu sonuç, **otantik liderlik** kalıbının kadın liderlerde daha fazla görüldüğüne dair önceki araştırmaları desteklemektedir. Bunun yanında dönüştürücü, temsil edici, karizmatik ve değer/norm belirleyici gibi liderlik kalıplarının katılımcılar nezdinde tercih edilip olmadıkları ifade edilebilir. Verilen cevaplar detaylı incelendiğinde diş hekimlerinin kendilerini, sadık, güvenilir, çalışkan, vizyoner, hoşgörülü, güler yüzlü, idealist ve gelişime açık gibi sıfatlarla tanımladıkları ve kişiliklerine dair net ifadeler verebildikleri tespit edilmiştir.

Alt Tema 2: Başarı Kriterleri

Bu alt tema ile ilişkilendirilen soru: “İşletmenizde sağlık hizmetlerindeki (tedavideki) başarı ile işletme yöneticiliği arasındaki bağlantıyı nasıl tanımlarsınız?” şeklindedir. Bu alt temayla bağlantılı cevapların analizi Tablo 3’te gösterilmiştir.

Tablo 3: Hekimlerin Başarı Tanımlamaları

Başarı Kriterleri	Frekans	Yüzde
Doğru orantılıdır. İyi yönetim başarı getirir.	4	31

Başarı için özverili bir şekilde çok çalışmak gerekir.	2	15
Başarı için hasta ilişkileri ve pazarlama gereklidir.	4	31
Huzur gereklidir.	1	8
Fikrim yok.	2	15

Tablo 3 incelendiğinde; hekimlerin sadece “tedavi başarısını” ön planda tutmadıkları, başarılı olabilmek için özellikle çok iyi hasta ilişkilerine sahip olmak, tedaviye dönük pazarlamayı doğru yapmak (ikna etmek) ve özverili bir şekilde çok çalışmak gibi konuları öncelikledikleri gözlemlenmektedir. Hekimlerin 1/3’ü sağlık hizmetlerindeki başarı ile işletme yöneticiliği arasında doğrudan bir ilişkinin varlığını kabul etmişlerdir. Bu soruya K1: “Hasta memnuniyeti odaklı ve devamlılık.” şeklinde cevap verirken, K2: “Birbiriyle doğru orantılı, işletme ne kadar iyi yönetilirse başarı o kadar artar.” diyerek karşılık vermiştir. Başarı için farklı kıstaslar gerektiğini düşünen K8: “Sadece çok iyi bir hekim olmak yetmiyor tedaviyi çok iyi satmak da önemlidir.” cevabını tercih etmiştir. Erkek hekimler arasından sadece bir kişi iyi yönetim ile başarı arasında bir ilişkinin varlığını kabul ederken, diğer hekimler ya cevap vermemiş ya da başarı kriteri olarak özverili çalışmayı dile getirmişlerdir. Bu tema altında elde edilen bulgulara göre **değere dayanan liderlik** kalıbının etkilerine rastlanmaktadır. Kadın hekimlerin erkek hekimlere göre farklılaştıkları ve kendi çıkarları yanında hastalarının memnuniyetini de düşündükleri tespit edilmiştir.

Alt Tema 3: Risk Yönetimi

Bu alt tema ile ilişkilendirilen soru: “Tedavi hizmetlerinin tıbbi riskleri ile işletmenin mali/ıdari riskleri arasında sizce nasıl bir ilişki vardır? Bu ilişkinin yönetimi için işletme içinde nasıl bir iş bölümü yapmaktasınız?” şeklindedir. Bu alt temayla bağlantılı cevapların analizi Tablo 4’te gösterilmiştir.

Tablo 4: Hekimlerin Risk Algısı

Risk Yönetimine Dair Uygulamalar	Frekans	Yüzde
Sağlığı önceleyen kuralların belirlenmesi ve denetlenmesi	1	8
Mali konularda uzman kişilerden hizmet/destek alınması	3	23
Doğru malzeme ve tedavi metotlarının kullanılması ve buna uygun fiyatlandırmalar yapılması	5	38
Hasta memnuniyetinin yüksek tutulması	2	8
Cevap yok	2	23

Tablo 4’e göre; hekimlerin önemli bir bölümü (%38) tedavi riskleri ile işletmenin mali/ıdari riskleri arasındaki bağlantının doğru malzeme ve doğru tedavi yöntemi kullanılarak elimine edilebileceğini düşünmektedir. Ancak bu tarz bir yaklaşımın fiyatlandırmaları da önemli kıldığına dikkat çekmektedirler. Çünkü bu sayede tedavi başarısı elde ederek hasta memnuniyetini yani başka bir deyişle gelir sürekliliğini sağlayabileceklerinin ancak maliyetlerdeki artışlara dikkat etmezlerse kar etmekte zorlanacaklarının farkındadırlar. Bunun yanında mali konularda uzman desteği alan hekimlerin (%23), kar/zarar hesapları konusunu hekimlik faaliyetleri dışında gördükleri düşünülmektedir. Kadın ve erkek hekimlerin

cevapları ayrı ayrı incelendiğinde risk algısı açısından birbirlerinden çok farklı algılara ve fikirlere sahip olmadıkları tespit edilmiştir. “E4: Riskleri en aza indirmek için eğitim malzeme ve cihazlara yapılan yatırım mali dengeleri zorlarken, elde edilen yüksek başarı oranı gelirleri arttırır. Dengeyi sağlamak idareciyi en çok zorlayan konudur.” ya da “K4: Minimum komplikasyon için doğru malzeme ve yetkin hekimle çalışmak işletmenin geleceği için en doğru yatırımdır.” şeklinde ifadeler kullanan hekimlerin risk yönetimi başlığı altında benzer görüşlere sahip oldukları ifade edilebilir. Araştırmada elde edilen bulgulara göre; risk yönetimi konusunda cinsiyete bağlı bir farklılaşma kayda geçirilmemiştir.

Alt Tema 4: Personel Geliştirme

Bu alt tema ile ilişkilendirilen soru: “Sizin hekim olarak taşıdığınız hassasiyetlerin işletmenizde çalışan ancak hekim olmayan diğer personelinizde de oluşabilmesi için neler yapmaktasınız?” şeklindedir. Bu alt temayla bağlantılı cevapların analizi Tablo 5’te gösterilmiştir.

Tablo 5: Hekim Olmayan Çalışanların Gelişimi

Eğitim ve Geliştirme Faaliyetleri	Frekans	Yüzde
İç ve Dış Eğitimler	3	23
Toplantı/konuşma	6	46
Kontrol/takip	1	8
Davranışlarla örnek olma	3	23

Tablo 5 incelendiğinde; araştırmaya katılan hekimlerin yüksek oranda (%46) personel toplantılarına önem verdikleri ve onlarla yüz yüze görüşmeler yaptıkları tespit edilmiştir. Bunun yanı sıra personeli iç ve dış eğitimlere gönderdikleri ve hekimin çalışanlarına doğru davranışları işbaşında bizzat tatbik ederek örnek olmaya çalıştıkları sonucuna ulaşılmıştır. Katılımcıların cevapları detaylarıyla incelediğinde; sürekli kontrol eden hekimin erkek (E4), davranışlarıyla örnek olmaya çalışan üç hekimin tamamının kadın (K1, K2, K8) olduğu belirlenmiştir. Bunun dışında personeli geliştirmek için toplantılar yapman ve onlarla her fırsatta konuşan altı hekimin, 5’i erkek, 1’i kadındır. Ayrıca personeline eğitim imkânı veren hekimlerin 3’ünün de (K3, K6, K7) kadın hekimler arasından çıkmış olması dikkat çekici bir durum olarak belirlenmiştir. Bu sonuçlara bakıldığında personeli geliştirmek için izlenen yollar içinde erkek hekimlerin bir öğretici gibi davrandıkları ve sözlü olarak anlatımda buldukları, kadın hekimlerin ise yapabiliyorlarsa çalışanların gözlemleyebilmesi için kendi davranışlarına dikkat ettikleri veya onları eğitim imkanları ile destekledikleri sonucuna varılmıştır. Bu tema altında elde edilen bulgulara göre kendi normlarını ve etik değerlerini sergileyerek örnek olmaya çalışması nedeniyle kadın hekimlerde **değerlere dayanan liderlik** kalıbının etkilerine rastlanmakla birlikte erkek hekimlerde ağırlıklı olarak konuşarak eğitime ve ikna etme davranışı gösterdiklerinden **dönüştürücü liderlik** kalıbının etkileri gözlemlenmiştir. Personel geliştirme konusunda kadın ve erkek liderlerin birbirinden kesinlikle farklılaştığı tespit edilmiştir.

Alt Tema 5: Stratejik Yönetim

Bu alt tema ile ilişkilendirilen sorular: “İşletmenizin devamlılığı için oluşturduğunuz stratejileri hangi kriterlere, olgulara ve şartlara göre şekillendiriyorsunuz?” ve “İşletmede sağlık işletmeciliği bağlamında en güçlü ve en zayıf yönleriniz nelerdir? Sağlık sektörünün barındırdığı en büyük tehdit ve en önemli fırsat sizce nedir?” şeklindedir. Bu alt temayla bağlantılı cevapların analizi Tablo 6’da gösterilmiştir.

Tablo 6: Güçlü, Zayıf Yönler, Fırsatlar ve Tehditler

SWOT Analiz		Frekans
Güçlü Yönler	Sakin ve iş bitirici olmak	1
	Güçlü iletişim	4
	İşimi sevmek	1
	Tecrübeli olmak	1
	Empati kurabilmek	1
	Hastaları memnun edebilmek	1
	Dürüst olmak	2
Zayıf Yönler	Baskılayıcı ve otoriter olamamak	1
	Moralin kolay düşmesi	1
	Suiistimale açık merhametim	1
	Yaşlanıyor olmak	1
	Alacak takibi yapamıyor olmak	4
	Hastaları fazla dinlemek	1
	Risk alma eğilimi	1
	Hastaların dediklerine inanma	1
Fırsatlar	Güçlü personele sahip olmak	1
	Sağlıklı olmak	1
	Yüksek hasta memnuniyeti	1
	Çok sayıda mesleki eğitim imkanları olması	2
	Sosyal medya	1
Tehditler	Hekim sağlığın tehdit eden durumlar	2
	Hasta hakları ile ilgili değişen kanunlar	1
	Ekonomik şartlar	2
	Maliyetten kaçınma ve hatalı tedavisi	2
	Donanımsız yeni mezun dış hekimlerinin ve yeni açılan çok sayıda dış hekimliği fakülteleri	5

Tablo 6 incelendiğinde hekimlerin kendileri için güçlü ve zayıf yönleri farklı kavramlarla, zenginlik içinde tarif ettikleri değerlendirilmektedir. Ancak güçlü iletişim becerilerine sahip olduğu için kendini güçlü hisseden hekimler (K1, K5, K6, K7) genel bir ağırlığa sahiptir. İletişimi bir güç olarak tanımlayan hekimlerin hepsinin kadın olması dikkat çekicidir. Benzer

şekilde araştırmaya katılan hekimlerin zayıf yönlerini çok farklı kelimelerle ifade ettikleri gözlemlenmektedir. Hekimlerin yoğunlukla verdikleri (E2, K5, E5, K8) bir cevaba istinaden kendilerini zayıf gördükleri alan tahsilat yapma konusundaki yetersizlikleri olarak öne çıkmaktadır. Alacakların tahsilatı konusundaki zayıflığın erkek ve kadın hekimlerde eşit oranda ortaya çıktığı tespit edildiğinden işletme lideri olarak önemli bir konudan benzer şekilde mustarip oldukları ifade edilebilir. Araştırmaya katılan hekimlerin dış çevredeki fırsatlar konusunda fazla fikir üretmedikleri, meslek odalarının, diş hekimi malzemesi üreten firmaların ya da uzman eğitimcilerin düzenlediği çok sayıda eğitim programının varlığının gelişen piyasa koşulları içinde önemli fırsatlar taşıdığı şeklinde fakat zayıf düzeyde bir düşünce içinde oldukları değerlendirilmektedir. Ancak diş hekimlerinin, tehditler konusunda yüksek oranda bir fikir varlığına sahip oldukları ve yeterli mesleki donanımına sahip olmayan yeni mezun diş hekimlerinin sayıca fazlalığını ve buna neden olan çok sayıda yeni diş hekimliği fakültesinin açılmasını diş hekimliği mesleği açısından önemli bir tehdit olarak gördükleri tespit edilmiştir.

Diş hekimlerinin, strateji geliştirme ile ilgili soruya verdikleri cevaplara bağlı olarak elde edilen bulgulara göre; diş hekimlerinin strateji belirlerken, yeni gelişen teknoloji ve hasta taleplerini takip ettikleri (K1, K2, K5, E4, K8), iyi ve kaliteli malzeme kullanımına özen gösterdikleri (E1, E5), hastalardan gelen geribildirimlere dikkat ettikleri (K4, E3), ülke ekonomisinin koşullarını analiz ettikleri (E2) ve eğitim süreçlerini önemsedikleri (K6) şeklindeki sonuçlara ulaşılmıştır. Bu bağlamda kadın ve erkek hekimlerin strateji kurma yaklaşımlarında belirgin bir farka rastlanmamış ancak hekimler içinde doğru stratejiler oluşturmak için gelişen teknolojileri ve yenilikleri takip etmek konusunun yoğunlukla önemsendiği tespit edilmiştir.

Alt Tema 6: Rekabet - Piyasa Analizi

Bu alt tema ile ilişkilendirilen sorular: “Rekabet içinde olduğunuz diğer sağlık kuruluşlarını (devlet veya özel) ya da genel anlamda piyasayı hangi araçları kullanarak analiz ediyorsunuz?” şeklindedir. Bu alt temayla bağlantılı cevapların analizi Tablo 7’de gösterilmiştir.

Tablo 7: Rekabet-Piyasa Analiz Yöntemleri

Uygulama	Frekans	Yüzde
Sosyal medya, yazılı basın takip etmek	2	15
Meslektaşları takip etmek, onlarla istişare etmek	4	30
İyi işleri (best practices) takip etmek, uygulamak	1	7
Kendi standartlarını korumak ve rekabetçi davranmamak	6	48

Tablo 7 incelendiğinde; araştırmaya katılan hekimlerin yarıya yakınının (%48) piyasa analizi konusunda etkin olmadıkları tespit edilmiştir. Bu sonuca, hekimlerin genelde kendi standartlarını korumak istedikleri, rekabetçi davranma eğiliminde olmadıkları, diğer sağlık işletmelerinin durumu ile ilgilenmedikleri hatta bu konu hakkında eyleme geçmeyi hiç gerek görmedikleri şeklinde verdikleri cevaplara istinaden ulaşılmıştır. Araştırmada, hekimlerin “E1: Rekabetçi davranmıyoruz kendi standartlarımızda çalışmaya devam edeceğiz.”, “K5: Analiz etmiyorum etraftan duyularımızla haberimiz oluyor bazen de olmuyor, bunun için

bir şey yapmıyorum.”, “E3: İlgilenmiyorum.”, “E4: Piyasayı analiz etmiyoruz, piyasaya öncülük etmek için çalışıyoruz.”, “K7: Piyasayı analiz etmiyorum.”, “E5: Hiç gerek görmedim.” gibi net cevaplar verdikleri gözlemlenmiştir. Bununla birlikte piyasa takibini/analizini ön planda tutmayan hekimlerin görüşlerinde ve davranışlarında cinsiyete bağlı olarak belli bir farklılaşmaya rastlanmamıştır. Ancak frekansı yüksek (%30) olan ikinci cevap; meslektaşları takip etmek düşüncesinin sadece kadın dış hekimlerince (K1, K3, K4, K8) verilmiş olması kayda değerdir.

SONUÇ

Bu çalışmada elde edilen bulgulara göre araştırmaya katılan dış hekimlerinin önemli bir kısmının kendi liderliklerini merhametli olarak tanımlarken işbirlikçilik ve demokratlık gibi vasıfları ön plana çıkarttıkları tespit edilmiştir. Merhametlilik olgusunu dile getiren dokuz hekimin altısının kadın hekim olması, otantik liderlik kalıbının kadın liderlerde daha fazla görüldüğüne dair sonuçlar elde eden önceki araştırmaları desteklemektedir. Bununla birlikte dış hekimlerinin liderlik yaklaşımlarına bağlı olarak dönüştürücü, temsil edici, karizmatik ve değer/norm belirleyici gibi liderlik kalıplarının tercih etmedikleri ancak kendilerini sadık, güvenilir, çalışkan, vizyoner, hoşgörülü, güler yüzlü, idealist ve gelişime açık gibi sıfatlarla tanımladıkları belirlenmiştir. Araştırmada elde edilen bulgulara göre hekimler açısından başarı kriteri olarak sadece tedavideki başarının ön planda tutulmadığı ve tedavideki başarı ile işletme başarı arasında anlamlı bir ilişkinin var olduğu sonucuna varılmıştır. Bulgulara bu açıdan bakıldığında araştırmada önemli ölçüde değere dayanan liderlik kalıbının etkilerine rastlanmıştır. Bu liderlik kalıbı açısından kadın hekimlerin erkek hekimlere göre farklılaştıkları ve kadın dış hekimlerinin kendi çıkarları yanında hastalarının memnuniyetini de düşündükleri tespit edilmiştir. Araştırmada hekimlerin tedavi riskleri ile işletmenin mali/ıdari riskleri arasında bağ kurdukları, tedavi başarısı ile hasta memnuniyeti sağladıkları, buna bağlı olarak sürekli gelir elde ettikleri ancak kar etmek için maliyetleri de takip ettikleri belirlenmiştir. Ancak araştırmaya katılan hekimlerin önemli bir bölümünün mali yönetimi hekimlik faaliyetleri dışında bir iş olarak gördükleri ve aynı zamanda risk algısı açısından cinsiyete bağlı farklı algılara ve fikirlere sahip olmadıkları tespit edilmiştir. Bununla birlikte araştırma sonucuna göre personel geliştirme konusunda kadın ve erkek liderler birbirinden kesinlikle farklılaşmaktadır. Sağlık işletmelerinde personel toplantılarına ve yüz yüze iletişime önem verilirken, personel geliştirmek için erkek hekimlerin bir öğretici gibi davrandıkları, kadın hekimlerin ise yapabiliyorlarsa çalışanların gözlemleyebilmesi için kendi davranışlarına dikkat ettikleri veya onları eğitim imkanları ile destekledikleri sonucuna varılmıştır. Araştırmada kendi normlarını ve etik değerlerini sergileyerek örnek olmaya çalışmaları nedeniyle kadın hekimlerde değerlere dayanan liderlik, erkek hekimlerde ise ağırlıklı olarak konuşarak eğitime ve ikna etme davranışı gösterdiklerinden dönüştürücü liderlik kalıbının etkileri tespit edilmiştir. Ancak elde edilen bulgulara göre iletişimi bir güç olarak gören hekimlerin sadece kadın hekimler olması bir tutarsızlığa neden olmaktadır. Bunun yanında tahsilat işlemlerindeki zorlanmayı zayıflık, dış eğitimleri fırsat ve yeterli mesleki donanıma sahip olmayan yeni mezun dış hekimlerinin sayıca fazlalığını tehdit olarak görmek konusunda hekimler arasında cinsiyetten bağımsız olarak bir fikir birliği olduğu tespit edilmiştir.

Araştırmadan elde edilen sonuçlara göre strateji geliştirme konusunda kadın ve erkek hekimlerin mevcut yaklaşımlarında belirgin bir farka rastlanmamış ancak hekimler içinde doğru stratejiler oluşturmak için gelişen teknolojileri ve yenilikleri takip etmek konusunun büyük oranda önemsendiği tespit edilmiştir. Araştırmada kayda değer bir başka sonuç da hekimlerin rekabet-piyasa analizi konusunda yeterli düzeyde etkin olmadıklarıdır. Bulgulardan elde edilen sonuca göre hekimlerin genellikle kendi standartlarını korumak istedikleri, rekabetçi davranma eğiliminde olmadıkları, diğer sağlık işletmelerinin durumu ile ilgilenmedikleri hatta bu konu hakkında eyleme geçmeyi hiç gerek görmedikleri şeklindedir. Bununla birlikte piyasa takibini/analizini ön planda tutmayan hekimlerin görüşlerinde ve davranışlarında cinsiyete bağlı olarak belli bir farklılaşmaya rastlanmamıştır. Ancak aynı temaya bağlı olarak meslektaşları takip etmenin kadın dış hekimlerince tercih edilmesi kayda değer bir sonuç olarak değerlendirilmektedir. Sonuç olarak; **kişisel liderlik tanımlaması, başarı kriterleri ve personel yetiştirme konularında kadın ve erkek hekimler belirgin düzeyde birbirinden farklılaşırken, risk yönetimi, stratejik yönetim ve rekabet/piyasa analizi konularında benzerlikler göstermektedirler.**

Bu araştırmada dış hekimliği faaliyeti sürdürülen sağlık işletmelerinin personel sayıları dikkate alınarak otorite ve güç kullanımına yönelik olarak bir değerlendirme yapılmamıştır. Benzer konunun geliştirilmesi için farklı branşlardaki hekimler arasında ya da hastane ölçeğinde nicel araştırmaların yapılması literatür açısından faydalı olacaktır. Ayrıca kadın ve erkek hekimlerin liderlik yaparken geliştirdikleri duyguların belirlenmesine imkân verecek psikolojik analizlerin yapılması da liderlik ile cinsiyet arasındaki ilişkinin açıklanmasına katkıları sağlayabilecektir. Benzer bir eğitim sonrası çalışma lisansı alan ve kamu kurumlarınınca belirlenmiş kesin kurallar altında çalışılan farklı meslek sahipleri arasında özellikle bilgi çağına odaklanarak yapılacak araştırmaların da liderlik konusuna yeni bakış açıları getirebileceği de değerlendirilmektedir.

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Covid-19 Pandemi Sürecinde Bireylerin Medya Kullanımı: Karaman İli Örneği

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ÖZET

Medya, zaman ve mekân kısıtlaması olmayan, geniş kapsama alanı ve geniş kullanıcı kitlesine sahip önemli bir enformasyon kaynağıdır. Küresel bir salgın olan COVID-19 pandemi sürecinde, insanların kendilerini izole ederek evlerine kapanmalarına neden olmuştur. Bu süreçte insanların salgınla ilgili gelişmeleri takip etmek ve bilgilenecek amacıyla medya kullanımını arttırmıştır. Bu çalışmada COVID-19 pandemi sürecinde bireylerin en çok kullandığı medya araçlarını ve bu araçlardan aldığı enformasyonların bireylerin duygu durumlarına etkisini ortaya koymayı hedefleyen bir çalışmadır. Karaman il merkezinde gerçekleştirilen 400 katılımcı ile online alan araştırması sonucunda elde edilen bilgi ve bulgular değerlendirmeye tabi tutulmuştur. Bulgular; COVID-19 pandemi sürecinin, en fazla kadın katılımcıları etkilendiğini söyleyebiliriz. Bu süreçte erkek katılımcılar en fazla Google plus'ı, kadın katılımcıların Facebook'u tercih ettiğini söyleyebiliriz. Katılımcıların, medyada yer alan Covid-19 pandemi haberlerinden sonra duygu durumuna bakıldığında ise erkek katılımcıların; stresli, huzursuz ve kaygılı olduklarını söylemek mümkündür. Demografik değişkenler arasında anlamlı farklılıklar oluşmaktadır.

Anahtar Kelimeler: Medya, Covid 19, Enformasyon, Duygu Durumu

Media Use of Individuals During Covid-19 Pandemia Process: Case of Karaman

ABSTRACT

Media is an important information resource that does not have time and wide restrictions, has a wide coverage area and a wide user base. During the COVID-19 pandemic, which is a global epidemic, it has caused people to isolate themselves and lock themselves in their homes. In this process, people have increased the use of media to keep up with the developments regarding the epidemic and to be informed. In this study, it is a study that aims to reveal the media tools that individuals use the most during the COVID-19 pandemic process and the effect of the information they receive from these tools on the mood of individuals. The information and findings obtained as a result of online field research with 400 participants in the city center of Karaman were evaluated. Results; We can say that the COVID-19 pandemic process is most affected by female participants. In this process, we can say that male participants prefer Google plus the most, while female participants prefer Facebook. When the mood of the participants after the Covid-19 pandemic news in the media is examined, the male participants; It is possible to say that they are stressed, restless and anxious. Significant differences occur between demographic variables.

Keywords: Media, Covid 19, Social Media, Information, Emotional State

GİRİŞ

Covid-19 salgını sadece toplumları değil, bireylerin gündelik yaşamlarını da etkilemiştir. Salgın süreci; bilinmez, belirsiz ve öngörülemez olma özelliklerinden dolayı bireylerde korku üretmektedir. Hastalığın ortaya çıkardığı tehdit algısı da korku ve stres yaşayan insanları her zaman olduğundan daha fazla söylentilere, sahte haberlere ve propagandaya açık hale getirmektedir. Bireyler medya aracılığıyla beslenen bir kaygı ve korku ortamı ile karşılaşmıştır. Bu süreç bireylerin medya tüketim alışkanlıklarını da değiştirmiştir(Çobaner, 2021:37).

Pandemi devlet ve toplum için yaşamsal öneme sahip faaliyetleri ve toplum yaşamındaki olağan akışı etkilemektedir(Pandemik Influenza Ulusal Hazırlık Planı, 2019:2). Pandemi dönemlerinde iletişimi yönetmek hastalıkla mücadele etmek kadar zordur. İnternetin hız kazandığı ve teknolojinin son mirası olan sosyal medya sayesinde bilgiye ulaşmak giderek kolaylaşmış ancak; doğru ve güvenilir bilgiye ulaşmak da bir o kadar zor bir hal almıştır(Aslan, 2020:36). Salgınlar insanların bilgi ihtiyacının arttığı dönemlerdir. İnternetin, mobil telefonların ve sosyal medyanın kullanımının yaygınlaşması, risk iletişimde yeni iletişim teknolojilerinin kullanılmasını sağlamıştır(Şenol ve Avcı, 2020:340). Sosyal medyayla birlikte iletişim sürecindeki her bireyin haber kaynağı haline dönüşmesi, karşılaşılan her bilginin çabuk yayılmasına sebep olmaktadır(Aydın, 2020:78). Medya, bireylerin bir sorun hakkında nasıl hissettiklerini veya düşündüklerini şekillendirebilmektedir. Bilişsel psikolojiye dayanan çerçeveleme, bir fikrin, hissin veya kavramın bir düğüm olarak depolandığı ve başkalarına semantik yollarla bağlandığı ilişkisel bir insan hafızası modeline dayanmaktadır (Lee ve Basnyat, 2012:120).

Salgınlar insanların bilgi ihtiyacının arttığı dönemlerdir. Salgın sırasında verilen bilgiler ile insanların kendileri ve çevresinde bulunanlar için bilinçli karar vermeleri sağlanır(Şenol ve Avcı, 2020:1). İletişim, anlamak, konuşmak, etkilemek/etkilenmek, inandırmak, yönlendirmek, ikna etmek oldukça önemlidir. Toplumları yönlendiren en etkili güçlerden biri olan ve günümüzde bu güç unsurunu daha da egemenliği altına alan iletişim unsuru, güçlü toplumların prestijli bir silahı olmuştur. Savaş, salgın, doğal afet gibi olağanüstü durumlarda iletişimin eşsiz gücü kullanılmaktadır. Kitleleri yönlendirmek, verilen mesaja inandırmak ve duygularıyla hareket etmelerini sağlamak için iletişim kilit bir rol üstlenmektedir(Özkan, 2008:sy). Özellikle afetlerde medyanın; halka bilgileri aktarma, toplumu doğru bilgilendirme, bilgileri zamanında halka iletme faaliyetleri oldukça önemlidir(Soydan ve Alparslan, 2014:53). “Koronavirüs pandemisinde de gördüğümüz üzere evlerine kapanan bireyler sürekli medyadan gelen bir enformasyon bombardımanına tutulmakta, bireyler kendilerini eve kapatmış olsa da medya mesajları dışarıya dair kaygı ve panik havasının zihinlerde yer edinmesine yol açmaktadır. Dolayısıyla iletişim tarafından baktığımızda, bu salgının diğerlerinden ayrılan bir tarafı da halkın sahip olduğu kitle iletişim ve sosyal ağlardır(Yıldırım, 2020:50-54). Medya günümüzde birden çoğa medya modelinin yerine çoktan çoğa iletişime izin veren, Facebook, YouTube, Twitter gibi sosyal ağlar ile örneklendirebileceğimiz, bilgisayar teknolojile bütünleşmiş bir medya yapısı almıştır(Avcı ve Avşar, 2014:183). Sosyal medyanın toplumun

bilgilendirilmesi, bilginin yayılması, alınacak önlemler ve koruyucu davranışlar geliştirilmesinin hızlı ve etkili bir yolu olarak risk iletişiminde de giderek kritik bir öneme sahip olacağı görülmektedir(Şenol ve Avcı 2020:346). İletişimin görevi; yönlendirme, etkileme, dinletme, inandırma, ikna etme ve bu fonksiyonları iletişim araçlarıyla birlikte topluma en iyi şekilde vererek benimsetmektir. İşte bu durumlarda toplumlara büyük görev/ler düşmektedir. Olağanüstü durumlarda; ülkeler siyasi, ekonomik, sosyal, psikolojik ve daha birçok alanda zor durumlarla karşı karşıya kalmaktadır. Bu tip dönemlerde iletişim ve algı yönetimi ön plana çıkmaktadır. Medyanın en önemli özelliği, zaman ve mekân kavramını ortadan kaldırması ve kullanıcının hedef kitlenin daha etkin rol alabilmesi ve içeriği müdahale etmesidir(Gündoğdu ve Kılıç, 2017:207). Medyanın gücünü kat kat artıran internet, bilginin yayınlanma ve tüketilme biçiminde adeta bir devrim yaratmıştır(Kırık, Var, vd. 2020b:47). Medya, toplumda etkin bir unsurdur. Medya hem toplum hem de öteki toplumsal güçler üzerinde bir etkileme gücüne sahiptir(Yıldız, 2002:81). Medyanın toplumu etkileme sürecinde çok önemli işlevleri vardır. Öncelikle medya kamuoyu oluşturmada oldukça aktif durumdadır. Medya, kamuoyunun tepkilerini açığa çıkartarak, insanların toplumsal değerlerine ilişkin standartlar koyarak ya da kamuoyunu yönlendirerek kamuoyu oluşturmaktadır. Medyanın denetleme ve eleştirme işlevi de söz konusudur. Medyanın işlevleri arasında toplumun belki de en çok kullandığı sosyal işlevidir(Doksanoğlu, 2018:2). Resmi birimler, web sitelerinde ve sosyal medyada gözetim ve aktif vakalar hakkında günlük güncellemeler sunarak halkın önleme ve müdahale stratejileri konusundaki farkındalığını arttırmaya çalışmaktadır. Ayrıca, sosyal medyada ilgili bilgileri yayınlamaktadır. Sosyal medya (yanlış) aşırı bilgi yüklemesine neden olabilir, bu da ruh sağlığı sorunlarına neden olabilir. DSÖ, özellikle sosyal medya yoluyla yanlış bilgilendirme ve söylentiye besleyen korku, kaygıya dikkat çekerek, dolaylı olarak medya yoluyla kitle travmasına maruz kalmanın, travma sonrası stres bozukluğu, semptomlarının başlangıç oranlarını artırabildiğini göstermiştir (www.academic.oup.com/ sayfa2). Bütün ortaya çıkan verilerin ışığında yapacağımız en genel çıkarım kullanıcı alışkanlıklarının değişiyor olması. Salgın karşısında düşünce şeklimiz, davranışlarımız ve algılarımız değişkenlikler gösteriyor. Dolayısıyla, belirli dikeyde yer alan markalar bu krizden ya pozitif ya da negatif yönde etkileniyor(www.mmaturkiye.org).

Sosyal medyanın insanların kamusal alandan izole edildiği bir dönemde, yalnızlığın yükünü ve panik havasını atabileceği, yararlı olacağı yönündedir.”(Yıldırım, 2020:50-54). Sosyal medya uygulamalarına baktığımızda kullanıcıların platformlarda yaptığı paylaşımlar 275 milyonun üzerine çıktı. En çok paylaşım yapan kullanıcıların Japonya, ABD ve Güney Kore lokasyonunda yer aldığı görüldü. 21 Ocak - 11 Mart tarihine baktığımızda Dünya genelinde salgın hakkında 275 milyon paylaşım gerçekleşti ve bu sayı ülkemizde 6,5 milyon civarında seyretti. Konuyla ilgili paylaşımlar cinsiyetler özelinde; %65 erkek, %35 kadın kullanıcılardan oluşmakta. Sosyal Medya ve Video İzleme Uygulamalarında Etkileşim ve Zaman Geçirme Artıyor diyebiliriz(www.appannie.com, www.ntv.com.tr).

İnsanlar, pandemi hakkında medya aracılığıyla bilgilendirilmektedirler. Basında yer alan haberlere, sosyal medyada yer alan görsellere ve videolara bakıldığında, COVID-19 ile ilgili her gün farklı bir haber çıktığı, kitlelerin bu bilgi kirliliği sonucunda doğru ve net bilgiye ulaşmasının zor olduğu görülmektedir. Olağanüstü dönemlerde medyanın gücü tartışmasız ki büyüktür(Yıldırım, 2020:53). Kendimizle, çevremizle bağ kurma şeklimiz bundan sonraki

dönemi yeniden şekillendirecektir diyebiliriz. Pandemi süreci zorlayıcı görünse de derin bir kriz olarak tanımlayacağımız bu süreçte, iletişim araçlarından iletilen risk içerikli mesajlar toplumdaki risk farkındalığını da arttırmakta ve risk algısını olumlu ya da olumsuz yönde etkilemektedir. Ancak, burada dikkat edilmesi gereken esas konu, risklerle ilgili mesajların iletilmesinden ziyade topluma nasıl ileildiği, nasıl sunulduğudur. İletilen mesajların toplumda korku ve panik yaratabileceği göz önünde bulundurulsa mesajların içeriklerinin ve risk iletişimi stratejilerinin doğru, etkili ve titiz bir çalışma ile yürütülmesi gerekmektedir(Turancı, 2010:87). Bu süreçte sosyal değişim sosyal algıların inşasını ve anlatılar toplumu derinden etkileyebilir; bu nedenle politika oluşturmada, politik iletişimde ve özellikle tartışmaların tartışıldığı zamanlarda kamusal denetim geliştirilmelidir. Ayrıca, kutuplaşma yüksek olduğunda yanlış bilgi kolaylıkla çoğalabilir(Cinelli, Quattrociocchi vd. 2020:1).

Sonuç olarak, bulgularımız COVID-19 salgını sırasında sık sık medya kullananlarda ve her habere itibar edenlerde yüksek zihinsel sağlık sorunları olabileceğini göstermektedir. COVID-19 ile mücadele ederken genel nüfus ruh sağlığına daha fazla dikkat etmesi gerektiğinin altını çizmekte ancak depresyon ve kaygıya daha fazla dikkat edilmelidir(Gao, Zheng vd, 2020:8). COVID-19 salgını, çevremizle iletişim kurma şeklimizi bundan sonraki dönemi yeniden şekillendirecektir diyebiliriz. Pandemi süreci zorlayıcı görünse de derin bir kriz olarak tanımlayacağımız bu süreçte pandemi ile ilgili haber alma, gündemi takip etmek ve vakit geçirmek amacıyla medya kullanımının arttığını söyleyebiliriz. Medya yayınları her şeyden önce, insanlarda yeni duyarlılıklar oluşturmuş, dikkatleri virüs üzerinde yoğunlaştırmış, sürekli temkinli yaşama alışkanlığı geliştirmiştir. Türkiye Corona-virüs salgını ile birlikte medya sürekli konuyla ilgili yayınlar yapmış, insanlar medya yayınlarından etkilenmiş, yeni alışkanlıklar kazanmıştır. Koronavirüs salgını günlerinde medyanın da etkisiyle davranışlar değişmiş, yeni alışkanlıklar edinilmiştir(Cereci, 2020:365). Pandemi sürecinde internet ve sosyal medya kullanım oranlarında artış olduğu belirlenmiştir(Yıldırım, 2020:69).

1. YÖNTEM

Çalışmanın bu kısmında, katılımcılar açısından COVID-19 pandemi sürecinde bireylerin medya kullanımına yönelik Karaman il merkezinde gerçekleştirilen online anket tekniği ile veriler elde edilmiştir. Bu kapsamda, araştırmanın amacı ve soruları, araştırmanın evren ve örnekleme, araştırmanın sınırlılıkları, veri toplama araçları, verilerin toplanması ve verilerin analizi konularına değinilmektedir.

1.1.Araştırmanın Amacı ve Soruları

Katılımcılar açısından COVID-19 pandemi sürecinde bireylerin medya kullanım algılarının ortaya konulması, Karaman ilinde gerçekleştirilen online anket yöntemi ile elde edilmiştir. Bu amaç doğrultusunda uygulamaya konulan araştırma kapsamında belirlenen ve cevabı aranan sorular şu şekilde sıralanabilir:

- Pandemi sürecinde bireylerin medyadan haberleri öğrendikten sonra duygu durumlarında değişiklik oluşturdu mu?
- Pandemi sürecinde medya, kamuoyunu yeterli bilgilendirdi mi?

- Pandemi sürecinde, bireylerin sosyal medya ve kitle iletişim araçlarını kullanımını arttırdı mı?
- Pandemi sürecinde bireyler, devletin aldığı tedbirleri ve uygulamaları yeterli buldu mu?
- Pandemi sürecinde bireyler, medyada yer alan haber, bilgilendirme, açıklamalar ve kamu spotu uygulamalarını doğru bulmuş mudur?

1.2.Araştırmanın Evren ve Örnekleme

Araştırmanın evrenini; Karaman il merkezi nüfusuna kayıtlı olan katılımcılardan oluşturmaktadır. Karaman il genelinde toplam 251.913 kişi yaşamaktadır. Karaman il merkezinin yaşayan kişilerin sayısı 161.946'dır (www.karaman.gov.tr, 2019).

Örnekleme büyüklüğü ise %95 Güven Düzeyi ve % 5 hata payı göz önüne alındığında, araştırmada oluşabilecek olası sorunlar göz önünde bulundurularak 400 kişi esas örneklem olarak seçilmiştir. Araştırma kapalı uçlu sorulardan oluşmuş anket formlarıyla, 400 kişiden oluşan basit tesadüfi örneklem kitlesi üzerinden on sekiz ve üzeri yaştaki kişilerden seçilmiştir. Basit tesadüfi örnekleme (simplerandomsampling). Her bir örnekleme birimine eşit seçilme ihtimalinin verilmesiyle (seçilen birimin yerine konulmasıyla) seçilen birimlerin örnekleme alındığı türe basit tesadüfi örnekleme adı verilmektedir. Bu örnekleme türünde evrendeki tüm birimlerin örnekleme seçilme olasılığı aynıdır. Dolayısıyla da örnekleme seçilen bir birimin seçimi diğer birimlerin seçimini etkilememektedir (Büyüköztürk vd., 2012, Altunışık vd., 2005).

1.3.Araştırmanın Kısıtlılıkları

Araştırma Karaman il merkezinde yaşayan katılımcılara yönelik olarak gerçekleştirilmiştir. Araştırma, anketin yapıldığı il ve örneklem ile sınırlıdır ve elde edilen bulgu ve sonuçların ülke bütününe temsili amaçlanmamaktadır. Araştırma, Mart-Nisan 2020 de gerçekleştirilmiştir ve bireylerin zamanla algılarının değişebileceği düşünüldüğünden, araştırma yapıldığı zamanla sınırlıdır.

1.4.Veri Toplama Araçları, Verilerin Toplanması ve Analizi

Araştırmada veri toplama aracı olarak oluşturulan "COVID-19 pandemi sürecinde bireylerin Medya Kullanımı; Karaman İli Örneği" başlıklı anket formu" kullanılmıştır. Formun hazırlanması ile ilgili görüşme soruları bu çalışmanın yazarı tarafından hazırlanmıştır.

Araştırma verilerinin toplanmasında oluşturulan anket 27 sorudan oluşmaktadır. Anket formu 4 bölümden oluşmaktadır. Birinci bölüm, demografik sorular ve ikinci bölüm, COVID-19 pandemi sürecinde bireylerin medya kullanımını, üçüncü bölüm, COVID-19 pandemi sürecinde bireylerin medyadan edindiği bilgilerin duygu durumlarını ve dördüncü bölümde ise COVID-19 pandemi sürecinde, devletin aldığı tedbirleri ve uygulamalarını ortaya koymayı amaçlayan sorulardan oluşmaktadır. Anketimizde 5'li Likert ölçeği ile 8 ifade oluşturulmuştur. Koronavirüs sürecinde bireylerin medyadan edindiği bilgilerin etkilediği duygu durumlarını 7 ifade oluşturulmuş ve Koronavirüs salgını süresince medyada yer alan haber, bilgilendirme, açıklamalar ve kamu spotu uygulamalarını hakkında düşünceleri 5 ifadede oluşturulmuştur. 5'li likert ölçeğinde, Kesinlikle Katılmıyorum(1), Katılmıyorum(2), Kararsızım(3), Katlıyorum(4), Kesinlikle katılıyorum(5) Aralıklarında cevaplar alınmıştır

Araştırmada, nicel veri toplama analiz yöntemlerinden birisi olan anket tekniğinden yararlanılmıştır. Alan araştırması katılımcılarla online anket uygulamasıyla gerçekleştirilmiştir. Elde edilen veriler istatistik programında elektronik ortamda işlenmiştir.

Araştırmaya katılan bireylerle gerçekleştirilen anket çalışması sonucunda elde edilen verilerin analizleri; demografik özelliklerini belirlemek amacıyla frekans analizi, faktör analizi, Ki-kare testi, cinsiyete göre Bağımsız Örneklem T-Testi; yaş, eğitim ve gelir düzeyindeki farklılaşmayı ortaya koymak için de Tek Yönlü Varyans Analizi(ANOVA) kullanılmıştır.

2. Araştırmanın Bulguları

Çalışmanın bu kısmında araştırma sonucunda elde edilen bulgulara ve bulguların analizine yer verilmektedir. Bu kapsamda sırasıyla, araştırmanın geçerlilik ve güvenilirlik testleri, faktör analizi sonuçları, demografik sonuçlar ve COVID-19 pandemi sürecinde bireylerin medya kullanımına yönelik katılımcıların görüşlerini içeren bulgular üzerinden değerlendirmeler yapılmaktadır.

2.1. Araştırmanın Geçerlilik ve Güvenilirliği ve Faktör Analizi

Bu çalışmada yapılan geçerlik ve güvenilirlik analizi sonucunda elde edilen Cronbach's Alpha değeri 0,738 dir. Alan araştırması kapsamında oluşturulan ölçek altı faktörden oluşmaktadır. Bu faktörler (sosyal medya kullanımı, televizyon izleme, kamuoyu bilgilendirme, duygu durumları, haber programlarını izleme, korku ve stres, devlet tedbirleri ve iletişim araçları) oluşmaktadır ve faktörler toplam varyansın %64,821'ni açıklamaktadır. Örneklem yeterliliğini ölçmek amacıyla uygulanan KMO testi sonucu 0,817 olarak hesaplanmıştır. Ölçekte belirlenen 6 faktöre ait özdeğerler ve bunların varyans açıklama oranları Tablo 1'de verilmiştir. Ayrıca, araştırma kapsamında belirlenen faktöre ait madde yükleri Tablo 2'de verilmiştir.

Tablo 1. Ölçek Faktörlerinin Varyans Açıklama Oranları

Faktörler	Özdeğer %	Varyans Açıklama	Kümülatif %
1	5,019	22,816	22,816
2	3,286	14,935	37,750
3	2,143	9,742	47,492
4	1,451	6,597	54,089
5	1,255	5,705	59,795
6	1,106	5,027	64,821

Tablo 2. Ölçek Maddelerinin Faktör Yükleri

Madde İçeriği	1	2	3	4	5	6
Kendimi değersiz hissediyorum.	,852					
Hiçbir şekilde olumlu şeyler hissedemiyorum.	,838					
Gelecekte bir beklentim kalmamış gibi hissediyorum.	,801					
Çok çabuk endişeleniyorum.	,672					
Fazla alıngan olduğumu düşünüyorum.	,645					
Kendimi üzgün ve keyifsiz hissediyorum.	,572					
Uyuyamıyorum çünkü Covid-19'a yakalanmaktan korkuyorum.	,562					
Covid-19 dönemi medya bilgilendirmeleri doğrudur		,912				
Covid-19 dönemi medya bilgilendirmeleri yerindedir		,893				
Covid-19 dönemi medya bilgilendirmeleri yeterlidir		,864				
Covid-19 dönemi medya bilgilendirmeleri gereklidir		,720				
Devlet tedbirleri ve medya uygulamaları her zaman doğrudur		,704				
Covid-19 dönemi en fazla Televizyon izledim.			,771			
Covid-19 dönemi en fazla WhatsAppı kullandım			,763			
Covid-19 dönemi en fazla internette haber sitelerini kullandım.			,714			
Covid-19'u düşünmek beni rahatsız ediyor.				,814		
Covid-19 ile ilgili haberleri ve hikayeleri seyrederken, sinirli ve gergin hale geliyorum.				,752		
Covid-19 dönemi en fazla Youtube kullandım.					,732	
Covid-19 dönemi en fazla Instagram kullandım					,640	
Covid-19 dönemi en fazla Twitter kullandım					,522	
Covid-19 dönemi en fazla Facebook' u kullandım.						,762
Covid-19 dönemi en fazla Google Plus kullanıyorum.						,755

2.2. Demografik Bulgular

Bu kısımda, araştırmaya dâhil olan katılımcıların, demografik özelliklerini (yaş, cinsiyet, eğitim durumu, gelir durumu) içeren bilgi ve bulgulara yer verilmektedir.

Tablo 3. Katılımcıların Demografik Özelliklerine Göre Dağılımları

Cinsiyet	N	%
Kadın	210	52,5
Erkek	190	47,5
Toplam	400	100,0
Yaş	N	%
18-30	137	34,3
31-45	174	43,5
46-60	73	18,3
61 ve üstü	16	4,0
Toplam	400	100,0
Eğitim	N	%
Lise altı	58	14,5
Lise veya dengi	127	31,8
Ön lisans	72	18,0
Lisans	44	11,0
Yüksek lisans	75	18,8
Doktora	24	6,0
Toplam	400	100,0
Gelir	N	%
2000 TL den az	58	14,5
2.000TL - 2999TL	85	21,3
3000 TL- 3999 TL	32	8,0
4000 TL - 4999 TL	57	14,3
5000 TL - 5999 TL	74	18,5
6000 TL - 6999 TL	39	9,8
7000 TL- 7999 TL	9	2,3
8000 TL ve üstü	46	11,5
Toplam	400	100,0

Tablo 3 incelendiğinde katılımcıların cinsiyet dağılımına baktığımızda %47,5'i erkek ve %52,5'i kadınlardan oluşmaktadır.

Katılımcıların yaş dağılımı; %34,3'ü 18-30 yaş aralığında, %43,5'i 31-45 yaş aralığında, %18,3'ü 46-60 yaş aralığında, %4,0'ü 61 ve üstü yaş aralığındadır.

Katılımcıların eğitim düzey dağılımı; %14,5'i Lise altı %31,8'i Lise veya dengi %18,0'i Ön lisans, %11,0'i Lisans, %18,8 Yüksek lisans ve %6,0 Doktora düzeyinde olduğu görülmektedir.

Katılımcıların gelir düzey dağılımı; %14,5'i 2000 TL den az, %21,3'ü 2.000TL - 2999TL, %8,0'i 3000 TL- 3999 TL, %14,3'ü 4000 TL - 4999 TL, %18,5'i 5000 TL - 5999 TL, %9,8'i 6000 TL - 6999 TL, %2,3'ü 7000 TL- 7999 TL ve % 11,5'i 8000 TL ve üstü gelir düzeyinde olduğu görülmektedir.

Tablo 4. Koronavirüs (Covid-19) Salgın Sürecinin Bireyleri Etkileme Düzeylerini Gösteren Dağılım

Koronavirüs (Covid-19) salgını süreci sizi etkiledi mi?	N	%
Evet	180	45,0
Bazen	92	23,0
Hayır	128	32,0
Toplam	400	100,0

Tablo 4 incelendiğinde Koronavirüs (Covid-19) salgın sürecinin bireyleri etkileme düzeylerinin dağılımı; %45,0'nin etkilediği, %23,0'nün bazen etkilediği ve %32,0'nin ise etkilemediği görülmektedir.

Tablo 5. Cinsiyet Değişkeni İle Koronavirüs (Covid-19) Salgın Sürecinin Bireyleri Etkilenmesi Arasındaki İlişkiye Yönelik Ki Kare Analizi

Koronavirüs (Covid-19) salgını süreci sizi etkiledi mi?	Cinsiyet		
	Erkek	Kadın	Toplam
Evet	84 40,0%	96 50,5%	180 45,0%
Kısmen	59 28,1%	33 17,4%	92 23,0%
Hayır	67 31,9%	61 32,1%	128 32,0%
Toplam	210 52,5%	190 47,5%	400 100,0%

Tablo 5 İncelendiğinde Koronavirüs (Covid-19) salgın süreci sizi etkiledi mi? ile cinsiyet değişkeni arasında istatistikî olarak anlamlı farklılaşma oluşmaktadır($p=0,024$). Kadın katılımcılar erkeklere oranla Koronavirüs (Covid-19) salgınından daha fazla etkilendiğini söylemek mümkündür. (Notlar= (i) $n=400$, (ii) Pearson $\chi^2=7,448^a$; $p<,024$, sonuçlar istatistiksel bakımdan anlamlıdır).

Tablo 6. 5'li Likert Ölçeğine Göre Puan Aralıkları

	Puan Aralıkları	Seçenekler
1	1,00-1,80	Kesinlikle Katılmıyorum
2	1,81-2,60	Katılmıyorum
3	2,61-3,40	Kararsızım
4	3,41-4,20	Katılıyorum
5	4,21-5,00	Kesinlikle Katılıyorum

Betimleyici/tanımlayıcı analiz tekniğiyle değerlendirilen önermeler ve elde edilen bulgular aşağıdaki tabloda gösterilmiştir.

Tablo 7. Koronavirüs(Covid-19) Sürecinde Medyanın Rolü Açısından Öneme Yönelik Katılımcıların Algıları

Önermeler	N	Ort.	Std. Sp.	Katılma Düzeyi
Koronavirüs (Covid-19) Salgınında En Fazla Kullanılan Sosyal Medya Ve Kitle İletişim Araçlarından				
En fazla Twitter kullandım	400	3,6375	1,62718	Katılıyorum
En fazla Facebook' u kullandım.	400	3,6325	1,46725	Katılıyorum
En fazla Instagram kullandım.	400	2,7150	1,47452	Kararsızım
En fazla Google Plus kullandım.	400	3,4750	1,45763	Katılıyorum
En fazla Youtube kullandım.	400	2,7275	1,38312	Kararsızım
En fazla WhatsApp kullandım.	400	2,1175	1,30305	Katılmıyorum
En fazla Televizyonu izledim.	400	2,7450	1,39996	Kararsızım
En fazla internet ve haber sitelerini kullandım.	400	2,5000	1,34145	Katılmıyorum
Medyada Koronavirüs (Covid-19) Salgını Haberlerinden Sonra Duygu Durumu Halleri				
Kendimi üzgün ve keyifsiz hissediyorum.	400	2,7600	1,32922	Kararsızım
Gelecekte bir beklentim kalmamış gibi hissediyorum.	400	3,4850	1,38549	Katılıyorum
Kendimi değersiz hissediyorum.	400	3,7700	1,44128	Katılıyorum
Hiçbir şekilde olumlu şeyler hissedemiyorum.	400	3,5975	1,37120	Katılıyorum
Çok çabuk endişeleniyorum.	400	3,1525	1,32991	Kararsızım
Fazla alıngan olduğumu düşünüyorum.	400	3,5250	1,35793	Katılıyorum
Covid-19' u düşünmek beni rahatsız ediyor.	400	2,7000	1,40711	Kararsızım
Covid-19 süreci ile ilgili haberleri ve hikâyeleri seyrederken, sinirli ve gergin hale geliyorum.	400	2,9275	1,35530	Kararsızım
Covid-19' a yakalanmaktan korkuyorum ve uyuyamıyorum.	400	3,9275	1,22310	Katılıyorum
Koronavirüs (Covid-19) Salgını Süresince Medyada Yer Alan Haber, Bilgilendirme, Açıklamalar Ve Kamu Spotu Uygulamalarını Hakkında Düşünceleri				
Doğru buluyorum	400	2,6000	1,36185	Katılmıyorum

Yerinde buluyorum	400	2,6275	1,34658	Katılmıyorum
Yeterli buluyorum	400	2,0425	1,24884	Katılmıyorum
Gerekli buluyorum	400	2,4425	1,30420	Katılmıyorum
Devlet tedbirleri ve medya uygulamaları her zaman doğrudur	400	3,0850	1,36654	Kararsızım

Derece: 1= Hiç Katılmıyorum, 5= Kesinlikle katılıyorum

Tablo 7 incelendiğinde Koronavirüs(Covid-19) sürecinde medyanın rolüne yönelik “En fazla Twitter kullandım”, “En fazla Facebook’ u kullandım.”, “En fazla Google Plus kullandım.” Önermelerinde, Medyada Koronavirüs (Covid-19) Salgını Haberlerinden Sonra duygu durumu ile ilgili “Gelecekte bir beklentim kalmamış gibi hissediyorum.”, “Kendimi değersiz hissediyorum.”, “Hiçbir şekilde olumlu şeyler hissedemiyorum.”,“Fazla alingan olduğumu düşünüyorum.”,“Covid-19’a yakalanmaktan korkuyorum ve uyuyamıyorum.” Önermelerinde net bir fikir birliği oluşmuştur. “En fazla Instagram kullandım.”, “En fazla Youtube kullandım.”, “En fazla Youtube kullandım.”, “En fazla Televizyonu izledim.”, “Kendimi üzgün ve keyifsiz hissediyorum.”, “ Covid-19’u düşünmek beni rahatsız ediyor.”, “Covid-19 süreci ile ilgili haberleri ve hikâyeleri seyrederken, sinirli ve gergin hale geliyorum.”, “Devlet tedbirleri ve medya uygulamaları her zaman doğrudur” önermeleri noktasında kararsız kaldıkları söylenilebilir. Bununla birlikte net bir fikir birliği oluşmamıştır. “En fazla WhatsApp kullandım.”, “En fazla internet ve haber sitelerini kullandım.”, “Çok çabuk endişeleniyorum.”, “Doğru buluyorum”, “Yerinde buluyorum”, “Yeterli buluyorum”, “Gerekli buluyorum” önermelerinde düşünce birliğinin oluşmadığını göstermektedir.

Tablo 8. Cinsiyet Değişkeni ile Koronavirüs (Covid-19) Sürecinde Medyanın Rolü Arasındaki İlişkiye Yönelik T Testi

	Erkek(n=210)		Kadın(n=190)		Bağımlı İki Grup t Testi	
	Ort.	Ss.	Ort.	Ss.	T	p
Koronavirüs (Covid-19) Salgınında En Fazla Kullanılan Sosyal Medya Ve Kitle İletişim Araçlarından						
1. En fazla Twitter kullandım	3,55	1,64	3,73	1,60	1,100	0,272
2.En fazla Facebook’ u kullandım.	3,48	1,51	3,80	1,39	2,182	0,030*
3.En fazla Instagram kullandım.	2,81	1,49	2,60	1,45	1,418	0,157
4.En fazla Google Plus kullandım.	3,61	1,43	3,32	1,47	2,017	0,044*
5.En fazla Youtube kullandım.	2,76	1,34	2,68	1,43	0,523	0,602
6.En fazla WhatsApp kullandım.	2,16	1,28	2,06	1,32	0,716	0,474
7.En fazla Televizyonu izledim.	2,70	1,47	2,78	1,31	0,532	0,595
8.En fazla internet ve haber sitelerini kullandım.	2,57	1,37	2,41	1,30	1,195	0,233
Medyada Koronavirüs (Covid-19) Salgını Haberlerinden Sonra Duygu Durumu Halleri						
9.Kendimi üzgün ve keyifsiz hissediyorum.	2,69	1,31	2,83	1,34	1,100	0,272
10.Gelecekte bir beklentim kalmamış gibi hissediyorum..	3,50	1,39	3,45	1,38	0,372	0,710
11.Kendimi değersiz hissediyorum.	3,71	1,52	3,83	1,34	0,812	0,417
12.Hiçbir şekilde olumlu şeyler hissedemiyorum.	3,56	1,40	3,63	1,34	0,545	0,586
13.Çok çabuk endişeleniyorum.	3,26	1,32	3,02	1,32	1,810	0,071
14.Fazla alingan olduğumu düşünüyorum.	3,61	1,33	3,42	1,38	1,384	0,167
15.Covid-19’u düşünmek beni rahatsız ediyor.	2,85	1,42	2,52	1,37	2,362	0,019
16.Covid-19 süreci ile ilgili haberleri ve hikâyeleri seyrederken, sinirli ve gergin hale geliyorum.	3,05	1,35	2,78	1,34	1,944	0,050*
17Covid-19’a yakalanmaktan korkuyorum ve uyuyamıyorum.	3,88	1,23	3,97	1,20	0,800	0,424
Koronavirüs (Covid-19) Salgını Süresince Medyada Yer Alan Haber, Bilgilendirme, Açıklamalar Ve Kamu Spotu Uygulamalarını Hakkında Düşünceleri						
18.Doğru buluyorum	2,60	1,40	2,60	1,31	0,000	1,000
19.Yerinde buluyorum	2,72	1,40	2,51	1,27	1,581	0,115
20.Yeterli buluyorum	2,14	1,29	1,92	1,18	1,775	0,077
21.Gerekli buluyorum	2,50	1,37	2,37	1,22	1,004	0,316
22.Devlet tedbirleri ve medya uygulamaları her zaman doğrudur	3,06	1,42	3,10	1,30	0,282	0,778

Tablo 8’de görüleceği üzere, Koronavirüs (Covid-19) Salgını sürecinde medyanın rolü ile cinsiyet değişkeni arasındaki ilişkiye yönelik T testinde, istatistikî olarak anlamlı farklılaşma oluşmaktadır. Koronavirüs (Covid-19) salgınında sosyal medya ve kitle iletişim araçlarından en fazla kullanılan “En fazla Google Plus kullandım” (A.O=3,61), (t=2,017, p=0,044)

kullandığı görülmekte; Medyada Koronavirüs (Covid-19) Salgını Haberlerinden Sonra duygu durumu “Covid-19 süreci ile ilgili haberleri ve hikâyeleri seyrederken, sınırlı ve gergin hale geliyorum” (A.O=3,05), (t=1,944, p=0,050) ve “Covid-19’u düşünmek beni rahatsız ediyor” (A.O=2,85), (t=2,362, p=0,019) önermesine erkek katılımcıların, daha fazla önem verdiği görülmektedir. Kadın katılımcılar ise “En fazla Facebook’ u kullandım” (A.O=3,80), (t=2,182, p=0,030) kullandığı görülmektedir. Bu bağlamda erkek katılımcıların sosyal medyada araştırma yaptığını, pandemi süreci katılımcıları stresli, gergin ve huzursuz ettiğini söylemek mümkündür.

Tablo 9. Yaş Değişkeni ile Koronavirüs(Covid-19) Sürecinde Medyanın Rolü Arasındaki İlişkiye Yönelik Anova Testi

Yaş	18-30(n=137)		31-45(n=174)		46-60(n=73)		61 ve üstü(n=16)		Anova testi	
	Ort.	Ss.	Ort.	Ss.	Ort.	Ss.	Ort.	Ss.	F	p
Koronavirüs (Covid-19) Salgınında En Fazla Kullanılan Sosyal Medya Ve Kitle İletişim Araçlarından										
1.En fazla Twitter kullandım	3,46	1,68	3,59	1,61	3,94	1,51	4,12	1,50	1,897	0,130
2.En fazla Facebook’ u kullandım.	4,04	1,43	3,76	1,24	2,72	1,55	2,81	1,55	16,793	0,000*
3.En fazla Instagram kullandım.	3,43	1,54	2,70	1,40	3,10	1,54	2,43	1,45	4,860	0,002*
4.En fazla Google Plus kullandım.	3,70	1,47	3,37	1,45	3,52	1,39	2,43	1,20	4,200	0,006*
5.En fazla Youtube kullandım.	2,43	1,39	2,81	1,30	3,08	1,44	2,68	1,44	3,897	0,009*
6.En fazla WhatsApp kullandım.	2,19	1,31	2,09	1,29	2,16	1,36	1,43	,813	1,676	0,172
7.En fazla Televizyonu izledim.	3,05	1,43	2,72	1,31	2,42	1,39	1,81	1,37	6,058	0,000*
8.En fazla internet ve haber sitelerini kullandım.	2,59	1,40	2,51	1,29	2,49	1,33	1,62	1,14	2,514	0,050
Medyada Koronavirüs (Covid-19) Salgını Haberlerinden Sonra Duygu Durumu Halleri										
9.Kendimi üzgün ve keyifsiz hissediyorum.	2,51	1,34	2,91	1,27	2,93	1,37	2,31	1,25	3,417	0,017*
10.Gelecekte bir beklentim kalmamış gibi hissediyorum..	3,16	1,49	3,64	1,26	3,61	1,37	3,93	1,34	4,148	0,007*
11.Kendimi değersiz hissediyorum.	3,52	1,54	3,98	1,29	3,78	1,39	3,43	1,89	2,976	0,032*
12.Hiçbir şekilde olumlu şeyler hissedemiyorum.	3,32	1,40	3,79	1,27	3,69	1,41	3,25	1,61	3,550	0,015*
13.Çok çabuk endişeleniyorum.	3,05	1,42	3,26	1,29	3,15	1,22	2,81	1,27	1,025	0,382
14.Fazla alıngan olduğumu düşünüyorum.	3,24	1,38	3,79	1,29	3,38	1,36	3,62	1,36	4,571	0,004*
15.Covid-19’u düşünmek beni rahatsız ediyor.	2,56	1,42	2,73	1,37	2,95	1,42	2,25	1,39	1,811	0,145
16.Covid-19 süreci ile ilgili haberleri ve hikâyeleri seyrederken, sınırlı ve gergin hale geliyorum.	2,90	1,41	2,96	1,30	2,93	1,36	2,68	1,40	,224	0,880
17.Covid-19’a yakalanmaktan korkuyorum ve uyuyamıyorum.	3,67	1,35	4,10	1,08	4,06	1,14	3,56	1,41	4,092	0,007
Koronavirüs (Covid-19) Salgını Süresince Medyada Yer Alan Haber, Bilgilendirme, Açıklamalar Ve Kamu Spotu Uygulamalarını Hakkında Düşünceleri										
18.Doğru buluyorum	2,48	1,27	2,80	1,41	2,36	1,32	2,37	1,45	2,480	0,061
19.Yerinde buluyorum	2,57	1,25	2,77	1,39	2,46	1,39	2,25	1,23	1,491	0,216
20.Yeterli buluyorum	1,97	1,12	2,13	1,38	2,01	1,17	1,75	1,00	,725	0,538
21.Gerekli buluyorum	2,41	1,25	2,54	1,37	2,32	1,22	2,12	1,31	,845	0,470
22.Devlet tedbirleri ve medya uygulamaları her zaman doğrudur	2,88	1,33	3,24	1,37	3,13	1,36	2,81	1,32	2,076	0,103

Tablo 9’da görüleceği üzere, Koronavirüs (Covid-19) Salgını sürecinde medyanın rolü ile yaş değişkeni arasındaki ilişkiye yönelik Anova testinde istatistikî olarak anlamlı farklılaşma oluşmaktadır. Koronavirüs (Covid-19) salgınında en fazla kullanılan sosyal medya ve kitle iletişim araçlarından 18-30 yaş grubu katılımcılar “En fazla Facebook’ u kullandım.”(A.O=4.04), (t=16,793, p=0.000), “En fazla Instagram kullandım.” (A.O=3.43), (t=4,860, p=0.002), “En fazla Google Plus kullandım.”, (A.O=3.70), (t=4,200, p=0.006), “En fazla Televizyonu izledim.”, (A.O=3.05), (t=6,058, p=0.000), “En fazla internet ve haber sitelerini kullandım”, (A.O=2.59), (t=2,514, p=0.050) önermelerini önem atfettiğini söylemek mümkündür. 46-60 yaş grubu ise “En fazla Youtube kullandım.”, (A.O=3.08), (t=3,897, p=0.009), Medyada Koronavirüs (Covid-19) Salgını Haberlerinden Sonra duygu durumuna bakıldığında “Kendimi üzgün ve keyifsiz hissediyorum.” (A.O=2.93), (t=3,417, p=0.017), önermelerine önem atfettiğini söylemek mümkündür. Medyada Koronavirüs (Covid-19) Salgını Haberlerinden Sonra duygu durumu açısından 31-45 yaş grubu katılımcılar “Kendimi

değersiz hissediyorum.” (A.O=3.98), (t=2,976, p=0.032), “Hiçbir şekilde olumlu şeyler hissedemiyorum.” (A.O=3.79), (t=3,550, p=0.015), “Fazla alıngan olduğumu düşünüyorum.” (A.O=3.79), (t=4,571,p=0.004) ve “Covid-19’a yakalanmaktan korkuyorum ve uyuyamıyorum.” (A.O=4.10),(t=4,092, p=0.002) önermelerini önemsedığını söylemek mümkündür. 61 ve üstü yaş grubu da “Gelecekte bir beklentim kalmamış gibi hissediyorum.” (A.O=3.93),(t=4,148,p=0.007) önermelerini önemsedığını söylemek mümkündür. Bu bağlamda genç grup katılımcılar pandemi sürecini sosyal medya ve kitle iletişim araçlarını etkin kullandığı, orta yaş grubu ise medyadan aldığı pandemi bilgilerine itibar ettiği ve duygu durumunda korku ve stres etkili olduğunu söylemek mümkündür. Yaşlı katılımcılar ise duygu durumunda ümitsizlik yaşadığını söyleyebiliriz.

Tablo 10. Eğitim Değişkeni ile Koronavirüs(Covid-19) Sürecinde Medyanın Rolü Arasındaki İlişkiye Yönelik Anova Testi

	Eğitim												ANOVA TESTİ	
	Lise altı (n=58)		Lise veya dengi (n=127)		Ön lisans (n=72)		Lisans (n=44)		Yüksek lisans (n=75)		Doktora (n=24)		F	p
	Ort.	Ss.	Ort.	Ss.	Ort.	Ss.	F	Ss.	Ort.	Ss.	Ort.	Ss.		
Koronavirüs (Covid-19) Salgınında En Fazla Kullanılan Sosyal Medya Ve Kitle İletişim Araçlarından														
1.En fazla Twitter kullandım	3,74	1,70	3,75	1,53	3,50	1,69	3,20	1,77	3,81	1,57	3,41	1,58	1,174	0,321
2.En fazla Facebook' u kullandım.	3,50	1,37	3,44	1,54	4,00	1,47	3,36	1,44	3,81	1,43	3,75	1,18	1,974	0,082
3.En fazla Instagram kullandım.	3,00	1,36	2,60	1,50	2,79	1,45	2,68	1,52	2,70	1,57	2,45	1,25	0,758	0,580
4.En fazla Google Plus kullandım.	3,24	1,50	3,29	1,43	3,59	1,43	3,84	1,44	3,44	1,49	4,04	1,26	2,085	0,050
5.En fazla Youtube kullandım.	2,81	1,26	2,72	1,45	2,73	1,37	2,70	1,35	2,60	1,41	2,95	1,33	0,303	0,911
6.En fazla WhatsApp kullandım.	2,12	1,45	2,15	1,27	2,29	1,37	1,79	1,23	2,00	1,18	2,33	1,30	1,073	0,375
7.En fazla Televizyonu izledim.	2,84	1,62	2,73	1,37	2,76	1,46	2,56	1,35	2,68	1,29	3,04	1,19	0,449	0,814
8.En fazla internet ve haber sitelerini kullandım.	2,79	1,49	2,60	1,43	2,38	1,27	2,43	1,30	2,21	1,17	2,58	1,05	1,549	0,174
Medyada Koronavirüs (Covid-19) Salgını Haberlerinden Sonra Duygu Durumu Hali														
9.Kendimi üzgün ve keyifsiz hissediyorum.	2,77	1,53	2,64	1,28	2,72	1,28	2,84	1,37	2,73	1,35	3,37	0,87	1,272	0,275
10.Gelecekte bir beklentim kalmamış gibi hissediyorum..	3,74	1,39	3,36	1,38	3,25	1,48	3,45	1,45	3,58	1,24	3,95	1,19	1,670	0,141
11.Kendimi değersiz hissediyorum.	3,81	1,52	3,62	1,47	3,70	1,51	3,75	1,48	3,92	1,35	4,16	0,96	0,801	0,549
12.Hiçbir şekilde olumlu şeyler hissedemiyorum.	3,51	1,54	3,48	1,39	3,45	1,39	4,00	1,21	3,66	1,27	3,83	1,23	1,293	0,266
13.Çok çabuk endişeleniyorum.	3,03	1,41	3,06	1,26	3,26	1,47	3,36	1,36	2,88	1,17	4,04	1,04	3,404	0,005*
14.Fazla alıngan olduğumu düşünüyorum.	3,79	1,32	3,27	1,44	3,65	1,37	3,63	1,36	3,44	1,24	3,87	1,07	1,894	0,094
15.Covid-19'u düşünmek beni rahatsız ediyor.	2,55	1,50	2,73	1,42	2,73	1,46	2,81	1,36	2,48	1,31	3,25	1,18	1,319	0,255
16.Covid-19 süreci ile ilgili haberleri ve hikâyeleri seyredirken, sinirli ve gergin hale geliyorum.	2,55	1,33	2,88	1,35	3,36	1,47	2,97	1,37	2,78	1,22	3,08	1,13	2,678	0,021*
17.Covid-19'a yakalanmaktan korkuyorum ve uyuyamıyorum.	3,77	1,33	3,65	1,28	3,95	1,34	4,06	1,06	4,38	0,91	3,95	0,95	3,826	0,002*
Koronavirüs (Covid-19) Salgını Süresince Medyada Yer Alan Haber, Bilgilendirme, Açıklamalar Ve Kamu Spotu Uygulamaların Hakkında Düşünceleri														
18.Doğru buluyorum	2,41	1,40	2,90	1,43	2,47	1,27	2,52	1,40	2,46	1,21	2,37	1,34	1,948	0,086
19.Yerinde buluyorum	2,46	1,36	2,89	1,41	2,48	1,16	2,68	1,44	2,50	1,24	2,29	1,42	1,800	0,112
20.Yeterli buluyorum	2,06	1,30	2,14	1,30	2,09	1,14	2,06	1,31	1,84	1,11	1,87	1,39	,675	0,643

21.Gerekli buluyorum	2,25	1,29	2,63	1,38	2,41	1,19	2,45	1,35	2,37	1,19	2,12	1,39	1,135	0,341
22.Devlet tedbirleri ve medya uygulamaları her zaman doğrudur	2,75	1,30	3,22	1,47	2,98	1,30	3,27	1,51	3,08	1,17	3,08	1,34	1,186	0,315

Tablo 10’da görüleceği üzere, Koronavirüs (Covid-19) Salgını sürecinde medyanın rolü ile eğitim değişkeni arasındaki ilişkiye yönelik Anova testinde istatistikî olarak anlamlı farklılaşma oluşmaktadır. Koronavirüs (Covid-19) salgınında en fazla kullanılan sosyal medya ve kitle iletişim araçlarından; Doktora eğitilmiş katılımcıların “En fazla Google Plus kullandım” (A.O=4.04), (t=2,085, p=0.050) kullandığını, Medyada Koronavirüs (Covid-19) Salgını Haberlerinden Sonra duygu durumuna bakıldığında ise “Çok çabuk endişeleniyorum” (A.O=4.04), (t=3,404, p=0.005), ve “Covid-19 süreci ile ilgili haberleri ve hikâyeleri seyrederken, sinirli ve gergin hale geliyorum.” (A.O=3.08), (t=2,678, p=0,021) önermelerini önemseydiğini söylemek mümkündür. Yüksek lisans eğitilmiş katılımcılar ise “Covid-19’a yakalanmaktan korkuyorum ve uyuyamıyorum.” Önemli gördüğünü söylemek mümkündür. Bu bağlamda yüksek eğitimlilerin en fazla Google Plus kullandığı ve (Covid-19) Salgını Haberlerinden Sonra duygu durumuna yansıyan ise gerginlik, stres ve korku olarak gösterdiğini söylemek mümkündür.

Tablo 11. Gelir Değişkeni ile Koronavirüs(Covid-19) Sürecinde Medyanın Rolü Arasındaki İlişkiye Yönelik Anova Testi

	Gelir																		ANOVA TESTİ	
	2000 TL den az(n=58)		2.000TL - 2999TL (n=85)		3000 TL- 3999 TL (n=32)		4000 TL - 4999 TL (n=57)		5000 TL - 5999 TL (n=74)		6000 TL - 6999 TL (n=39)		7000 TL- 7999 TL (n=9)		8000 TL ve üstü(n=46)		F	p		
	Ort.	Ss.	Ort.	Ss.	Ort.	Ss.	Ort.	Ss.	Ort.	Ss.	Ort.	Ss.	Ort.	Ss.	Ort.	Ss.				
Koronavirüs (Covid-19) Salgınında En Fazla Kullanılan Sosyal Medya Ve Kitle İletişim Araçlarından																				
1.En fazla Twitter kullandım	3,55	1,79	3,68	1,59	3,62	1,62	3,40	1,57	3,77	1,63	3,92	1,56	3,22	1,92	3,58	1,57	0,529	0,813		
2.En fazla Facebook' u kullandım.	3,84	1,53	3,75	1,53	3,93	1,52	3,50	1,51	3,33	1,40	3,51	1,41	3,77	1,48	3,63	1,28	0,987	0,440		
3. En fazla Instagram kullandım.	2,05	1,22	3,09	1,56	2,75	1,66	2,47	1,44	2,54	1,31	2,92	1,54	3,66	1,58	3,04	1,33	4,023	0,000*		
4.En fazla Google Plus kullandım.	3,77	1,43	3,35	1,46	3,28	1,39	3,24	1,65	3,45	1,37	3,71	1,27	4,33	1,41	3,39	1,49	1,352	0,224		
5. En fazla Youtube kullandım.	2,08	1,12	3,01	1,51	2,50	1,43	2,45	1,54	2,83	1,02	2,82	1,37	3,44	1,58	3,10	1,35	3,852	0,000*		
6. En fazla WhatsApp kullandım.	1,82	1,02	2,50	1,55	1,93	1,10	1,98	1,35	1,95	1,15	2,15	1,06	2,22	1,30	2,26	1,46	1,943	0,062		
7. En fazla Televizyonu izledim.	2,82	1,51	3,20	1,43	2,62	1,47	2,47	1,33	2,44	1,32	2,41	1,14	2,88	1,26	2,95	1,36	2,693	0,010*		
8. En fazla internet ve haber sitelerini kullandım.	2,43	1,10	2,91	1,59	2,12	1,40	2,31	1,31	2,28	1,14	2,23	,84	2,55	1,58	2,86	1,49	2,795	0,008*		
Medyada Koronavirüs (Covid-19) Salgını Haberlerinden Sonra Duygu Durumu Halleri																				
9. Kendimi üzgün ve keyifsiz hissediyorum.	2,41	1,37	3,00	1,43	2,50	1,24	2,66	1,30	2,91	1,29	3,02	1,01	2,33	1,65	2,65	1,30	1,745	0,097		
10. Gelecekte bir beklentim kalmamış gibi hissediyorum..	3,10	1,47	3,32	1,40	3,18	1,65	3,50	1,50	3,78	1,03	3,61	1,31	3,77	1,09	3,78	1,38	1,927	0,064		
11Kendimi değersiz hissediyorum.	3,46	1,61	3,55	1,51	3,25	1,83	4,01	1,31	4,33	,79	3,67	1,38	4,00	1,41	3,76	1,52	3,330	0,002*		
12. Hiçbir şekilde olumlu şeyler hissedemiyorum.	3,37	1,43	3,54	1,40	3,28	1,65	3,50	1,55	4,05	1,04	3,41	1,06	4,33	0,86	3,58	1,40	2,199	0,034		
13. Çok çabuk endişeleniyorum.	2,84	1,55	3,23	1,31	2,68	1,42	2,98	1,44	3,41	1,11	3,30	1,07	3,11	1,45	3,36	1,23	1,888	0,070		

14. Fazla alınan olduğunu düşünüyorum.	3,32	1,45	3,41	1,48	3,56	1,36	3,50	1,48	3,78	1,19	3,46	1,14	3,55	1,50	3,60	1,21	0,682	0,687
15. Covid-19'u düşünmek beni rahatsız ediyor.	2,46	1,40	2,76	1,50	2,50	1,54	2,57	1,36	2,85	1,24	2,84	1,18	1,77	1,39	2,97	1,54	1,410	0,200
16. Covid-19 süreci ile ilgili haberleri ve hikâyeleri seyrederken, sinirli ve gergin hale geliyorum.	2,91	1,41	2,94	1,43	2,81	1,44	3,12	1,54	2,94	1,12	2,71	1,21	2,77	1,30	2,93	1,34	0,351	0,930
17. Covid-19'a yakalanmaktan korkuyorum ve uyuyamıyorum.	3,89	1,26	3,62	1,37	4,28	,99	3,98	1,28	4,17	,95	3,82	1,16	4,00	1,32	3,89	1,28	1,661	0,117
Koronavirüs (Covid-19) Salgını Süresince Medyada Yer Alan Haber, Bilgilendirme, Açıklamalar Ve Kamu Spotu Uygulamalarını Hakkında Düşünceleri																		
18. Doğru buluyorum	2,17	1,24	2,68	1,34	3,34	1,38	2,56	1,45	2,37	1,30	2,64	1,32	3,11	1,61	2,73	1,28	2,856	0,006*
19. Yerinde buluyorum	2,32	1,17	2,45	1,29	3,40	1,38	2,68	1,45	2,63	1,33	2,66	1,34	3,00	1,58	2,58	1,32	2,306	0,026
20. Yeterli buluyorum	1,91	,97	2,04	1,18	2,43	1,45	1,78	1,04	2,02	1,38	2,12	1,43	2,33	1,58	2,13	1,27	1,010	0,423
21. Gerekli buluyorum	2,18	1,13	2,27	1,21	3,06	1,36	2,49	1,39	2,41	1,29	2,61	1,38	2,55	1,87	2,45	1,25	1,699	0,108
22. Devlet tedbirleri ve medya uygulamaları her zaman doğrudur	2,70	1,28	2,95	1,47	3,37	1,40	3,14	1,39	3,12	1,32	3,30	1,15	3,88	1,36	3,13	1,37	1,591	0,136

Tablo 11’de görüleceği üzere, Koronavirüs (Covid-19) Salgını sürecinde medyanın rolü ile gelir değişkeni arasındaki ilişkiye yönelik Anova testinde istatistikî olarak anlamlı farklılaşmalar oluşmaktadır. Koronavirüs (Covid-19) salgınında en fazla kullanılan sosyal medya ve kitle iletişim araçlarından; 7000 TL- 7999 TL gelire sahip katılımcılar “En fazla Instagram kullandım.” (A.O=3.66), (t=4,023, p=0,000), “En fazla Youtube kullandım.” (A.O=3.44), (t=3,852, p=0,000) kullandığını, Medyada Koronavirüs (Covid-19) Salgını Haberlerinden Sonra duygu durumuna bakıldığında ise “Hiçbir şekilde olumlu şeyler hissedemiyorum.” (A.O=4.33), (t=2,199, p=0,034) önermesini önemseyemediğini söylemek mümkündür. 2000 TL den az gelire sahip katılımcılar, “En fazla Televizyonu izledim.” (A.O=2,82), (t=2,693, p=0,010) izlendiği görülmektedir. 2.000TL - 2999TL gelire sahip katılımcılar ise “En fazla internet ve haber sitelerini kullandım.” (A.O=2,91), (t=2,795, p=0,008) kullandığını söylemek mümkündür. 5000 TL - 5999 TL gelire sahip katılımcılar ise medyada koronavirüs (covid-19) salgını haberlerinden sonra duygu durumuna bakıldığında ise “Kendimi değersiz hissediyorum.” (A.O=4,33), (t=3,330, p=0,002) önermesini önemseyemediğini söylemek mümkündür. 3000 TL- 3999 TL gelire sahip katılımcılar ise Koronavirüs (Covid-19) salgını süresince devlet tedbirlerini ve medyada yer alan haber, bilgilendirme, açıklamalar ve kamu spotu uygulamalarını hakkında düşüncelerine bakıldığında “Doğru buluyorum” (A.O=3,34), (t=2,856, p=0,006) ve “Yerinde buluyorum” (A.O=3,40), (t=2,306, p=0,026) önermelerine önem verdiğini söylemek mümkündür. Bu bağlamda yüksek gelirli katılımcıların en fazla instagram kullandığı, orta gelirli katılımcılar ise internet kullandığı ve düşük gelirli olanların ise en fazla televizyon izlediğini söylemek mümkündür. Medyada yer alan (Covid-19) salgını haberlerinden sonra duygu durumu yüksek gelirli katılımcıların bu sürece olumsuz baktığını görülürken, orta gelirli olanların bu süreçte biraz buhran durumunda olup, düşük gelirli olanların ise Koronavirüs (Covid-19) salgını süresince devlet tedbirlerini ve medyada yer alan haber, bilgilendirme, açıklamalar ve kamu spotu uygulamalarını hakkında düşünceleri uygulamaları doğru ve yerinde bulunduğunu söylemek mümkündür.

SONUÇ

Geçmişten günümüze değin pandemi dönemleri her zaman kişileri, toplumları ve ülkeleri korku, panik ve endişeye sevk etmiştir. Tüm dünyayı etkisi altına alarak olağanüstü bir dönemi yaşadığımız Covid-19 pandemi sürecinde medya kullanımının arttığı ve her kullanıcının içerik ürettiği bir bilgi akışı gerçekleşmektedir. Her bireyin aynı zamanda haber kaynağı haline gelmesi, bilgilerin eski dönemlere nazaran daha hızlı yayılmasına yol açmaktadır(Aydın, 2020:88). Pandemiler hem kişilerarası hem de kurumlar arası düzeyde, iletişim bağlarını kopararak bireyleri, yalnız, çaresiz ve umutsuz bırakabilmektedir. Tam bu noktada iletişim insanların vazgeçilmez kurtarıcısı haline gelmektedir. Dolayısıyla insanlar ne olduğunu, ne olacağını, kendilerini neyin beklediğini, nerelerde salgının yayıldığını vb. konuları öğrenmek ve bilgi edinmek için farklı iletişim araçlarına başvurmakta ve buralardan yönlendirilmektedirler. Pandemi dönemleri, devletler ve toplumlar için yaşamsal öneme sahip faaliyetleri ve toplum yaşamındaki olağan akışı etkilemektedir. Buna bağlı olarak, bireylerin zorluklarla karşılaşmalarına, ekonomik kayıplara ve psikolojik rahatsızlıklara neden olabilmektedir(Kırık, Var, vd., 2020b:54). “Pandemi” gibi halk sağlığı krizlerinde, etkili ve başarılı kriz iletişiminin kriz sürecinin çok önemli bir boyutu olduğu göz önünde bulundurulduğunda, etkileşimlerini büyük oranda sosyal platformlarda gerçekleştiren bireylerin arttığı günümüz toplumlarında, kriz yöneticilerinin kriz iletişimi stratejilerine sosyal medyayı entegre etmeleri kaçınılmaz olmuştur(Çerçi ve ark. 2020:184). İletişim çeşitli araçların kullanılması neticesinde, kişileri ve toplumu etkileyip hareketlendirmesi, şekillendirip yönlendirmesiyle birlikte somut bir güce dönüşmektedir. Kısaca iletişim, etkileme, bilgilendirme, yönlendirme niteliği ile bireylerin ve toplumun fiziksel, düşünsel ve ruhsal tepkilerini belirlemede etkin olan bir güçtür(Kırık ve ark. 2020a:46).Sonuç olarak ortaya konulacak tespit ve bulgular şu şekilde sıralanabilir:

- Koronavirüs (Covid-19) salgını sürecinin katılımcıları etkilediğini,
- Bu süreçte en fazla kadınların etkilendiğini,
- Cinsiyet değişkenine göre; Koronavirüs (Covid-19) salgınında en fazla kullanılan sosyal medya ve kitle iletişim araçlarını, kadın katılımcılara göre erkek katılımcılar en fazla Google plus’ı kullandığını ve medyada yer alan Koronavirüs (Covid-19) salgını haberlerinden sonra duygu durumuna bakıldığında ise erkek katılımcıların stresli, huzursuz ve kaygılı olduklarını söylemek mümkündür.
- Yaş değişkenine göre; Koronavirüs (Covid-19) salgınında en fazla kullanılan sosyal medya ve kitle iletişim araçlarını, genç katılımcıların sosyal medya ve kitle iletişim araçlarını etkin kullandığı, orta yaş grubu katılımcılar daha çok medyanın Covid-19 salgını ile ilgili bilgilendirme ve haberdar etme işlevini etkin olarak yerine getirdiği görüşünde olup, bu yaş grubunda medyada yer alan koronavirüs (Covid-19) salgını haberlerinden sonra duygu durumuna bakıldığında ise korku ve stresin olduğunu söylemek mümkündür. Yaşlı katılımcıların ise; duygu durumu ise umutsuzluk içerdiğini söylemek mümkündür.
- Gelir değişkenine göre; Koronavirüs (Covid-19) salgınında en fazla kullanılan sosyal medya ve kitle iletişim araçlarını yüksek gelirli katılımcılar en fazla instagram kullandığını, orta gelirli katılımcıların en fazla internet kullandığı ve düşük gelirli katılımcıların ise en fazla televizyon izlediğini söyleyebiliriz. Medyada yer alan Koronavirüs (Covid-19) salgını

haberlerinden sonra duygu durumuna bakıldığında; yüksek gelirli katılımcıların bu sürece olumsuz baktığı, orta gelirli olanların belirsizlik olarak gördüğünü söyleyebiliriz. Düşük gelirli katılımcılar daha çok Koronavirüs (Covid-19) salgını süresince devlet tedbirlerini ve medyada yer alan haber, bilgilendirme, açıklamalar ve kamu spotu gibi uygulamalar hakkında düşünceleri daha çok önem atfetmekte bu uygulamaları doğru ve yerinde bulduklarını söylemek mümkündür. Bu bağlamda bireylerin evde uzun süre kalmaları ve alınan tedbirler çerçevesinde kısıtlamaların olması medya kullanımını arttırdığını söyleyebiliriz. Koronavirüs salgını sırasında ülkemizde ve dünyadaki gelişmeleri, hasta ve hastalıkla ilgili gelişmeleri ve evde kaldığı süreçte iş, eğitim ve boş zaman değerlendirme işlemlerinde bireylerin medyayı kullandığını söylemek mümkündür.

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Popüler Kültür ve Popüler Kültürün Yaygınlaşmasında Kitle İletişim Araçlarının Rolü

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ÖZET

Günümüzde yaşamın her alanında etkisinin hissedildiği ve son yıllarda popüler kültür kavramının çok kullanıldığı görülmektedir. Popüler kültürün yaygınlaşmasında en önemli aktörün ise kitle iletişim araçlarının olduğu yadsınamaz bir gerçektir. Popüler kültürün yaygınlaşması, tanınmasında ve anlaşılmasında yardımcı bir kaynak durumundadır. Gündelik hayatın bir kültürü olan popüler kültürün kitle iletişim araçlarından ayrı düşünülmesi mümkün değildir. Popüler kültür, kitle iletişim araçlarıyla büyük kitlelere hızlı ulaşma imkânına sahip olması kitle iletişim araçlarını daha da aktif ve önemli kılmaktadır.

Bu çalışmada popüler kültürün yaygınlaşması, tanınması ve bireyleri etkilemesinde kitle iletişim araçlarının rolü, popüler kültür ve kitle iletişim araçlarıyla ilişkisi, teorik olarak eleştirel yaklaşım sınırları içerisinde ele alınmaktadır.

Anahtar kelime: Popüler Kültür, Kitle İletişim Araçları, Popüler Kültürün Etkisi

Popular Culture And The Role Of Popular Culture Disseminating The Mass Media

ABSTRACT

Today, the impact is felt in every area of life and many have been used in recent years the concept of popular culture. The most important actor in the expansion of popular culture is an undeniable fact that the mass media. The spread of popular culture, a source of identification and must help us to understand. The mass media, popular culture, a culture of daily life that cannot be considered separately. Popular culture and mass media to reach large audiences quickly and have the opportunity to be more active is important in the mass media.

In this study, the spread of popular culture, and individuals in recognition of the role of mass media in influencing, relationship between popular culture and mass media, are discussed within the boundaries of the theoretical and critical approach.

Keywords: Popular Culture, Mass Media, Popular Culture Influence

GİRİŞ

Günümüzde iletişim teknolojileri büyük bir hızla gelişmektedir. Bu gelişmeyle birlikte toplumsal yapı da buna paralel olarak değişmektedir. Teknolojiyle birlikte gelişen iletişim araçları, her coğrafyadan insanın birbirleriyle daha kolay iletişim kurmasına, sosyal, siyasal, ekonomik ve kültürel alanlarda haberdar olmasına imkân sağlamaktadır. Bu araçlar insanları bilgilendirme işlevi görürken diğer taraftan da kültürel dönüşümlerin yaşanmasında ve aktarılmasında önemli işlevlere sahiptir(Karaduman, 2017:7).

Kitle iletişim araçları, gelişen ve değişen dünyanın kültürel ve görünümüleri üzerinde büyük bir etkiye sahiptir. Popüler kültürde ülkemizde en önemli enformasyon kaynağı olan kitle iletişim araçları aracılığı ile toplumsal yapıya nüfuz etmekte ve günlük yaşam içindeki olayları, içinde yaşadığımız dünyayı ve hayatımıza yeni anlamlar katmakta ve toplumsal değişimlerin oluşumunu da şekillendirmektedir. Kitle iletişim araçlarından kolay, hızlı ve ucuz, alternatif bir enformasyon kaynağı, araç yoktur. İletişim teknolojisi ile gelişen kitle iletişim araçları, kültürel ve toplumsal anlamda oldukça etkili bir konuma gelmişlerdir. Kültürel anlamda; özellikle, bireyleri homojenleştirici, sıradanlaştırıcı ve kültürel açıdan yabancılaştırıcı özelliği ile kitle kültürünün en temel taşıyıcısı konumundadır. Özellikle kitle iletişim araçları, toplumda kültürel değişimlerin ortaya çıkmasında ve popüler kültürün yaratılması ve yaygınlaşmasında önemli rollere sahiptirler. Kitle iletişim araçları aracılığıyla popüler kültür içerisinde çeşitli kanallar oluşturularak bireylerin kişiliklerine ve tutumlarına uygun mesajlar vererek ve bireylerin kimlik ve tutum oluşumlarını gerçekleştirebilmeleri için sistem tarafından sunulan mal ve hizmetlerin tüketimi, şart olarak öne sürülmektedir.

Popüler kültürün çoğunluğun ulaşabildiği bir kültür olması onu medyanın alanına koymaktadır. Özellikle ceplerimize kadar giren ve gündelik hayatımızın vazgeçilmez bir parçası haline gelen sosyal medya, popüler kültürün oluşmasında ve aktarılmasında önemli etkiler yaratmaktadır(Karaduman, 2017:7).

Belli bir zamanın, coğrafyanın ve toplumun eseri olan kültür, günümüzde kitle iletişim araçlarının gelişmesiyle dünyanın her yerine yayılmaktadır. Böylece öznel ve yerel olan kültür genel ve küresel hale bürünmektedir. Kitle iletişim araçları aracılığıyla artan iletişim ve yoğunlaşan etkileşim, ortak yaşam alanı ve alışkanlıklarına dayalı popüler kültürü oluşturmaktadır(Şentürk, 2007:25).

1. POPÜLER KÜLTÜR

Popüler kültür kavramı birçok bileşenden oluşan karmaşık bir olgudur Latince’de Populos olarak geçen Pop kültür kavramı ya da Popüler kültür, 20. yüzyıl sonrasında özellikle toplumsal modernleşme ile toplu kültür olarak yayılan ve kavram olarak kültürel gelişmeleri ve günlük uygulamaları kapsamaktadır.

Popüler kültürün sözlük anlamı, bir toplumda yaygın biçimde paylaşılan, inançlar, pratikler ve nesnelere. Daha politik tanımıyla kitlelerin ya da bağımlı sınıfların kültürünü dile getirmekte kullanılan bir kavramdır(Mutlu, 1995:279).

“Popüler kültür, halk arasında yaygın olarak tercih edilen bir dizi kültürel pratik olarak tanımlanabilir. “Popüler kültür” gündelik hayattaki davranışlarımızın belirlenmesinde ve

tutumlarımızın oluşumunda anahtar rolü üstlenmektedir. Popüler kültür; haz duygusu, güdüler ve özünde eğlenceye, vakit geçirmeye yönelik bir kültürdür”(Storey, 1998:2).

Popüler kültür; egemen sınıfların sahip olduğu statüyü devam ettirmek için ürettikleri; kültürel değerleri ve gelenekleri, egemen ideolojiler doğrultusunda yeni formüller biçiminde yansıtarak yarattıkları, bağımlı bireylere sundukları bir kültürdür(Özkan, 2006: 33; aktaran Hülya Yücel). Popüler kültür, herhangi bir toplumun herhangi bir zamanında ki egemen olan kültürü şeklinde tanımlamakta ve popüler kültürün günlük hayata ilişkin sınırlarının muteber olanla değil, rağbette olanla çizildiğini belirtmektedir(Sözen, 2001:55-56).

Popüler kültür gündelik hayatın kültürüdür. Dar tanımlamada çabanın sıradan olarak yeniden yaratmanın bir girdisi olan eğlenceyi içermektedir. Geniş tanımlamada, belirli bir hayat tarzının ideolojik olarak yeniden yaratılmasını ön şartlarını sağlamakta, gündelik ideolojinin yaygınlaşma ve onaylanma ortamını yaratmaktadır(Batmaz, 2006:74).

Popüler kültür, pazar tarafından pazarda tüketim için “sipariş edilen, ısmarlama” kitle kültürünün en çok kullanılan ürünlerini, bu ürünlerin tüketilmesini ve bu ürünleri teşvik eden düşünceleri ve duyarlılıkları anlatmaktadır(Erdoğan, 2004:10).

Popüler kültür, çeşitli medyalar aracılığıyla tüm kitleyi egemen kültüre bağımlı kılmayı sağlayan başlıca vasıta(Batmaz, 2006:91). Popüler kültür en gözlenebilir ve dar sınırlara sahip kültür biçimidir

Popüler kültür “halkın kültürü” anlamından günümüzde çoğunluk tarafından sevilen ve seçilen kültür anlamına doğru bir dönüşüme uğramıştır. Kitle iletişimde popüler olan, egemen medya ürünlerinin halk tarafından sevildiği anlamında kullanılmaktadır(Erdoğan ve Alemdar, 2005:33).

Popüler kültür, gerçekliğin olumsuz yanlarından kurtarmaya yarayan ve yapay mutluluklar üreten bir kültürdür(Oktay, 1993:20).

Popüler kültür “nüfusun büyük çoğunluğunun kültür, çoğunluk için kültür” ve ya “çoğunluk tarafından izlenen, tutulan, tercih edilen kültür” anlamında kullanılmaktadır(Erdoğan, 2001:67).

1.1.Popüler Kültürün Özellikleri

Popüler kültür, kültürel “şeylerin” teknolojik araçlarla üretimi ve geniş işbölümü etrafında kurulan kapitalist mal üretimi, pazarlaması, dağıtımı ve tüketimi biçimlerine dayanan bir kültürdür. Bu biçim olmayınca, örneğin teknolojik çoğaltma, seri üretim, televizyon ve basın olmayınca bu araçlara dayanan böyle bir kültür biçimi de olmamaktadır(Erdoğan ve Alemdar, 2005:34).

Popüler kültür bir kullanım ve tüketim kültürüdür. Kullanım ve tüketim popülerlerin üretiminin ilk safhasından son kullanım ve atma safhasına kadar her aşamasında vardır. Tüketici eğer popüler katılmazsa ve kazara popülerleri yakalayamazsa popüler bir şekilde tedirgin edilmekte ve tedirgin hissetmekte ve huzursuzlaşmaktadır. Popüler siyasal, ekonomik ve kültürel pazarda emeğiyle üretime ve dağıtıma katılan ve bölüşümden ona verilenle serbest köleliği garantilenen insan popüler olmayan kendine kendi olarak bakmaktan korkmakta, kendi kendinden çıkan popülerlere kurtarıcı olarak sarılıp özgürlüğünü, kimliğini ve kendini bulup rahatlamaktadır. İşte egemen olan popüler olandır(Erdoğan ve Alemdar, 2005:35).

Popüler kültürün en önemli özelliklerinden biri benzeştirici bir kültür olmasıdır. Bu benzeştiriciliği bireylere batılılık, doğruluk, dürüstlük, keskin laiklik, dindarlık, çağdaşlık, modernlik, milliyetçilik, şiddet, barışçılık, çılgınlık, duygusallık vb. çeşitli kimlikler sunmaktadır. Ancak bu benzeştiricilik hiçbir zaman birleştirici bir rol oynamamakta, sadece tekdüze bir kültürü ortaya çıkarmaktadır. Kültürde çeşitlilik, zenginlik azalınca yabancılaşma kültürü ortaya çıkmaktadır. İşte bu yeni kimikleşme aslında yeni bir kimiksizleşme yaratmaktadır. Köylü kentliye, birey topluma, halk kendisine daha çok yabancılaşmaktadır. Televizyonlarda, sinemalarda, gazetelerde yayınlananlar kitleleri uyuşturmakta ve kitleler yine bu tür araçlarla toplumsal sorunlar karşısında duyarsızlaşmaktadır. Buradan hareketle popüler kültür, bireylere farklı bir kimlik kazandırma kültürü olup bu kültür yabancılaşma kültürüdür(Özkan, 2006:34; aktaran Hülya Yücel).

Kültür üretimini sıradan geliri olan insanların alım gücünün yeteceği kadar ucuza getirebilmek için, heterojen bir izleyici kitlesiyle karşı karşıya kalan popüler kültür yaratıcıları, ortak estetik standartlara hitap etmek, olabildiğince çok sayıda izleyiciye anlamlı gelebilecek içerikler üzerinde durmak zorundadır. Popüler kültür standardize edilmiştir; formülleri, karakterleri ve konuları daha çok kullanmaktadır(Gans, 2005:46). Popüler kültüre iki suçlama getirmektedir. Birincisi, popüler kültürün toplumun bütünündeki beğeni düzeyini düşürdüğü, dolayısıyla bir uygarlık olarak niteliğini bozduğu, ikincisi ise popüler kültürün bireyleri uyuşturabildiği, atomize edebildiği, dolayısıyla kitle ikna tekniklerine duyarlı kıldırdığıdır(Gans, 2005:67).

Popüler kültür ürünleri, günümüz toplumlarında özellikle yabancılaşmış bireyleri hedef alarak onları da sisteme uyan bireyler haline getirmeye çalışmaktadır(Oktay, 1997:44).

Popüler kültürün neden olduğu yanılma kitle kültürünün yanılmasından daha açıktır. Bireylerin özgürlüğünün toplumsal hayatın can alıcı alanlarında baskı altına alınmış olmasının sonuçlarını hafifletecek şekilde ince ayarlarla çizilmektedir. Popüler kültürün yanılması bir başka boyutu ile sisteme bağlıken diğer bir boyutu bizim sisteme karşı başkaldırımızı dile getirmek ister gibidir(Oskay, 2008:156) şeklinde ifade etmektedir.

“Batmaz’a göre popüler kültürün özellikleri şu şekilde sıralanmaktadır; (2006: 97: 98)

- 1- Biçim olarak orta karmaşıklıktadır.
- 2- Aktarımı ya da iletimi, ortam ve teknoloji olarak dolaylıdır.
- 3- Bilinen bir kaynağı ya da yaratıcısı, üreticisi vardır.
- 4- Kültürel değerleri ve gelenekleri, yeni formüller biçiminde yansıtır.
- 5- Ürün tüketiciye dönüktür.
- 6- Herhangi bir sınıfın kültürü değildir. Daha çok alt ve orta tabakalarda karşılık bulmaktaysa da, toplumun üst kesimlerinin alışkanlıklarına da sızabilmektedir.
- 7- Oldukça ucuza fakat parayla elde edilir.
- 8- Devrimci değil ileridir. Mikro siyaset yapar.
- 9- Kendi var oluş koşullarını üretmez, elindekilerle yetinme sanatıdır.
- 10- Günceldir ve sürekli değişime uğrar.
- 11- Sanayi Devriminin sonrasının kent kültürüdür.
- 12- Tüketimi, bilinçli bir tercihe dayanmaktadır.
- 13- Çatışma kültürüdür ve diğer kültürlerle çatışma içerisindedir.
- 14- Kitle kültürüne çok yakın bir çizgide seyreden ama içerisinde direniş ve eleştiri potansiyeli taşıyan ürünler popüler kültürdür”.

2. POPÜLER KÜLTÜRÜN YAYGINLAŞMASINDA KİTLE İLETİŞİM ARAÇLARININ ROLÜ

Günümüzde belki de kültürün en çok ilişki içinde olduğu kavram medyadır. Bu ilişki, medyanın insanlara yeni hayatlar sunması, modern insanın dünyaya ait imgelerini oluşturmada ve sürdürmede kendini göstermektedir. Medya sayesinde oluşturulan yeni semboller insanların hayatına bir yön vermekte ve belli bir yaşam tarzı meydana getirerek, fikirleri, eylemleri, yapıntıları içeren yeni bir süreç olarak yeni bir kültür şekli ortaya çıkmaktadır(Karaduman, 2017:11).

“Çağımızda teknolojinin hızla gelişmesiyle birlikte, kitle iletişim araçlarının, bireysel ve sosyal hayatımızdaki yeri ve önemi artmıştır. Bu durum, gelişmiş ülkelerin, kitle iletişim araçlarını ele geçirme isteğini kamçulamıştır; çünkü kitle iletişim araçları, bir yandan geleneksel kültürlerde değişikliklere neden olurken, bir yandan da medya kültürünün, egemen bir kültür haline gelmesinde önemli bir rol üstlenmiştir. Bu yeni kültürün adı, popüler kültürdür. Kitle iletişim araçlarının hızla gelişmesi sayesinde, her yerde ve herkes için hazır olan bu kültür, sınır tanımayan küresel dünya kültürüne dönüşmektedir. Bu bakımdan televizyon aracılığı ile yayılan kültür, popüler kültürün en yaygın türüdür”(Davies, 1995:142).

Popüler kültür günümüzde kitle iletişim araçları tarafından dağıtılan, daha da önemlisi kitle iletişim araçları tarafından üretilen bir kültürel model haline gelmiştir. Popüler kültür asıl anlamında kitlelerin kültürel tercihlerinin en yoğun yaşandığı bir kültürel alan olmakla birlikte bu alan yine kitle iletişim araçlarının etkisiyle yeni bir biçim kazanmaktadır. Bireyler kültürel tercihlerini belirlemede tam anlamıyla özgür değildir, çünkü bu tercihi onların yerine kitle iletişim araçları kendi yöntemlerince yapmaktadır. Kitle iletişim araçlarının, özellikle televizyon gibi elektronik araçların ortaya çıkışı, yaşamlarımızın doğasını dönüştürmüştür. Televizyon bize yalnızca dünyayı sunmaz, gittikçe içinde yaşadığımız dünyanın gerçekte ne olduğunu tanımlamaktadır(Giddens, 2000:403;aktaran Hülya Yücel).

Kitle iletişim araçlarınca yayılan kültürde her birey yaşamına zenginlik getirdiği söylenen ürünler karşılığında, sadece işgücünü, emeğini değil bütün imkânlarını ve boş zamanlarını satmaktadır. Bu kültürel düzenlemede kitlelere ve bireylere sunulan toplumsal hedef “daha iyi yaşamak, daha çok üretmek ve daha çok tüketmek” tir. Kitle iletişim araçlarının toplumsal ilişkileri düzenleyici etkisi; sanatı, siyaset, dini ve felsefeyi ticari reklamlarla bir arada güzelce karıştırmak ve her biri hem ayrı hem de bir bütün olarak insanın gerçek bir ihtiyacına tekabül eden bu etkinlikleri, kendi iç mantığıyla çelişmeyecek, onu asla aşmayacak ortak bir paydaya indirgemek ve sonunda bunları da bir değişim nesnesine dönüştürmek yani şeyleştirmektir(Avcı, 1990:30-32;aktaran Hülya Yücel).

Kellner’e (1979) göre ileri kapitalist toplumlarda yayın araçları yoluyla ideolojinin hayalsel, sembolik ve mitsel yanında artma ve klasik basınla olan yanında gerileme olmuştur. Bugün televizyon kültürel sembollerin egemen üreticisidir. Televizyon kültürel sembollerin egemen üreticisidir (Kellner, 1979; aktaran Erdoğan ve Alemdar, 2005:54).

Kitle iletişim araçlarıyla ve bu araçlarla üretilen kültürle doğrudan doğruya kültür satılmaktadır(Oktay, 1993:37).

Televizyon ahlaki gerçekte hegemonik ideolojiyi üretmekte ve iletmekte, programlarla verilen imajlar ve hikâyeler günlük hayattaki problemleri çözmeye yeni mitolojiler üretmektedir. Bu

mitler egemen güçlerin ve yaşam tarzlarını doğallaştırmakta, kişileri topluma uyarlamayı sağlayacak şekilde duruma çözüm getirmektedir(Erdoğan ve Alemdar, 2005:55).

Örgütlü yapılardaki amaçlı üretim girişimiyle birlikte popüler düşünceleri, umutları, umutsuzlukları, beklentileri yaratan, tutan, sürdüren ve gerektiğinde değiştiren dev endüstriler doğmuştur. Bu endüstriler hem kendileri hem de kapitalist üretim için bilinç yönetimi isini yapmaktadırlar. Bu endüstrilerin en başında televizyon, basın, film, reklam, halkla ilişkiler ve eğitim gelmektedir. Bu endüstriler hem kendi ürünlerini popüler yaparlar hem de diğer endüstrilerin ürünlerini popülerleştirirler(Erdoğan ve Alemdar, 2005:79).

Kitle iletişim araçları, popüler kültürün yaygınlaşmasında önemli bir görev üstlenmektedir. Çağdaş toplumlarda bu işlev medyaya yüklenmiştir. Kitle iletişim araçları, pop sanatçısı, politikacısı, futbolcusu, mankeni, sıradan insanı ile kitlelerin gündemlerini bir anda değiştirebilmekte ve o insanlar üzerinde kurduğu etkiyle yeni mitler üretebilmektedir. Bu güç bazen sıradan insanları bile toplumun gündemine yerleştirebilmekte ve onları popülerleştirebilmektedir. Tüm bunlar kitle iletişim araçlarının yönlendirmesi ile olurken, dünün sıradan bir hayat yaşayan insanları bir anda popüler kültürün öyküleri içinde yer almaktadır(Kızıldağ, 2001:34; aktaran: Ali Erdem Akgül).

Medya, kültürü metalaştırmaktadır. “Popüler kültür en basta insanları düşünmekten ve sorgulamaktan uzaklaştırmaktadır. Bunu medya vasıtasıyla yapmaktadır. Ayrıca medya neyin, nasıl tartışılacağını da Popüler kültürde her şey imaj üzerine kuruludur, kim olduğu, ne söylediği önemli değil. Medya, ekonomide, siyasette, sporda ve sanatta yıldızlanan imajlar yaratıyor. Bu kapitalist sistemin medya mantığının bir uzantısıdır. Bu sistem devam ettikçe bu böyle devam edecek. Artık gerçeklerin bir önemi yok; her şey sahte, her şey taklittir”(Kaman, Mehmet, Nazife Güngör İle Popüler Kültür ve Popüler Müzik Üzerine... (Çevrimiçi) <http://www.40ikindi.com/ikincidonem/muzik/icerik/27>).

Günümüzde kültür endüstrisinin en etkin araçları kitle iletişim araçlarıdır. Geniş kitlelere hitap ederek kültürel değerler üreterek, bu değerleri en iyi şekilde aktaran televizyon ise kitle iletişim araçları içinde en etkili olanı olarak ortaya çıkmaktadır. Toplumsal ilişkilere bağlı olarak değişen üretim koşulları, kültürün konusunu da eğlence ve manipülasyon haline getirmekle kalmamış özellikle kitle iletişim araçları, kültürü bir endüstri haline getirmiştir. Televizyonun yapısı ise böylesi bir üretim ve tüketim için son derece elverişli bir alanı oluşturmaktadır(Güneş, 2001:127–129).

Teknolojide hızlı gelişme ve üretimde çeşitlilik ve artış, kitle iletişim araçlarının da etkisiyle bireylerde tüketim eğilimlerini artırmıştır. Bu durum bireylerde lüks ve rahat bir yaşama tutkusunu tetiklerken, diğer açıdan bireylerin insani ve toplumsal sorunlara karşı duyarsızlığı ve dayanışmadan uzaklaşmalarını beslemiştir. Popüler kültür, insani hassasiyetten ve meziyetlerden sıyrılmış, katılımsız ve tükettiği oranda mutlu olabilen bir kitleselleşmenin kültürel yansıması olarak nitelendirilmektedir(Çelik, 2004:79-80; aktaran: Ali Erdem Akgül). Bugün artık kültürün, medyanın etkisinde kaldığı ve popüler kültürün bir medya ürünü olduğu hemen her kaynakta anlatılmaktadır. Popüler kültürün herkesçe ulaşılabilen bir kültür olması özelliği de onu medyanın alanına koymaktadır (Çağan, 2003:77).

SONUÇ

Kitle iletişim araçları, özellikle yaşadığımız yüzyılda yoğun bir şekilde insanların hayatlarına girmiş ve toplumsal değişimin önemli dinamiklerinden birisi haline gelmişlerdir. Günümüzde ise hızla değişen teknoloji, kitle iletişim araçlarını da değiştirip geliştirirken hayatın her alanında etkili kılmiş ve vazgeçilmez bir unsuru yapmıştır.

“Enformasyon çağı” olarak da adlandırılan günümüzde, kitle iletişim araçları kanalıyla enformasyonun bireylere ulaştırılması ve bireylerin bunu kullanması önem kazanmıştır. Ancak bu önemlilik her şeyden önce ortamdaki gelişmelerden haberdar olmayı gerektirmektedir. Günümüzde en kolay ve en yaygın haber verme araçları ise, kitle iletişim araçlarıdır. Kitle iletişim araçlarının gelişmesi ve yaygınlaşmasıyla haber ve bilgilerin büyük kitlelere kolaylıkla ve eşzamanlı ulaşma olanağına sahip olması bireylerin yaşam tarzlarını biçimsel olarak değiştirmiştir. Özellikle televizyon, vatandaşla sistem arasında bir köprü olarak her türlü konuda vatandaşın bilgi sahibi olmasında ve kolaylıkla takip ederek tüketimin artmasında belirleyici olmuştur.

Günümüzde kapitalist ekonomilerinde kitle iletişim araçlarından yayılmakta olan imajlar, özel birtakım üretimlerin teşvik edilmesi, bazı ürün grupları, markalar için tüketim topluluklarının doğmasına yardımcı olunmak ve genel olarak tüketime yönelik ortamı güçlendirilmeye katkıda bulunmak gibi işlevler üstlenmiştir(Lull, 2001:106)

Toplum içinde çoğunluğun, büyük bir kesimin tercih ettiği, ilgi duyduğu, dâhil olarak yaşattığı olgular toplamı olarak tanımlanabilen popüler kültür, varlığını kitle iletişim araçlarına borçludur. İletişim teknolojisindeki büyük değişimler, televizyon gibi bir aracın insan hayatının her alanına girmesine neden olmuştur. Televizyonlardan verilen renkli ve canlı görüntüler, insanların büyük ilgisini çekmiş ve insanların hayatlarında bu aracın etki alanı yaratmasına izin vermiştir. Dolayısıyla televizyonun tılsımlı karelerine giren/girebilen her şey izleyiciler tarafından ilgi görmüş ve benimsenmiştir. Böylece ortaya çıkarılanların halkın ilgisine ve bilgisine sunulmasıyla, çoğunluk tarafından onaylanan anlamını içeren “popülerlik” kavramı ortaya çıkmıştır. Bu bağlamda kitle iletişim araçlarının halka sunduğu yapma, yüzeysel, geçici, tekrara ve reklama dayalı popüler kültür oluşturulmuştur/oluşturulmaktadır. Popüler kültürün, reklama dayanması, geçici olması, kendi içinde çelişik olması, hiçbir konu ve alan sınırlamadan kendine materyal temin etmesi, kullandığı hiçbir şeyi “saf” bırakmaması, eğlenceye dayalı olması, insanlara umut aşılması, insanları düşünmekten çok heyecanlanmaya teşvik etmesi ve üretimden çok tüketime yönelik olması gibi özellikleri vardır(Şentürk, 2007 39)

Popüler kültür teknoloji tarafından yaratılmaktadır. Kitle iletişim araçları ile popüler kültür ürünleri üretilmekte ve yayılmaktadır. Kitle iletişim araçları ile oluşan popüler kültür ürünleri içinde yaşadığımız toplumun kültürünü yansıtır. Popüler kültürün, kitle iletişim araçlarının kullanımı toplumlar arasında yaygınlaşmasıyla etkiyi artmıştır. Popüler kültüre ait öne çıkan özellikler bireyler arasında yaygın hale gelmiştir. Popüler kültür, toplumda bireyler anı yaşama, günlük yaşamaya başlayan bireyleri, sürekli ve bilinçsiz bir şekilde tüketmeye başlamışlardır. Toplumda kabul görmüş kültürün yerini kitle iletişim araçlarının oluşturduğu kültüre bırakarak,

haz duygusuna ve zevklere bırakmıştır. Bireylerin çoğunluğunun kabullendiği popüler kültür olgusu da böylece ortaya çıkmış ve yaygınlaşmıştır.

Yaşamımızın her alanında etkisini hissettiğimiz ve son dönemlerde üzerinde birçok çalışmalar yapılan konulardan biri olan ‘popüler kültür’ ve kitle iletişim araçları ve günümüzde etkisini arttıran sosyal medya arasında var olan etkileşimin her boyutta analize tabi tutulması gerekmektedir. Günümüzde bu olgular yaşanan hayatın gerçekleri olarak sunulması ve dayatılması, işin özünde yapılmak istenen tamamen bireylerin tutum ve kanaatlerini etkileyerek ve bireyleri tüketime yönlterek onların tercihlerinde ve etkili olmaya çalışmaktır. Yaşamımızda gelişen teknolojik gelişmeyle paralel olarak popüler kültür, sanattan bilime, spordan eğlenceye, gündelik ilişkilerden yeme-içme alışkanlıklarına kadar etkili olmadığı alan yok gibidir. Sonuç olarak popüler kültürün herkesçe ulaşılabilir olma özelliği, sosyal medyada ve kitle iletişim araçları ile popüler kültür olgusu kültürel ortama iyice yerleşmiştir. Popüler kültürün şekillenmesi ve yayılması, sosyal medya ve kitle iletişim araçlarının sağladığı ortamları ve bu ortamların yarattığı hızlı iletişim ve yoğun etkileşim sayesinde daha da artmaktadır.

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Ahmedî Cân İsimli Eserde Geçen Bazı Birleşik Fiiller Üzerine Bir İnceleme

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ÖZET

Bu çalışmada, Muhammed b. Mustafa'nın Ahmedî Cân isimli kitabında geçen bazı birleşik fiiller, bu kelime grubunun kalıplarına dayalı olarak ele alınmış ve çeşitli yönleriyle incelenmiştir. Birleşik fiiller, genellikle bir isim ile bir yardımcı fiilin birleşmesinden meydana gelirler. Ancak iki farklı fiil biçiminin, isim soylu bir kelimeyle bir asıl fiilin birleşmesinden de birleşik fiiller yapılmaktadır. Birleşik fiiller, tek bir kavramı, bir hareketi karşılamak üzere ortaya konurlar. Bilindiği üzere Birleşik fiiller Türkçede çok yaygın olarak kullanılan kelime gruplarından olup çeşitli şekillerde ortaya konulurlar.

Birleşik fiillerin yapımında, Türkçe isim unsurlarının yanında daha çok yabancı dillerden Türkçeye geçen isim unsurları kullanılmıştır. Ele alınan bu eserde de, Arapça ve Farsça kökenli isim unsurlarıyla çok yoğun bir şekilde birleşik fiil yapıldığı görülmektedir. Bu birleşik fiillerin isim unsurlarından bir kısmı Türkiye Türkçesinde hâlen kullanılırken bazıları da kullanımdan düşmüştür. İncelenen eserde geçen birleşik fiillerdeki Türkçe isim unsurlarının sayısı yabancı unsurlara göre daha azdır.

Abdullah el-Hasbî Muhammed b. Mustafa'nın Hicri 1268 (M.) tarihinde el yazısıyla telif ettiği bu eser, 645 sayfadan ibaret olup harekeli ve okunaklı manzum bir metin hâindedir. Bu eserde, çeşitli biçimlerde oluşturulmuş birleşik fiilleri eserin tamamı taranmak suretiyle tespit edilen birleşik fiiller kuruluşlarına ve diğer özelliklerine göre tasnif edilerek bu çalışmaya dahil edilmişlerdir. Ayrıca, bu çalışmanın özünü teşkil eden ve söz konusu kitaptan alıntılanan birleşik fiillerin Türkiye Türkçesindeki yazımlarının yanlarına transkripsiyonlu yazımları da kitaptaki sayfalara göre parantez içerisinde verilmek suretiyle bazı dil özellikleri de gösterilmeye çalışılmıştır.

Anahtar kelimeler: Birleşik fiil, Muhammed b. Mustafa, Ahmedî, İsim, Türkçe.

An Investigation on Some Compound Verbs in The Work Named Ahmedî Can

ABSTRACT

In this study, some compound verbs in Muhammad b. Mustafa's book titled Ahmedî Cân were handled based on the patterns of this word group and examined in various aspects. Compound verbs are usually made up of a noun and an auxiliary verb. However, compound verbs are also made by combining two different verb forms with a noun word and a main verb. Compound verbs are put forward to meet a single concept, an action. As it is known, compound verbs are word groups that are widely used in Turkish and they are presented in various ways. In the construction of compound verbs, besides the Turkish noun elements, mostly noun elements from foreign languages into Turkish were used. In this work, it is seen that compound verbs are made very intensely with Arabic and Persian origin noun elements. While some of the noun elements of these compound verbs are still used in Turkey Turkish, some of them have fallen out of use. The number of Turkish noun elements in the compound verbs in the studied work is less than the foreign elements.

This work, which was handwritten by Abdullah el-Hasbî Muhammed b. Mustafa in 1268 Hijri (M.), consists of 645 pages and is in an animated and legible verse. Compound verbs formed in various forms in this work, which were determined by scanning the entire work, were classified according to their organizations and other characteristics and included in this study. In addition, some language features have been tried to be shown by giving the transcribed spellings of the compound verbs, which are the essence of this study and quoted from the book in question, in parentheses according to the pages in the book, next to the spellings in Turkey Turkish.

Key words: Compound Verb, Muhammed b. Mustafa, Ahmedî, Name, Turkish

GİRİŞ

Bu çalışmada, Muhammed b. Mustafa'nın Ahmedî Cân isimli kitabında geçen birleşik fiillerden bazıları, bu kelime grubunun kalıplarına dayalı olarak ele alınmış ve çeşitli yönleriyle incelenmiştir. Birleşik fiil kavramı TS'de "Ad soyundan bir kelime ile biçim ve anlam bakımından kaynaşıp bütünleşen fiil: kaybolmak, hasta olmak gibi." biçiminde tanımlanmıştır. Devellioğlu birleşik fiili (fi'l-i mürekkeb) "Yardımcı bir fiille birleşerek tek kelime hükmüne giren fiil." olarak tanımlamıştır.

Birleşik fiillerde, bir kavramı karşılamak üzere bir isim ile bir yardımcı fiilin veya iki ayrı biçimde olan fiil yapılarının bir anlam bütünlüğü içinde yan yana gelmesiyle gelmeleri (AKTAN, 2009:45) esas alınmaktadır. Birleşik fiiller yapı bakımından çeşitli şekillerde bulunmaktadır. Konuyla ilgili kaynaklar, bu yapıdaki fiillerle ilgili farklı tasnifler ortaya koysalar da genellikle birbirine yakın değerlendirmelerde bulunmuşlardır. Çeşitli şekillerde meydana getirilen birleşik fiiller isimle birleşik fiil yapan yardımcı fiiller; beyan et-, davet et-, görmez ol-, kadir ol- gibi. Fiille birleşik yapan fiiller yardımcı daha çok fiiller zarf-fiille yapılanlar; alıp git-, azap eyle-, konuşa bil-, görmeye gitmek gibi. İktidari fiille kurulan yapılarda; gele bil-, ters yüz et- (Ergin,1993:365-367) gibi. Birleşik fiiller; öncelik fiilleri, alışkanlık fiiller, niyet fiilleri, yeterlik-tezlik-süreklilik-yaklaşma fiilleri, iki fiille kurulan birleşik fiiller ve ikili birleşik fiiller başlığı altında anlamca kaynaşmış ve deyimleşmiş birleşik fiiller, tek unsurlu kalıplaşmış birleşik fiiller ve üç unsurlu kalıplaşmış birleşik fiiller (Korkmaz, 2003:150-157) başlığı altında da tasnif edilmiştir. Bazı dilciler de birleşik fiilleri, yardımcı fiillerden meydana gelen birleşik fiiller ve iki fiilin birleşmesiyle elde edilen birleşik fiiller başlığı altında incelemiştir (Çatıkkaş, 1996:222-225).

Türkçeye yabancı dillerden geçen ve isim konumunda olan kelimelerin çok büyük bir bölümü, birleşik fiillerin isim unsurunu teşkil etmek suretiyle yeni yapılar meydana getirirler. Bu isimler daha çok etmek, eylemek, olmak, kılmak gibi birtakım yardımcı fiillerle kullanım alanına girerler. (Zülfikar, 2021:20). Bunun yanında, birleşik fiillerin yazımıyla ilgi bazı problemler de bulunmaktadır. Mesela; etmek, eylemek, edilmek, olmak, olunmak gibi Türkçenin başlıca yardımcı fiilleriyle oluşturulan birleşik fiiller, ilk kelimesinde ses türemesi veya ses düşmesi olayına uğramazsa bitişik yazılmaz: figan etmek, hasta olmak, anons etmek, not etmek, mühendis olmak, yok olmak vb. Bunun yanında Türkçeye giren ve asli şekilleri tek heceli olan bazı Arapça asıllı kelimeler etmek, eylemek, edilmek, olmak, olunmak yardımcı fiilleriyle birleşirken ses türemesi, ses değişimine veya ses düşmesine uğrarsa bitişik yazılır (TDK): methetmek, kahretmek, şükretmek, zulmetmek, kaybolmak, affetmek vb. Ayrı yazılan birleşik fiillerin bazen sözlü dilde bitişik ifade edildiği de görülmektedir: fark etmez ifadesinin fark**et**mez şeklinde telaffuz edildiği görülmektedir. Bu söyleyiş özelliklerini iştirak etmek, park etmek vb. (Zülfkar 2021: 20) ile artırmak mümkündür. Bu kısa açıklamalardan da anlaşıldığı üzere yabancı dillerden Türkçeye geçen isim yapısındaki kelimelerle oluşturulan birleşik fiillerin gerek yazım gerek söyleyiş noktasında sorunlar taşıdıkları görülmektedir.

Bu çalışmanın temelini, Ahmedî Cân isimli Eserde Geçen Bazı Birleşik Fiiller Üzerine Bir İnceleme konusu teşkil etmektedir. Eserinin sonunda musannif tasnif ettiği eseriyle ilgili olarak şunları kaydetmiştir: Bu kitap Melik ve Vehhâb olan Allah'ın yardımıyla hakir, fakir Abdullah el-Hasbî el-Evfâ Muhammed bin Mustafa'nın eliyle tamamlandı. Kitabın yazılış tarihi 27 Safer 1286'dır.

Ele alınan aşağıdaki birleşik fiillerin dönem Türkçesine özgü hususiyetleri çevri yazına göre parantez içerisinde verilmiştir. Manzum olarak el yazısıyla kaleme alınan eserin harekeli olması dil hususiyetlerini gösterme açısından önemli bir imkân sunmaktadır. Ayrıca bu hususta Tulum'un eserinden, M. Artin Hindoğlu'nun tercümesini yaptığım kitabından ve konuyla ilgili birtakım kaynaklardan yararlanılmıştır.

645 sayfadan ibaret olan eserde pek çok konu başlığı bulunmaktadır. Bunlardan bir kaçı: Allah'a hamt ve şükürden sonra Hz. Peygamber'in Hz Adem, Hz İdris, Hz. Nuh, Hz Süleyman, Hz. İsa üzerine olan fazlı, Cihâr-ı 'İzâm'ın nurlarını müşahede, münacat, Hz. Havva, Şeytanın Cennet'teki hileleri, Hz. Adem'in zürriyetleri hakkında, sorgu melekleri, Hz. Hatice hakkında, vahyin gelişi hakkında, Miraç üzerine, çeşitli ayetlerin açıklanmaları vb. konular işlenmiştir. Büyük çoğunluğu Arapça, bir kısmı da Farsça asıllı kelimeler bir yana, eserin dili anlaşılır derecede sade olup halk diline yakındır. Ayrıca eseri ele alan bir çalışmaya rastlanılmadı.

Eser birkaç özelliği hariç Osmanlı Türkçesinin ses özelliklerini taşımaktadır. Eski Anadolu Türkçesi döneminde gelecek zaman eki olarak kullanılan -ısar/-iser ekinin birkaç kullanımına rastlanılmıştır: halk idiser 26/16 b., aynı şekilde EAT döneminde ve OT başlarında kullanılan -gıl/-gil eki de aynı konumdadır. Ancak eserin yazım tarihinde bu eklerden -ısar/-iser yerine gelecek zaman eki olarak -acak/-ecek kullanılmaktaydı. Yazar bu ekleri ağız özelliklerin bir sonucu olarak da kullanmış olabilir. Zira-gıl/-gil eki bazı ağızlarda halen mevcuttur. Konunun fazla uzamaması ele alınan birleşik fiillerin isim kısımlarıyla ilgili anlam açıklaması verilmedi.

Muhammed b. Mustafa'nın Ahmedî Cân isimli kitabında geçen bazı birleşik fiiller

Aciz ol-	[[°] āciz olup]
Affet-	[[°] afv idersen 10/3 a]
Afitab ol-	[āfitāb olur 7/17 a]
Ağlamaya gel-	[ağlamağa geldi 120/11 b]
Ahsen et-	[aḥsen eyledi 102/17 a]
Alıp git-	[alup gitdi 106/16 b]
Anlayıp bil-	[añlayup bildüğümi 270/1a]
Arz et-	[[°] arż itdi 120/17 b]
Ateşe itil-	[āteşe itildi 120/15 b]
İşrette ol-	[[°] ayş ile [°] işrette olalar 10/17 b]
Ayan et-	[[°] ayān itdi 103/13 a]
Azap eyle-	[[°] azāb idersen 10/3 b]
Baş aşağı et-	[başın aşağı idüp]
Başa gel-	[başa gelen 74/16 b]
Beyan et-	[beyan itdi 102/4 a]
Beyan ol-	[beyan oldı 5/15 a]
Bile ilet-	[bile iletür idi 105/15 a]
Bir pula değ-	[bir pula degmez 107/1 a]
Can ile dinle-	[cān ile dinle 105/12 a]
Davet gel-	[da [°] vet gele 5/12 a]
Davet et-	[da [°] vet itdi 121/16 a]

Dertlere sal-	[dertlere şaldı 74/ 15 a]
Dile gel-	[dile geldi 7/6 a]
Diriğ eyle-	[diriğ eylemem 77/11 b]
Dua kıl-	[kıldı duā 7/1 b]
Ebet kal-	[ebed kalmak 4/15 b]
Eda et-	[edā itdi 7/2]
Eline gir-	[eliñe girmez 75/3 b]
Eli boş git-	[eli boş gider 286/4 b]
Faş ol-	[fāş ola 74/1 a]
Fehmet-	[fehmetmez 6/5 b]
Fikir kıl-	[fikir kıldı 78/8/ b]
Gölge et-	[gölge iderledi 6/13 b]
Göremez ol-	[göremez oldı 264/16 a]
Görmeye git-	[görmeye gitdi 102/14 a]
Gözünden kanlı yaş dök-	[gözlerinden kanlı yaş dök 274/1 a]
Gözünü aç-	[gözün aç 262/16 a]
Güzel ol-	[güzel olam 103/1]
Ha de-	[ha diyince 6/17 b]
Haber ver-	[haber virdi 11/2 a]
Hacil ol-	[hecil oldı 107/7 b]
Halas et-	[halāş itdi 109/4 a]
Halk et-	[halk idiser 26/16 b]
Halk et-	[halk idüpdür 7/15 b]
Halk ol-	[halk olup 8/7 b]
Halk olun-	[halk olındı 8/17 a]
Haşır ol-	[haşır ola 10/7 a]
Havf eyle-	[havf eylerem 101/4 a]
Hayran ol-	[hayrān olup 9/2 b]
Hazin ol-	[hazīn oldı 7/1 a]
Hidayet et-	[hidayet itmezse 105/7 a]
Hitap gel-	[hiṭāb geldi 8/9 b]
Hitap er-	[hiṭāb ire 16/5 a]
Hizmet et-	[hiżmet ide 7/12 b]
Hoş gel-	[hoş geldi 101/1]
Hutbe oku-	[huṭbe okıdı 15/11 b]
İbadet eyle-	[ibādet eyledi 78/11 a]
İdhal et-	[idhāl idem 10/15 b]
İfşa ol-	[ifşā olmaya 104/4 b]
İhata eyle-	[ihāta eyler 7/16 b]
İhraç et-	[ihrāc itdi 105/13 a]
İhsan kıl-	[ihsān kıldım 10/9 b]
İltimas et-	[iltimas itdi 104/3 a]
İmana gel-	[imana geldi 121/16 a]
İntikal et-	[intiḳāl itdi 75/11 b]

İraz et-	[i'raz ider 105/17 a]
İş işle-	[işler işi 274/3 b]
Kadir ol-	[kadir olmaz 8/2 b]
Karar et-	[karar itdi 6/1 b]
Karşı dur-	[karşı durdu 266/1b]
Kast kıl-	[kaşd kıldı 103/7 a]
Kendi ısmarla-	[kendim ısmarladım 105/10 b]
Keşfol-	[keşf olur 105/2 b]
Kevkebe tap-	[kevkebe tapar 104/14 b]
Kıyamet ol-	[kıyāmet ola 15/16 a]
Kitap ol-	[kitāb olur 7/13 b]
Kulak tut-	[cān kulağın dut 272/15 a]- Dikkatle dinlemek
Küdûret eyle-	[küdûreti eyledim 74/15 b]
Küstahlık et-	[küstāhlık idüp 8/16 a]
Layık ol-	[lāyık olmazlar 105/1 b]
Mağfîret eyle-	[mağfîret eyler 107/11 a]
Mahal eyle-	[maḥal eylediler 26/1 b]
Makam-ı şefa'at -	[maḳām-ı şefā'at bulasın 270/4 a]
Mebus ol	[meb'ūs oldı 81/4 a]
Memur etmek	[me'mūr itdi 7/10 b]
Methetmek	[medḥ iderek 106/1 b]
Mertebe kıl-	[mertebe kıldı 271/1 b]
Mihnet gör-	[miḥnet görmeyeler 9/16 b]
Muhabbet et-	[muḥabbet ider 76/17 b]
Muhtaç ol-	[muḥtāc olur 104/17 b]
Muhtasar ol-	[muḥtaşar ola 5/16 b]
Muvafakat eyle-	[muvāfaḳat eylemezdi 78/15 b]
Münacat et-	[münacat itmeye 5/17 a]
Mürur et-	[mürūr itdi 5/6 b]
Müyesser ol-	[müyesser ola 77/16 b]
Nakil eyle-	[nakl eyledi 8/6 a]
Nam ol-	[nām olmuş 10/16 b]
Namaz kıl-	[kılmamış aşrın namazın 6/16 b]
Nazar et-	[nazar itmedi 5/1 b]
Nazar eyle-	[nazar eyledi 26/7 a]
Nazar kıl-	[nazar kıl 9/1 b]
Nedâmet çek-	[nedameti çekersin 74/17 b]
Nehyet-	[nehy idersen 106/13 b]
Nida gel-	[nida geldi 8/10 b]
Nihan ol-	[nihān oldı 6/17 b]
Nutka gel-	[nuṭṭa geldi 102/6 b]
Rahmet-i Yezdan ol-	[raḥmet- Yezdān olupdur 6/15 b]
Ref et-	[ref' ider 8/2 a]
Rivayet kıl-	[rivayet kıldı 11/2 a]

Salavat ver-	[şalavât vir 274/6 a]
Sarf eyle-	[şarf eyledi 81/6 a]
Say eyle-	[sa'y eyledi 100/13 a]
Sayeban ol-	[sāyebān oldı [6/13 a]
Sebeb et-	[sebeb itdi 5/4 a]
Seyir et-	[seyr idüp 7/9 a]
Seyran et-	[seyrān itmek 4/16 b]
Söz söyle-	[söz söyleyem 102/7 a]
Sual et-	[su'āl idem 8/16 a]
Suretine gir-	[şūretine girdi 7/14 a]
Şehadet eyle-	[şehādet eyler 75/1 b]
Şerh et-	[şerḥ idersem 7/13 b]
Taam ye-	[ta'ām yimekte 78/15 a]
Taat eyle-	[tā'at eyledi 78/11 b]
Tafsil et-	[tafşîl itmek 4/10 b]
Tagyir ol-	[tağyîr olur 104/16 b]
Tamam ol-	[tamam oldı 8/13 b]
Tazarru ve niyaz eyle-	[tažarru' ve niyaz eylerdi 81/7 a]
Tedarik et-	[tedārik etmek 78/10 b]
Tedbir eyle-	[tedbîr eyleye 100/11 b]
Tefekkür et-	[tefekür it 74/16 b]
Tehir kıl-	[te'hîr kıla 77/4 a]
Tekellüm eyle-	[tekellüm eyledi 103/9 a]
Temenna eyle-	[temennā eyledi 77/6]
Terk eyle-	[terk eyle 106/13 a]
Tövbeye gel-	[tevbeye gel 274/5 a]
Tutmaz ol-	[dutmaz ola 74/1 a]
Tutup götür-	[tutup götirdiler 16/1 a]
Vacip et-	[vācib itdim 9/16 a]
Vazet-	[važ' ideler 16/4 b]
Vezin -	[vezn olur 12/16 b]
Vusul bul-	[vüsül buldı 5/11 b]
Yakîn et-	[yaqîn itmişdi 76/1 b]
Yitirmiş ol-	[yitürmiş olalar 11/4 a]
Yol bul-	[yol buldı 6/2 a]
Yüz sür-	[yüz sürüp 266/1 a]
Zahir ol-	[zāhir olur 75/1 a]
Zar ü giryān ol-	[zār ü giryān olısar 11/3]
Zem eyle-	[zem eyleme 102/11 a]
Zikrolun-	[zıkr olındı 262/7 a]
Zincir vur-	[zencîr urmuşlar 15/17 a]
Ziyade ol-	[ziyāde oldı 6/10 b]
Ziyan edenlerden ol-	[ziyān idicilerden oluram 105/7 b]

SONUÇ

Fiiller ve fiillerden türetilen yapılar Türkçede çok önemli işlevlere sahiptir. Bu bakımdan Türk dili zengin bir birleşik fiil yapısına sahiptir. Bu durumu ele aldığımız bu kitapta da görmekteyiz. Etmek, eylemek, olmak, kılmak yardımcı fiilleriyle kurulmuş pek çok birleşik fiil örneği bulunmaktadır. Hemen her mısradaki bu örneklerle rastlamak mümkündür. Yazıyı uzatmamak için, ele alınan birleşik fiillerin isim kısmıyla ilgili anlamlandırma yapılmadı. Bu çalışmanın amacı, bazı kavramları karşılamada yapım ekleri gibi önemli bir sahip bulunan birleşik fiil yapılarından bazılarını işaret etmektir. Örnek olarak seçilen birleşik fiillerin önemli bir kısmının isim tarafı, köken bakımından çoğunlukla Arapça bazen de Farsça asıllı unsurlardan meydana gelmektedir. Buna rağmen mevcut eserin dili sadedir. Metin harekelidir, dolayısıyla dönemin dil hususiyetleri rahatça görülebilmektedir. Dillerin çekirdeğini teşkil eden sesler kelimeleri, onlar da kavramları karşılamak suretiyle dilin söz varlığını ortaya koyarlar. Söz varlığını artırmak için yapım eklerinden, bu çalışmada olduğu gibi Türkçenin belli dönemlere ait eserlerinin incelenmesinden, ağız çalışmalarından ve başka dillerden geçen kelimelerden yararlanmak gerekir. Mevcut eser de ayrıntılı bir biçimde incelendiğinde bu amaca hizmet edebilir.

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Gender Stereotype in Emotional Expressions
(Examination of Emotional Expressions on Social Networking Sites in
Terms of Gender Stereotype)

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ABSTRACT

Social networking sites offer an environment that allows people to freely express their feelings and thoughts. Social networking sites, which allow the use of indirect communication while expressing emotions, enable people to explain both their positive and negative emotions. In addition, people express their feelings in two ways, these ways are self-focused and others-oriented, and accordingly, the chosen words and nonverbal messages are also shaped. In the process of face-to-face interpersonal communication, it is explained that men and women express their feelings and thoughts with linguistic and paralinguistic elements and are different from each other in this sense, which reveals the gender stereotype. A stereotype such as “Women are more emotional than men” (Clarkson, & Rosenkrantz, 1972; Fabes & Martin, 1991) can be a guide in perceiving and understanding messages from men and women, and can affect expectations. In addition to this, while emotions such as sadness, fear, and happiness are associated with women, on the other hand, emotions such as anger and anger are associated with men (Kelly & Hutson-Comeaux, 1999).

At this point, developmental theories explain that gender-related roles are formed through learning and experience in the socialization process (Liben & Bigler, 2002), also gender schema theory states that girls and boys form gender-based cognitive schemas by observing their environment within social developmental processes (Martin & Halverson, 1981). In this study, it is aimed to evaluate how men and women express their feelings on social networking sites and whether they contain gender stereotypes.

For this purpose, the pages of the twenty people on the Instagram Social network site are being examined for the last five sharing according to the shared topics, selected words, punctuation marks used, nonverbal elements etc. by making content analysis in terms of items, It will be determined how women and men express their feelings on social networking sites and it will be questioned whether there is gender stereotype.

Key words: Gender, Stereotypes, Expressions.

Duygusal İfadelerde Cinsiyet Stereotipi (Sosyal Ağ Sitelerinde Duygusal İfadelerin Cinsiyet Stereotipi Açısından İncelenmesi)

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ÖZET

Sosyal ağ siteleri kişilerin duygu ve düşüncelerini rahatlıkla ifade etmelerine izin veren bir ortam sunmaktadır. Duygular ifade edilirken özellikle dolaylı iletişimin kullanılmasına da olanak tanıyan sosyal ağ siteleri, kişilerin hem pozitif hem de negatif duygularını açıklamasını sağlamaktadır. Bununla birlikte kişiler duygularını kendine odaklı ve diğerlerine odaklı olmak üzere iki şekilde ifade etmekte, buna bağlı olarak seçilen kelimeler ve sözsüz mesajlar da şekillenmektedir. Yüz yüze gerçekleştirilen kişilerarası iletişim sürecinde kadın ve erkeklerin duygu ve düşüncelerini ifade ederken dilsel ve paralingüistik unsurlarla ortaya koyduğu ve bu anlamda birbirinden farklı olduğu açıklanmakta, bu da cinsiyet stereotipini ortaya çıkarmaktadır. “Kadınlar erkeklerden daha duygusaldır” gibi bir kalıp yargı (Clarkson, & Rosenkrantz, 1972; Fabes & Martin, 1991) kadın ve erkekte gelen mesajların algılanmasında ve anlaşılmasında yönlendirici olabilmekte, beklentiyi etkileyebilmektedir. Bununla birlikte üzüntü, korku, mutluluk gibi duygular kadın ile ilişkilendirilirken, kızgınlık, öfke gibi duyguların da erkeklerle ilişkilendirildiği görülmektedir (Kelly & Hutson-Comeaux, 1999). Bu noktada gelişim teorileri cinsiyet ile ilişkili rollerin sosyalleşme sürecinde öğrenme ve deneyimleme ile oluştuğunu (Liben & Bigler, 2002) açıklarken, cinsiyet şema teorisi de sosyal gelişimsel süreçler içerisinde kız ve erkek çocuklarının çevrelerini gözlemleyerek cinsiyet temelli bilişsel şemalar oluşturduklarını ifade etmektedir (Martin & Halverson, 1981). Bu çalışmada kadın ve erkeklerin sosyal ağ sitelerinde duygularını nasıl ifade ettikleri ve cinsiyet stereotipi içerip içermediği değerlendirilmek istenmektedir. Bu amaçla Instagram Sosyal ağ sitesinde 10 erkek, 10 kadın kullanıcı olmak üzere, 10 kişinin sayfası son beş paylaşımları incelenerek paylaşılan konular, seçilen kelimeler, kullanılan noktalama işaretleri, sözsüz unsurlar vb. öğeler açısından içerik analizi yapılarak, kadın ve erkeklerin sosyal ağ sitelerinde duygularını nasıl ifade edildiği belirlenecek ve cinsiyet stereotipinin olup olmadığı sorgulanacaktır.

Anahtar Kelimeler: Cinsiyet, Stereotipler, İfadeler.

INTRODUCTION

Today, social networking sites like Instagram, Facebook etc. have become a part of people's daily activities as well as establishing and maintaining social relations between people (Misra et al. 2015). Sharing in these environments is a continuation of people's interpersonal communication, and also gives people the opportunity to present themselves. Therefore, perceptions in social relations continue to exist in this environment. In this sense, it is also possible to see gender stereotypes in social networking sites.

Stereotypes, in general, are generalizations as a cognitive aspect of prejudice, and they play a determining role in people's social in-group relations and communication with others (Dovidio et al., 1986). Common gender stereotypes are defined as submissive, neat, clean, housewife, emotional for women, while aggressive, no emotion, athletic, math and science oriented, loud for men (Aksu, 2005). Gender stereotypes also direct social perception in expressing emotions or interpreting emotional expressions (Plant et.al., 2000). While many studies on gender differences support that men and women react differently to various emotions and express their emotions differently, (Karatsoli and Nathanail,2020; Fabes and Martin, 1991; Widiger and Settle, 1987; Kelly and Hutson- Comeaux, 1999; Williams and Best,1990) many studies also show that there are no gender differences in emotional responses, or that the data on gender differences in expressing emotional experiences are uncertain. In this study, it is aimed to reveal how men and women express themselves on social networking sites and whether these expressions are suitable for gender stereotypes by examining the shares made by people on the Instagram social network site on the basis of emotional expressions.

1. LITERATURE REVIEW

Gender stereotype traditionally refers to cultural and social attitudes regarding male and female roles and functions (European Commission, 2009). In other words, gender stereotype refers to psychological characteristics, general characteristics, activities, attitudes and beliefs suitable for men and women (Kiaušienė et.al., 2011).

Gender stereotypes are closely related to gender roles. Gender-based roles support the formation of gender stereotypes. Social norms in daily life create expectations for women and men to behave in line with these norms in the online environment (Manago et.al.,2008). In other words, gender even determines how people share information and make decisions (Zhang et.al., 2013). Gender stereotypes can have a decisive effect on the way people express their feelings. In this context, happiness, sadness, fear are associated with women, on the contrary, anger is associated with men (Birnbaum et al., 1980; Kelly & Hutson- Comeaux, 1999). As a result, the stereotype that women are more emotional than men is widely accepted (Widiger & Settle, 1987; Kelly & Hutson- Comeaux, 1999; Williams & Best, 1990).

Social role theory (Eagly, 1987) examines and explains gender-based behaviors, expectations, and differences in perceptions. Gender roles, while simply describing categories, are not prescriptive. Due to different social roles, men and women behave in line with what is expected of them (Oberst et.al. 2016). These expectations enable the definition of the characteristics of men and women in social relations, it creates the perception that women and men will not be socially accepted unless their feelings are expressed accordingly (Lina & Wang, 2020). According to social role theory, gender differences explain the participation of women and men

in life through social roles. According to social role theory, during the socialization process, men and women learn different abilities and beliefs. While men are mostly defined by independent, rational, competitive features, women are defined by submissive, dependent and gentle features (Misra, 2015). Social role theory (Eagly, 1987; Eagly & Wood, 1991) defines women as more communal and men as more agentic. These popular definitions are determined by the masculine and feminine sex roles (Spence & Buckner, 2000).

According to Eagly (1987) social role theory, stereotypical beliefs about gender groups are based on inferences that gender groups have different inner dispositions as a result of evaluating whether their behavior is appropriate for their social roles. Social role theory evaluates all events on the basis of gender, gender roles self-regulate the behavior of men and women. Even the reactions or behaviors of women and men regarding the emotions they experience are interpreted in gender-typical ways. Social role theory argues that men socialize independently and with more depressive feelings, while women are more enthusiastic, supportive, compassionate, and sensitive to the feelings of others (Reevy and Maslach, 2001). However, women are more sensitive to environmental cues and can adapt their behavior very quickly according to conditions compared to men (Wood and Eagly, 2012).

There are also biological, social developmental and social constructionist theories to explain gender differences (Chaplin, 2015). Biological theorists explain the underlying cause of gender differences between girls and boys with biological factors, from birth, in early childhood, boys show less language ability and inhibitory control than girls, which is reflected in later behaviors (Brody, 1999). Psychosocial developmental theorists explain their gender role behaviors with cognitive learning, socialization, and experience (Liben & Bigler, 2002). Social learning/socialization theories emerge as behaviors consistent with gender through children's learning, modeling, and encouragement (Bandura, 1969).

While determining some gender stereotypes, the characteristics of one group may be determinative on the characteristics of the other group. Defining the man as active causes the woman to be passive, while the man is defined as intelligent causes the woman to be defined as unintelligent. Accordingly, traditional female stereotypes are defined as dependent, docile, willing, while male stereotypes are defined as self-efficient, competent, active (Castillo-Mayén & Montes-Berges, 2014). Thelwall et al. (2010) observed that the gender differences in daily life continue in the same way in the online environment, and in this sense, emotional expressions and emotional reinforcement are also reflected in the online environment. The way of expressing the appropriate emotions in order to show social competence in the socialization process from childhood continues in adulthood as well. Expressing and managing emotions occurs subconsciously and is continued in the same way to facilitate and maintain social relations (Campos et.al., 1994).

The results of studies examining the use of social media by women and men show that men and women share their posts in accordance with gender stereotype. Park and Lee (2014), in their study examining whether there are differences in smartphone text communications between men and women, revealed that women spend more time with smartphones than men in order to strengthen their relationships. For women, taking photos and sharing them is perceived as both a way to maintain their relationship and a daily activity in creating their own identity. It has been determined that men use smartphones for task-focused activities, while women use them for messaging, uploading photos and videos for fun and social relations. Thompson &

Lougheed (2012) state that women like to spend more time on Facebook than men, however, they revealed that women were sleep deprived due to Facebook, created a negative male image after sharing photos, and sometimes felt nervous and almost addicted because of this. (Biernatowska et.al. 2017), on the other hand, determined as a result of their research that women make Facebook a part of their lives compared to men, they use Facebook as their virtual showcase, in other words, they use it as a self-presenter. Women value photos on Facebook more than men, and online physical attractiveness is considered very important. With the use of blogs and vlogs, women find an area where they can be free (liberation). Especially since women are restricted from expressing themselves in some countries, these platforms are ideal environments for expressing themselves and sharing personal content (Dasgupta, 2018). In this sense, social media reinforces gender stereotyping.

According to Haferkamp et al. (2012,) they found that while men mainly use social media platforms as a pragmatic communication tool, women mostly use them for hedonistic motivation such as self-presentation. Sun et.al. (2020), as a result of their research in which they examined topics, emotions and impact of emotions on activity regarding the sharing of men and women in online technology communities, it was determined that women use friendship and advertisements as topics in online technology groups, while men use information seeking. It has been observed that women share more positive emotions than men, and women have more susceptible to emotional tendencies. While women care more about interpersonal communication, men want to show their self-confidence. At this point, men appear more active and more confident in providing information (Shaw and Gant, 2002; Croson and Gneezy, 2009). It shows that gender is effective in information seeking and communication behaviors on social networking sites. Compared to men, women spend more time visiting websites, sending and receiving e-mails Women, on the other hand, do not spend as much time on computer gaming as men (Park and Lee, 2014). On the other hand, when social media platforms are examined, it is seen that men are more technology and task-oriented, while women are more focused on social and human relations. Especially while women exhibit facilitating and friendly behaviors, men exhibit assertive and independent behaviors (Lina & Wang, 2020).

There are gender differences in information sharing on social media platforms. Compared to men, women attach great importance to special and risky attitudes in sharing information. At the same time, sharing risky information has a more negative effect on women than on men. When men stay in social circles, they feel pressured, but this time they share information (Lina & Wang, 2020). According to Mazman et al. (2009) in his research on gender differences in social networks, it has a social effect on women's personal decision making, revealed that men have an empowering effect when making their personal decisions. In the study of Idemudia et al.,(2017), it is seen that while the rate of women using social media, usefulness, compatibility, and satisfaction is 56%, this rate is 37% for men. Karatsoli ve Nathanail (2020) kadın ve erkeklerin sosyal medya ortamlarında paylaştıkları fotoğraf ve videoların cinsiyet temelinde planlanarak gerçekleştiğini ifade etmektedir. It is stated that women make high-level receptive shares compared to men, and that these shares are also effective in their decisions regarding their activity plans. Bu noktada Cinsiyet sosyal ağ siteleri için profil fotoğrafı seçimini de etkilemektedir. Kadınlar erkeklere göre daha çekici gördükleri fotoğrafları tercih etmektedir. Therefore, it can be said that gender also affects the image that people want to create on social media platforms (Fashami, 2020).

It is seen that there is a relationship between gender and linguistic choices. When the differences in language use between men and women are examined, it is seen that men use a language that contains more convey information, while women use it more for social communication (Newman et al, 2008). While women like to ask questions in their daily conversations, men like to use commands directly and more when telling people something. In addition, while women prefer longer sentences, men use more words and try to create different speaking opportunities (Mulac and Lundell, 1994). Thelwall (2008), as a result of his research on MySpace conversations, shows that women express more positive emotions and speak in a supportive context. On the other hand, there is a disproportion in men's expression of positive emotions. Men, in particular, consider expressing emotions in man-to-man dialogues as an implication of weakness. In this context, the words used by men and women differ from each other. While men prefer formal and explicit words, women prefer deictic and contextual language. While men use more content-related, women share more style-related content. While men use expressions such as tweet affirmations yeah, yea, women use more emoticons, descriptive expressions, and complex punctuation marks (!! Or ???) (Fashami, 2020).

According to Kramer (1977), stereotypical beliefs about gender differences in verbal communication arise, especially in nonverbal behavior . Women smile more than men and use their hands and facial expressions more to express their thoughts. In addition, men speak louder than women and are seen as less talkative. Compared to women, men use higher rates of speech dysfluencies (false starts, etc.), interrupt others, speak loudly, touch each other during interaction, and use thinking sounds like “um” aaa” a lot. Women are perceived as fluent, skilled, involved communicators, which leads to the development of stereotypes that women are expressive, interested and good listeners to others (Briton and Hall, 1995). Yuliani (2020) in his research to reveal sociolinguistics clues about gender stereotypes, states that women and men have different perceptions and perspectives, and in this sense, the language they use is revealed in positive or negative ways in accordance with gender patterns.

Kelly and Hutson-Comeaux (1999) evaluated the responses of men and women in the same context to happy and sad events. As a result, it was determined that women do not need to express their feelings more than men, but that women are mainly focused on relationships due to their field. It is stated that men overreact in emotional events if the environment is suitable. However, the stereotype that women are emotional and men are unemotional is not valid and it has been seen that it differs according to the context.

Fabes & Martin (1991) state that men and women experience the same emotions, but women express sadness, fear, and love more often than men, while men express anger more often than women. At this point, appraisals, associations, and physiological sensations etc. Regarding the assumption that men and women are different in relation to emotions, Plant et.al. (2000) states that men and women experience their emotions in the same way, but express them differently.

2. METHODOLOGY

In this research 10 men's and 10 women's Instagram account were selected randomly and their the last five photos were examined according to the content analysis technique considering

themes, words, emojis, punctuations which were chosen by users and non-verbal elements were examined.

The researchers contacted with Instagram users by using dm (direct message). Research started after permission. The collected data were divided according to the frequency and category of use, in accordance with the content analysis method. Content analysis is a method for the analysis of quantitative and available recorded texts with coding based on certain rules. This method is based on the scope of the message and the information it conveys (Yıldırım & Şimşek, 2013, 259).

Table-1: Female User-1 Instagram share analysis (as an example)

Share Number	Theme	Words	Emojis	Punctuations	Non-verbal Elements
1	Sea side	Heart, Baby	Smiling Face with Tear	-	Light House
2	Travel	-	-	-	Gas balloon, sunset
3	Sea side, dock, animal	-	Raising Hands(celebrating success or another joyful event)	-	Black and White, old car.
4	Forest	No boundaries	White heart (used for love and affection)	-	nature
5	Nature and old structure	Some analogue photography issues	Pleading Face (adoration or feeling touched by a loving gesture.) 🥺 and White heart.	-	Birds, tree, fountain, and old structure

Table 1. Shows that female-1 likes sharing natural things and travel photos. Also, it can be said that her words chosen are emotional based on Word and emoji usage.

Table-2: General Theme Table of Female Users Shares

Theme	Number of Shares	Percent
Nature	8	13.33%
Travel	13	21.67%
Holiday	12	20.00%
Business	4	6.67%
Family	9	15.00%
Friendship	1	1.67%
Animals	1	1.67%
Love, Anniversary Couple	8	13.33%
Eid	4	6.67%
Total	60	100.00%

Considering Table 2. The general theme of Female users sharing are mostly based on travel with 13 share %21,67 percentage. The second one is Holiday theme with 12 shares and %20 percentage. At the third place family is stated with 9 shares and %15 percentage. Therefore, it can be said that, women users prefer sharing about their travel stories, holiday photos and their family memories.

Table-3: General Words Table of Female Users Shares

Words	Number of Shares	Percent
Feeling of love	8	21.62%
Feeling of Happiness	7	18.92%
General Defining	22	59.46%
Total	37	100.00%

When the table 3. is examined it can be seen that women users chose to define photos with their explanations with 59.46% rate and 22 number, they only defined the photos. For example,

- Female User -3 “Looking at Sky”.
- Female User- 8 “A classic holiday”.
- Female User-7 “A little Sea Affair”.

- Female User-9 “Playing only in the children playground in the huge hotel”.

According to table 3. At the second place Feeling of love is can be seen. In this context, it is clear that, women like to share their love. Happiness is stated at the third place.

Table-4: General Emojis Table of Female Users Shares

Emojis	Number of Shares	Percent
Smiling (happiness)	14	17.50%
Sadness	1	1.25%
Love expression	43	53.75%
Natural things	19	23.75%
Technical things/objects	3	3.75%
Total	80	100.00%

Table 4.. shows that love expression has significance for female participants. Love expressions is stated at the first place with 43 shares and 53.75%. Emojis which are related with natural things has the second place for women with 19 shares and 23.75%.

Smiling emoji is the third popular one with 14 photo share and 17.50%. Therefore it can be said that, female participants do not care much technical things/objects. Also, they do not want to show their unhappiness.

Table-5: General Punctuations Table of Female Users Shares

Punctuations	Number of Shares	Percent
Full stop (.)	4	44.44%
Three Points (...)	2	22.22%
Exclamation (!)	0	0.00%
Question mark (?)	1	11.11%
Two points (..)	0	0.00%
Coma (,)	2	22.22%
Total	9	100.00%

The punctuations table which belong to female users show that they mostly not like to use punctuations. Total usage of all the punctuations is only 9. Full stop usage is 4 and three points are 2. This situation can be explained as women users do not like to use punctuations as much as men do.

Table-6: General Non-verbal elements Table of Female Users Shares

Non-verbal elements	Number of Shares	Percent
Elements of Love	22	22.45%
Elements of Happiness	39	39.80%
Natural Elements	25	25.51%
Historical elements	9	9.18%
About Work	3	3.06%
Total	98	100.00%

Considering table 6. female users are presented themselves as being happy according to share rate which is 39.80% with 39 shares. At the second place Natural elements is placed. Sharing about nature like forest, sea, etc. is important for women. They want to Show how they care and love the nature. The third one is Elements of Love with 22.45% and 22 shares. Therefore it can be said that female parcitipants like sharing the love photos like holding hands, hugging.

Table-7: Male User-1 Instagram share analysis (as an example)

Share Number	Theme	Words	Emojis	Punctuations	Non-verbal Elements
1	Animals, travel	Cats are our red line.	Face with Tears of Joy.	Full stop (.)	Young boy with cat love
2	Travel, sea, Holiday	Gokceada Bozcaada Gates.	Door, (as to the entrance of a room, house, or new opportunity)	Three points (...)	Old or antique Doors.

3	Travel, Family, friendship, Holiday	Everywhere is beautiful with you.	Face Blowing a Kiss(feelings of love and affection).	-	Flowers, Old house
4	Travel, Seaside, Holiday	When I achieve something	Beaming Face with Smiling Eyes.	-	Coast, young boy, freedom.
5	Nature, village, Family	The sweetest of sisters	Hugging Face.(love, hug, positive feelings)	Three points (...)	Trees, freshness, sister love.

According to Table 2 Male User-1 considers family relationship, friendship and love to travel and natural life. Therefore it can be said that, he prefer sharing lovely, free and joyfull events. The emojis which are chosen by him are shows this situaiton.

Table-8: General Theme Table of Male Users Shares

Theme	Number of Shares	Percent
Nature	19	30.65%
Travel	20	32.26%
Holiday	5	8.06%
Business	2	3.23%
Family	3	4.84%
Friendship	3	4.84%
Animals	2	3.23%
Love, Anniversary		
Couple	8	12.90%
Eid	0	0.00%
Total	62	100.00%

Considering Table 8. The general theme of Male users sharing are mostly based on travel with 20 share 32.26% percentage. The second one is nature theme with 19 shares and 30.65% percentage. At the third place Love, Anniversary Couple is stated with 8 shares and 12.90% percentage. Therefore, it can be said that, men users prefer sharing about their travel stories, natural photos and about their love, anniversary and couple photos.

Table-9: General Words Table of Male Users Shares

Words	Number of Shares	Percent
Words of love	8	18.18%
Words of Happiness	5	11.36%
General Defining	31	70.45%
Total	44	100.00%

When the table 9. is examined it can be seen that men users chose to define photos with their explanations with 70.45 % rate and 31 number, they only defined the photos. For example,

- Male User -3 “The day you said yes to me exactly a year ago”.,
- Male User- 4 “Green pine”, “Run”.
- Male User-7 “Hiking”, “People I know”.
- Male User-6 “Close up nature”.

According to table 9. At the second place Feeling of love is can be seen with the 8 share and 18.18% rate. Third one is feeling of happiness.

In this respect, women and men like both to clarify the photos, and like sharing their love and happiness emotions.

Table-10: General Emojis Table of Male Users Shares

Emojis	Number of Shares	Percent
Smiling (happiness)	7	21.21%
Sadness	0	0.00%
Love expression	13	39.39%
Natural elements	4	12.12%

Technical things/objects	9	27.27%
Total	33	100.00%

Table 10. shows that love expression is important also for male participants. Love expressions is stated at the first place with 13 shares while female users have 43 shares and 53.75%. Emojis which are related with Technical things/objects have the second place for men with 9 shares and 27.27%. Unlike female users male users are keen on technical things/objects. Smiling emoji is the third popular one with 7 photo shares and 21.21%. Therefore it can be said that, male participants do not use emojis much which related with natural elements. Also, they do not want to show their unhappiness.

Table-11: General Punctuations Table of Male Users Shares

Punctuations	Number of Shares	Percent
Full stop (.)	17	44.74%
Three Points (...)	7	18.42%
Exclamation (!)	1	2.63%
Question mark (?)	1	2.63%
Two points (..)	3	7.89%
Coma (,)	9	23.68%
Total	38	100.00%

The punctuations table which belong to male users is stated above show that they really like to use full stop (44.74% rate and 17 shares). At the second place coma (,) can be seen, this situation can be explained as men users like to separate topics or clarify them. Third one is three points (...) this Punctuation generally means unfinished sentences for some reason or to leave it to the reader's understanding. All things considered it can be said that, men users like to use full sentences and mostly clarify the meaning.

Table-12: General Non-verbal elements Table of Male Users Shares

Non-verbal elements	Number of Shares	Percent
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Elements of Love	7	8.86%
Elements of Happiness	25	31.65%
Natural Elements	34	43.04%
Historical elements	10	12.66%
About Work	3	3.80%
Total	79	100.00%

Considering table 12. male users are presented themselves as they care natural elements according to share rate which is 43.04% with 34 shares. At the second place Elements of Happiness is placed. Sharing about their happy times has significance for men. They want to show the happy modes and present themselves as being happy. The third one is Historical elements with 12.66% and 10 shares. Therefore it can be said that male participants like historical places, buildings so the old architecture.

As a result of this section, men do not as much as care with women about sharing elements of love by using non-verbal elements. In addition to this, women do not interested in natural elements sharing as much as men do.

3. CONCLUSION

In this research, it is examined that whether there is a difference between men and women of their content shares, the emojis they use, the words they choose, the themes and non-verbal elements which is presented.

As a result the most difference is in sharing Love expressions which is stated at the first place with 43 shares for female users while male users have only 13 share about love emojis. The technical emojis usage has importance for men unlike women. Therefore, it can be said that, gender stereotypes can be seen also online environment like instagram.

In addition to this, there is also difference between men and women in sharing about their modes with non-verbal elements. For example, men's shared about their happy modes 25 times, women did 39. This means that women like to share their happy moments more than men do. Contrary to this situation, both groups prefer to explain the photos with general sentences. As an important data men want to use more punctuations than women do. This data can be obtained from the total punctuations number of these two groups (male users 38, female users 9). Therefore, it can be said that men users like to express (define) their shares more.

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Covid 19 Aşıları Enformasyonu ve İnternet Güvenilirliği

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ÖZET

Günümüzde internet, insanların enformasyon kaynakları arasında üst sıralarda yer almaktadır. Bu durum sağlıkla ilgili enformasyon alma ve enformasyon sahibi olma açısından da değer arz etmektedir. Sağlık ile alakalı enformasyonun bir kısmı sağlık kuruluşları ve uzmanlardan alınıyor olmasına rağmen, bu ihtiyaç gün geçtikçe daha fazla internet üzerinden karşılanmaktadır. Bundan dolayı pek çok sağlık kuruluşu çevrimiçi ortamda da hizmet vermektedir. Ayrıca bireysel ve kurumsal girişimler de insanların ihtiyacını karşılamak üzere talep olduğunu gördükleri bu alanla alakalı enformasyon sunmaktadır. Bu çalışma, son günlerde insanların zihnini işgal eden Covid-19 aşısı hakkında internette yer alan enformasyonun güvenilirliğini ve niteliğini incelemeyi amaçlamaktadır. Pek çok kişi sağlıkla ilgili konularda enformasyona ulaşmak için Google arama motorunu kullanmaktadır. Enformasyon kalitesine yönelik literatür incelemesiyle saptanan ölçütler, Google arama motorunda en çok ziyaret edilen internet sitelerinin çözümlenmesinde kullanılmıştır. Covid-19 aşısı muhtevalı anahtar kelimelerle yapılan arama sonucunda; toplam 30 internet sitesinden elde edilen veriler kalite ölçeği çerçevesinde yer alan kaynak, yayıncı, referans, ilgililik, bütünlük, anlaşılabilirlik, değerlilik kategorilerinde nitel içerik çözümlemesine tabi tutulmuştur. Elde edilen bulgular değerlendirildiğinde, Covid-19 aşısı ile internette yer alan bazı enformasyonun kalite ölçeği kriterlerini (kaynak, referans, değer katıcılık) güvenilirlik ve nitelik yönünden karşılamadığı; diğer yandan bazı kriterleri ise (yayıncı, ilgililik, bütünlük, anlaşılabilirlik) güvenilirlik ve nitelik yönünden karşıladığı tespit edilmiştir. Nihayetinde Google arama motoru üzerinden gerçekleştirilen arama neticesinde ilk ulaşılan enformasyonun özellikle kaynak ve referans açısından güvenilirliğinin düşük olduğu sonucu, insanların internet okur yazarlığı açısından yeterli olmadıklarını ortaya koymaktadır.

Anahtar Kelimeler: İnternet güvenilirliği, Covid-19 aşısı, Coronavirüs enformasyonu, sağlık iletişimi

Covid-19 Vaccine Information And Internet Reliability

ABSTRACT

Today internet is among people's one of the top information sources. This fact is also important in terms of being informed and having information about health. Although a part of the information about health is acquired from the health institutions and health professionals, this need is met increasingly day by day through internet. For this reason, many health institutions provide online service. Also, individual, and institutional initiatives provide information in the domain of health to meet the needs and demands of people. This study aims to analyze the reliability and quality of the information about the Covid-19 vaccine in internet. Many people use Google search engine to reach information about the issues of health. The criteria determined through literature review about the quality of information has been used in analyzing the internet sites mostly visited through Google search engine. As a result of the search by keywords including Covid-19 vaccine, the data obtained from the total 30 internet sites are analyzed through qualitative content analysis in the categories of source, publisher, reference, relevance, integrity, comprehensibility, and valuableness that are fall into the framework of quality scale. When the findings are evaluated, it is seen that although the information in internet did not meet certain criteria (publisher, reference, adding value), it met certain other criteria (publisher, relevance, integrity, and comprehensibility) of quality scale in terms of reliability and quality. After all, because of the search through Google search engine, the consequence that the reliability of the information obtained at first is weak particularly in terms of source and reference reveals that people are adequately qualified in internet literacy.

Keywords: Internet reliability, Covid-19 vaccine, Coronavirus information, health communication

GİRİŞ

Gelişen teknolojiler pek çok şeyi değiştirdiği gibi, bireylerin bilgi alma kaynaklarında da değişiklik meydana getirmiştir. Günümüzde medya büyük bir kamuoyu oluşturma aracı haline gelmiştir. Dolayısıyla birçok kişi ve kurum rekabet üstünlüğü sağlamak ve kamuoyunu etkilemek için bu alanda güçlü olmaya çalışmaktadır. Çünkü medya sahipliği kişilerin ve kurumların etkinlik alanını genişletmektedir. Özellikle 21. yüzyılda etkisini göstermeye başlayan dijital devrim ve beraberinde gelişen yeni medya teknolojileriyle bu rekabet çok daha baş döndürücü bir hale gelemeye başlamıştır.

İsveç parlamentosunun bir üyesi “eğer Karl Marx bugün yaşasaydı Das Kapital’i (sermaye) değil, Die Information’u (enformasyon) yazardı” diyor. 21. yüzyılda iletişim devriminden, enformatik büyümeden, enformasyon toplumundan bahsetmek bir ezber halini almıştır ve bu ezberler birçok konunun daha da karmaşık hale gelmesine neden olmuştur (Avcı, 1990: 157). Enformasyon çağında enformasyona ulaşma ve enformasyon sahibi olma eğilimi bir ihtiyaç olarak karşımıza çıkmaktadır. Her alanda enformasyon sahibi olma ihtiyacının tatmin edilmesi için kullanılan en etkili araç internettir. 1969’da Amerika’da bir eğitim kurumunda başlayan çalışmalar, bugün yazılı ve görsel medyanın birleşiminden daha fazla iletişim ve enformasyon toplama gücüne sahip olan ve her geçen gün hızla büyüyen bir elektronik iletişim kanalını ortaya çıkarmıştır (Cole, 2000: 4). Bu hızla gelişen internet, günümüzde bireylerin pek çok konuda bilgiye ulaşabilme noktasında başvurdukları en önemli kaynak konumunu almaktadır. Çağımızın enformasyon toplumunda, yaygınlaşan iki ana unsurdan bahsedilebilir. Birincisi insanlara ulaşan enformasyon yoğunluğudur, diğeri ise bireylerin ve kurumların daha az maliyetle enformasyon oluşturup iletebilmesidir. Bütün bu gelişmelerle beraber ortaya çıkan bir diğer unsur ise enformasyon tüketiminin de hızla artmasıdır. Bu unsurlar bireylere bilgiye çabuk ve kolay ulaşma imkânı sağlarken beraberinde kargaşa ve tutarsızlığı da getirmiştir. Artık bireyler uğramış oldukları bilgi bombardımanı arasından işlerine yarayacak doğru bilgiyi bulurken ve kullanırken daha fazla zorluk yaşamaktadırlar (McQuail ve Windahl, 2010, 251-252). Bu da bilgiye kestirme yoldan ulaşılmasını sağlarken, beraberinde de elde edilen bilgi için güvenilirlik problemini doğurmaktadır. Yani bilgiye toplumun her kesiminin ulaşması noktasında ortaya çıkan kolaylık ve düşük maliyet, enformasyon kirliliği oluşmasına neden olmaktadır. Özellikle günlük hayat içerisinde insanların merakını celbeden ve aynı zamanda ciddi bir uzmanlık gerektiren sağlık alanı da insanların bilgilenmek için internete başvurdukları alanlar arasındadır. Bireyler sağlıkla ilgili bilgileri geleneksel iletişim araçlarından alıyor olsalar da internetin sıklıkla başvurulan araçların başında geldiğini söylemek yanlış olmayacaktır. Bu durumu son dönemlerde dünyayı etkisi altına alan pandemi sürecinde de görmekteyiz. İlk olarak Çin’in Vuhan şehrinde ortaya çıktığı söylenen ve tüm dünyayı etkisi altına alan koronavirüs ile beraber medyada özellikle internette ciddi bir bilgi kirliliği yaşanmaya başlandığı görülmektedir.

Covid 19’un dünyayı etkileyen bir pandemiye dönüşmesiyle beraber, insanlarda hayatlarını kesif bir şekilde etkileyen bu durumu derinlemesine öğrenme merakı uyanmıştır. Bununla beraber insanların bu merakını giderebilmek ve covid 19 enfeksiyonu ile alakalı bilgi vermek için sağlık enformasyonu iletişimi oluşmaya başlamıştır. Bu iletişim içerisinde bulunan bilimsellikle alakası olmayan, insanlarda endişe oluşturan ya da var olan endişelerini artıran yanlış bilgiler aynı zamanda halka sağlığı için de büyük tehdit oluşturmaktadır (Abel ve McQueen, 2020: 1612-1613). Bu bilgi kirliliğini dünya sağlık örgütü genel direktörü “sadece virüse karşı mücadele etmiyoruz, aynı zamanda insanları yanlış bilgilendiren ve salgınla

mücadeleyi zayıflatan troller ve komplo teorisyenleriyle de mücadele ediyoruz” diyerek ortaya çıkan yanlış bilgilendirilme ihtimalini net bir şekilde ifade etmektedir (Soğukdere ve Öztunç, 2020: 66). Koronavirüsün dünya genelini etkisi altına alan bir pandemiye dönüşmesiyle beraber geleneksel ve yeni medyada sağlık haberleri en çok işlenen ve izlenen programlar arasına yükselmiştir. İlk aşama da izleyicilere yansıyan programlarda virüsün varlık nedeni üzerinde düşünülmüş ve tartışılmıştır. Hastalığın hızlı bir şekilde yayılması, can kayıplarının yaşanmaya ve artmaya başlamasına neden olmuştur. Zamanla hastalığın artması, hastaneye yatanların artmasıyla beraber istatistiksel veriler haber programlarının başat unsur haline almaya başlamıştır. Devam eden süreç içerisinde medyadan hastalığa karşı korunma yöntemleri ve ayrıca uzman kişilerin görüşleri de aktarılmaya çalışılmıştır. Sürecin ilerlemesiyle yapılan çalışmalar neticesinde geliştirilen aşı da medyanın ve internetin konusu olarak karşımıza çıkmaktadır. Dolayısıyla insanların dikkatli bir şekilde takip ettiği bu süreç beraberinde, insanların doğru bir şekilde bilgilenebilmediği sorusunu da getirmektedir (Maden, 2021: 205). Medyada özellikle internette aşı ile ilgili müspet ve menfi pek çok enformasyon yer almaktadır. Özellikle arama motorları üzerinden bilgiye kolay bir şekilde ulaşmak isteyen insanların birçoğu bilginin doğruluğunu araştırma ihtiyacı bile hissetmemektedir. Bu da ortaya çeşitli hususlarda internet üzerinden doğru ve yanlış bir şekilde bilgi almış insan profilini ortaya çıkarmaktadır. Netice itibarıyla, koronavirüs salgını sürecinde kitlelere yönelik yapılan enformasyon iletişim çalışmalarını da ilgilendirir hale gelmiştir.

Çalışma güncel bir problem olan covid aşısı ile ilgili internet ortamından elde edilen bilgilerin güvenilirliği problemini ele almakta ve problem dahilinde kalite kriterleri belirleme amacını taşımaktadır. İnterneti aktif bir şekilde kullanan kişilerin bilgiye ulaşma süreçlerinde kendilerine yol gösterecek standartların oluşturulması gibi müşahhas bir iddiası olan bu çalışmanın internet okuryazarlığı bağlamında fayda sağlayacağı düşünülmektedir. İnternet üzerinden elde edilen enformasyon için kalite kriterleri oluşturulması literatür incelemesi neticesinde ortaya konulmuştur.

İnternet basit düzey bilgisayar bilgisine sahip kullanıcıların çok farklı bilgilere denetimsiz bir şekilde ulaşabildikleri bir alan olduğu için, insanların doğru olmayan bilgilere de kayıtsız bir şekilde ulaşabilmeleri mümkündür. Aslında herhangi bir sitenin güvenilirliğinin kontrolü, kullanıcının kişisel sorumluluğundadır. Bu da sorunlu olan bu alanı daha da sorunlu hale getirebilmektedir. Bu problem hakkında yapılan araştırmalar, öncelikli olarak içerik kalitesine dikkat çekmektedir. Bu çalışmalar neticesinde ortaya çıkan genel sonuç ise internet sayfalarındaki bilginin, yetkinlik, doğruluk, güvenilirlik, kapsamlılık ve güncellik gibi belirli hususiyetlere sahip olması gerekliliğidir (Çelik, 2014: 138). Covid 19 aşısı güvenilirliği enformasyonu bağlamında internet güvenilirliğini analiz etmeye çalıştığımız bu çalışmada, enformasyon kalitesi ve güvenilirliğini belirleyecek belirli kalite ve güvenlik kriterlerinden faydalanılmıştır. Vücuda getirilme amacı birbirinden farklı olan internet siteleri, içerik olarak ticari, eğlence, kişisel, savunucu, haber ve enformasyonel şeklinde altı genel başlık altında toplanabilir (Çelik, 2014: 138-141). Bu çalışmada uygulanacak kalite kriterleri ise, içerik olarak internet sitelerinde herhangi bir ayırım yapmadan, belirlenmiş olan anahtar ifadeler üzerinden gerçekleştirilecektir. Çalışmada kullanılan kalite ölçeği Eken ve Aydın’ın 2018’de yapmış olduğu çalışmada kullandıkları kalite ölçeğinden hareketle uygulanmıştır (Eken ve Aydın, 2018: 898). Ayrıca oluşturulan kalite kriterleri ölçeğine eklenen alt sorular ile kriterlerin çalışmanın temelini oluşturan covid 19 aşısı enformasyonu ile uyumlu hale getirilmesi sağlanmıştır. Bu minvalde yedi başlık altında toplanan kalite kriterleri ölçeği kaynak, yayıncı,

referanslar, ilgililik, tamlık/bütünlük, anlaşılabilirlik, değerlilik/değer katıcılık ifadelerinden oluşmaktadır.

Kaynak kriteri başlığı ile ortaya konan soruların amacı, internet ortamında covid 19 aşılı ile elde edilecek bilgilerin kime ait olduğunu, uzmanlık derecesini ve bir kurumsal yapının unsuru olup olmadığını tespit etmektir. Yayıncı başlığı ile belirlenen sorular, sitenin kurucusunu ve amacını anlamaya yöneliktir. Ayrıca sitenin sağlık sektöründe faaliyet gösteren bir kurumsal yapıyla irtibatını tespit etmek de yine yayıncı başlığı altında toplanan sorular altında ifade edilmektedir. Bir diğer başlık olan referanslar ise özellikle sağlık alanında bilgi almanın söz konusu olduğu bir durumda önem arz etmektedir. Bu sayede, ziyaretçilerin elde ettiği bilginin dayanaklarına yönelik bir tespitte bulunmaktadır. İlgililik başlığı ise covid 19 aşılı ile bilgi veren sitelerin formatının yayınlanan içerikle uyumlu olup olmadığını ölçmektedir. Tamamlık/bütünlük başlığı covid 19 aşılı ile ilgili bilgi alma sürecinde verilen bilginin bütünlüğünü tespit etmeye çalışmaktadır. Son olarak anlaşılabilirlik ifade gücünü, değer katıcılık ise içeriklerin oluşturulma şeklini anlamaya yönelik ortaya konan ifadelerdir. Bu bağlamda covid 19 aşılı ile ilgili internette yer alan bilgilerin güvenilirliğini ve kalitesini tespit etmeyi amaçlayan bu çalışmada; internette genel olarak arama yapıldığı düşünülen, “covid 19 Aşılı Koruyucu mu?”, “covid 19Aşılılarının yan etkisi var mı?”, “Biontech mi? Sinovac mı?” anahtar ifadeleri Haziran 2021 tarihinde Erzincan’da Google arama motoruna yazılarak taranmıştır. Taramaların Google üzerinden yapılma sebebi ise Türkiye’de en çok kullanılan arama motoru olmasından kaynaklanmaktadır². Tarama neticesinde her bir ifade için sayfaya gelen ilk on site, kalite ölçüğü bağlamında incelenmiştir. İlk on site içerisinde aynı siteden birden fazla sonuç çıkması durumunda, üstte çıkan site kullanılarak diğeri devre dışı bırakılmıştır.

BULGULAR

Çalışmada covid 19 aşısı ile ilgili sık arama yapıldığı düşünülen “Covid 19Aşılı Koruyucu mu?”, “Covid 19Aşılılarının yan etkisi var mı?”, “Biontech mi? Sinovac mı?” anahtar ifadeleri ile Google arama motorunda gerçekleştirilen tarama neticesinde elde edilen bulgular analiz edilmiştir. Tablolarda yer alan ifadelerden E: Evet, H: Hayır, tire işareti -: Yok, yani ilgili ifadenin bir karşılığı olmadığı anlamına gelmektedir.

Covid 19 Aşılı Koruyucu mu? İfadesiyle Google arama motorunda yapılan tarama neticesinde çıkan ilk on sayfadaki veriler Tablo 1.’de verilmiştir. **Tablo 1.** incelendiğinde google arama motorunda “Covid 19 Aşılı Koruyucu mu?” ifadesiyle yapılan aramada gelen ilk on sayfanın içeriğinin %50’sinde kaynak yer alırken % 50’sinde yer almadığı görülmektedir. Yazarların uzmanlık alanıyla ilgili bilgilendirme sitelerin % 40’ında yer alırken % 10’unda yer almadığı tespit edilmiştir. İçerikleri oluşturanlar içerisinde sağlık kuruluşu temsilcisi olanların oranının % 40 olduğu görülmektedir. Yazar ismi olan ifadelerin aynı zamanda uzmanlık alanı ve sağlık kuruluşu temsilcisi olduğu görülmektedir. İnternet sitelerinin % 80’ inin künyesi verilmişken % 20’ sinde künye verilmemiştir. Sitelerden hiçbirisi devlet kurumuna ait değilken, % 50’sinin özel sağlık kurumlarına ait olduğu görülmektedir. İçeriklerin % 70’inde referans verilmemiştir. İçeriklerin % 90’ı orijinal bir kaynaktan alınmamıştır. Buna rağmen verilen içerikleri tamamı site formatı ile uyumludur. Covid 19 aşılılarının koruyuculuğu ile ilgili verilen bilgilerin tamamı

² <https://trends.google.com.tr>

anlaşılabilir bir şekilde tüm yönleriyle aktarılmıştır. Ayrıca sitelerin % 90'ında içeriğin siteye ait orijinal bir araştırma yönü olmadığı da tespit edilmiştir.

Tablo 1. — Covid 19Aşıları Koruyucu mu? İfadesiyle İlgili Bulgular

Anahtar Kelime: Covid 19 Aşıları Koruyucu mu?	İnternet Sitelerinin Adları										%	
	birunihasanesi.com.tr	bayindirhasanesi.com	medicana.com.tr	memorial.com.tr	www.bbc.com/turkce	sarkac.org	npistanbul.com	sozcu.com.tr	ntv.com.tr	tr.euronews.com		
1. KAYNAK											E	H
İçerikte yazar veya üretici ismi var mı?	H	E	E	H	H	E	E	E	H	H	50	50
Varsa, yazarların uzmanlık alanıyla ilgili bilgilendirme var mı?	-	E	E	-	-	H	E	E	-	-	40	10
Uzmanlık alanı belirtilmişse, yazar veya yazarlar herhangi bir sağlık kuruluşunun temsilcisi mi?	-	E	E	-	-	-	E	E	-	-	40	-
2. YAYINCI												
İnternet sitesinin künyesi var mı?	E	E	E	E	H	E	E	H	E	E	80	20
Sitenin amacı açıkça sunulmuş?	H	H	H	E	E	E	E	E	E	E	70	30
Site bir uzmanın bireysel Girişimi mi?	H	H	H	H	H	E	H	H	H	H	10	90
Site devlet kurumuna ait bir resmi sayfa mı?	H	H	H	H	H	H	H	H	H	H	0	100
Site özel bir sağlık kurumunun kurumsal sayfası mı?	E	E	E	E	H	H	E	H	H	H	50	50
3. REFERANSLAR												
İçerik kaynakça veya referans sistemine sahip mi?	H	E	E	H	H	E	H	H	H	H	30	70
İçerik başka bir orijinal kaynaktan alınmış ise orijinal kaynağa erişim var mı?	H	H	H	H	H	E	H	H	H	H	10	90
Referans varsa, referanslar yetkin mi?	-	E	E	-	-	E	H	H	-	-	30	0
4. İLGİLİLİK												
Yayınlanan içerik ile site formatı uyumlu mu?	E	E	E	E	E	E	E	E	E	E	100	0
5. TAMAMLIK/BÜTÜNLÜK												
Hakkında bilgi verilen konu veya konular tüm yönleriyle ve net bir şekilde aydınlatılmış mı?	E	E	E	E	E	E	H	E	E	E	90	10
6. ANLAŞILABİLİRLİK												
İçerik, sağlık konusunda yetkinliği olmayanlar tarafından da net bir şekilde anlaşılabilir mi?	E	E	E	E	E	E	E	E	E	E	100	0
7. DEĞERLİLİK/DEĞER KATICILIK												
İçeriğin bu siteye ait orijinal araştırma yönü var mı?	H	H	H	H	H	E	H	H	H	H	10	90

Tablo 2. incelendiğinde google arama motorunda “Covid 19Aşılarının yan etkisi var mı?” ifadesiyle yapılan aramada gelen ilk on sayfanın içeriğinin % 80’inde kaynağın yer almadığı görülmektedir. Yine % 80’inde uzmanlık alanı ile bir bilgi bulunmamaktadır. İçerikleri oluşturanlar içerisinde sağlık kuruluşu temsilcisi olanların oranının % 20 olduğu görülmektedir.

İnternet sitelerinin % 60'ının künyesi bulunmaktadır. Sitelerin % 10'u devlet kurumuna ait iken, % 30' u özel bir sağlık kuruluşuna aittir. İçeriklerin % 50'sinin referans sistemine sahip olduğu görülürken, referansların % 40'ının yetkin olduğu tespit edilmektedir. Ayrıca sitelerin hiç birinde içerikler orijinal bir kaynaktan alınmamıştır. Yayımlanan içeriklerin tamamı site formatı ile uyumludur. Covid 19 aşılarının koruyuculuğu ile ilgili verilen bilgilerin tamamı anlaşılabilir bir şekilde tüm yönleriyle aktarılmıştır. Ayrıca verilen içeriklerin hiçbirinin siteye ait orijinal bir araştırma yönü olmadığı da tespit edilmiştir.

Tablo 2. — Covid 19Aşılarının yan etkisi var mı? İfadesiyle İlgili Bulgular

Anahtar Kelime: Covid 19Aşılarının yan etkisi var mı?	İnternet Sitelerinin Adları										%	
	medicalpark.com.tr	cunurk.com	bbc.com/turkce	cumhuriyet.com.tr	covid19asi.saglik.gov.tr	milliyet.com.tr	medicana.com.tr	hurriyet.com.tr	tdv.org.tr	.ntv.com.tr		
1. KAYNAK											E	H
İçerikte yazar veya üretici ismi var mı?	H	H	H	H	H	H	E	H	H	E	20	80
Varsa, yazarların uzmanlık alanıyla ilgili bilgilendirme var mı?	-	-	-	-	-	-	E	-	-	E	20	-
Uzmanlık alanı belirtilmişse, yazar veya yazarlar herhangi bir sağlık kuruluşunun temsilcisi mi?	-	-	-	-	-	-	E	-	-	E	20	-
2. YAYINCI												
İnternet sitesinin künyesi var mı?	E	E	H	E	H	E	E	H	H	E	60	40
Sitenin amacı açıkça sunulmuş?	H	E	E	E	E	E	H	H	E	E	70	30
Site bir uzmanın bireysel Girişimi mi?	H	H	H	H	H	H	H	H	H	H	0	100
Site devlet kurumuna ait bir resmi sayfa mı?	H	H	H	H	E	H	H	H	H	H	10	90
Site özel bir sağlık kurumunun kurumsal sayfası mı?	E	H	H	H	H	H	E	H	E	H	30	70
3. REFERANSLAR												
İçerik kaynakça veya referans sistemine sahip mi?	H	H	E	E	H	E	E	H	E	H	50	50
İçerik başka bir orijinal kaynaktan alınmış ise orijinal kaynağa erişim var mı?	H	H	H	H	H	H	H	H	H	H	-	100
Referans varsa, referanslar yetkin mi?	-	H	E	E	-	E	E	-	H	H	40	30
4. İLGİLİLİK												
Yayımlanan içerik ile site formatı uyumlu mu?	E	E	E	E	E	E	E	E	E	E	100	0
5. TAMAMLIK/BÜTÜNLÜK												
Hakkında bilgi verilen konu veya konular tüm yönleriyle ve net bir şekilde aydınlatılmış mı?	E	E	E	E	E	E	E	E	E	E	100	0
6. ANLAŞILABİLİRLİK												
İçerik, sağlık konusunda yetkinliği Olmayanlar tarafından da net bir şekilde anlaşılabilir mi?	E	E	E	E	E	E	E	E	E	E	100	0
7. DEĞERLİLİK/DEĞER KATICILIK												
İçeriğin bu siteye ait orijinal araştırma yönü var mı?	H	H	H	H	H	H	H	H	H	H	0	100

Tablo 3. — Biontech mi? Sinovac mı? İfadesiyle İlgili Bulgular

Anahtar Kelime: Biontech mi? Sinovac mı?	İnternet Sitelerinin Adları										%	
	milliyet.com.tr	sozcu.com.tr	.posta.com.tr	sabah.com.tr	haberler.com	gezentianne.com	haberturk.com	eksisozluk.com	gazetevatan.com	onedio.com		
1. KAYNAK											E	H
İçerikte yazar veya üretici ismi var mı?	H	E	E	E	E	H	E	H	E	E	70	30
Varsa, yazarların uzmanlık alanıyla ilgili bilgilendirme var mı?	-	E	E	E	E	-	E	-	E	H	60	10
Uzmanlık alanı belirtilmişse, yazar veya yazarlar herhangi bir sağlık kuruluşunun temsilcisi mi?	-	E	E	E	E	-	E	-	E	-	60	-
2. YAYINCI												
İnternet sitesinin künyesi var mı?	E	H	E	E	E	H	E	H	E	E	70	30
Sitenin amacı açıkça sunulmuş?	E	E	E	E	E	E	E	H	E	E	90	10
Site bir uzmanın bireysel girişimi mi?	H	H	H	H	H	E	H	E	H	E	30	70
Site devlet kurumuna ait bir resmi sayfa mı?	H	H	H	H	H	H	H	H	H	H	0	100
Site özel bir sağlık kurumunun kurumsal sayfası mı?	H	H	H	H	H	H	H	H	H	H	0	100
3. REFERANSLAR												
İçerik kaynakça veya referans sistemine sahip mi?	H	E	E	E	E	H	E	H	E	H	60	40
İçerik başka bir orijinal kaynaktan alınmış ise orijinal kaynağa erişim var mı?	H	H	H	H	H	H	H	H	H	H	0	100
Referans varsa, referanslar yetkin mi?	-	E	E	E	E	-	E	-	E	-	60	0
4. İLGİLİLİK												
Yayınlanan içerik ile site formatı uyumlu mu?	E	E	E	E	E	H	E	E	E	E	90	10
5. TAMAMLIK/BÜTÜNLÜK												
Hakkında bilgi verilen konu veya konular tüm yönleriyle ve net bir şekilde aydınlatılmış mı?	E	E	E	E	E	E	E	H	E	E	90	10
6. ANLAŞILABİLİRLİK												
İçerik, sağlık konusunda yetkinliği olmayanlar tarafından da net bir şekilde anlaşılabilir mi?	E	E	E	E	E	E	E	E	E	E	100	0
7. DEĞERLİLİK/DEĞER KATICILIK												
İçeriğin bu siteye ait orijinal araştırma yönü var mı?	H	H	H	H	H	H	H	H	H	H	0	100

Tablo 3. incelendiğinde google arama motorunda “Biontech mi? Sinovac mı” ifadesiyle yapılan aramada gelen ilk on sayfanın içeriğinin % 70’inde kaynak bulunmaktadır. Yazarların % 60’ının uzmanlık alanı bilgisi bulunmakta ve yine % 60’ının bir sağlık kurumunun temsilcisi olduğu görülmektedir. İnternet sitelerinin % 70’inin künyesi bulunmaktadır. Devlet kurumuna ait herhangi bir site görülmemekle beraber, özel sağlık kuruluşlarına da ait bir site bulunmamaktadır. İçeriklerin % 60’sinin referans sistemine sahip olduğu görülürken, referansların % 60’ının yetkin olduğu tespit edilmektedir. Ayrıca sitelerin hiç birinde içerikler orijinal bir kaynaktan alınmamıştır. Yayınlanan içeriklerin % 90’ı site formatı ile uyumludur.

Covid 19 aşılarının koruyuculuğu ile ilgili verilen bilgilerin % 90'ı anlaşılabilir bir şekilde tüm yönleriyle aktarılmıştır. Ayrıca verilen içeriklerin hiçbirinin siteye ait orijinal bir araştırma yönü olmadığı da tespit edilmiştir

SONUÇ

Günümüzde medyayı geleneksel ve yeni medya olarak tanımlayabiliriz. Aslında geleneksel olarak ifade edilen medya, süreç içerisinde gerçekleşen teknolojik gelişmeler ve değişimler ile beraber kendiliğinden ortaya çıkan bir kavramdır. Kitle iletişim araçları ilk başlarda gazete dergi gibi yazılı iletişim araçlarıyla ortaya çıkmışken, zamanla radyo ve televizyon gibi sesin ve görüntünün de iletiildiği teknik araçların da devreye girmesiyle gelişme göstermiştir. Bu araçlara geleneksel medyayı oluşturan araçlar diyebiliriz. Geleneksel medyayı yani medyadan ayıran kırılma noktası ise internet teknolojisinin devreye girmesidir (Eldin,2016: 179). Mesela insanların yoğun bir şekilde takip ettiği televizyondan farklı olarak internet kullanıcılarına etkileşim imkânı sağlamaktadır. Dolayısıyla bu internet kullanıcılarının ihtiyaçlarının tatmin edilmesinin yanı sıra, kullanıcılara interneti özel isteklerine göre kullanabilme yeteneği de sağlamaktadır (Hamburger, 2002: 2). İnternet medyası, insanlara iletişim kurabilmesi ya da merak ettiği özel bilgilere ulaşabilmesi açısından bir cazibe yaratmaktadır. Çünkü internet insanlara günlük yaşam içerisinde e-posta gönderme, bankacılık işlemlerini yapabilme, çeşitli kaynakları okuma, küresel haberlere, yerel haberlere ulaşabilme, sağlık, din, spor ve benzeri pek çok konu hakkında bilgi alabilme gibi kolaylıklar sağlamaktadır (Piazza ve Bering, 2009: 1258). Şüphe yok ki bilgiye ulaşmak ve iletişim kurabilmek insanların interneti en fazla tercih nedenleri arasındadır. Ancak internetin bünyesinde sadece insanların ulaşabilecekleri doğru bilgiyi barındırmaması, medyaya veya internete olan güvenin de sorgulanmasına neden olmaktadır. Bu da interneti araştırmacılar için bir inceleme alanı haline getirmektedir (Kuyucu, 2020: 238).

Çalışmada elde edilen bulgular incelendiğinde, bireylerin Covid 19 aşısı ile internet üzerinden bilgi edinme faaliyetlerinin sorunlu olduğu görülmektedir. İncelenen sitelerin genel ortalaması alındığında % 50'sinde yazar ismine yer verilmemiştir, % 60'ında yazarların uzmanlığı belirtilmezken, yine % 60'ının herhangi bir sağlık kuruluşunun temsilcisi olmadığı tespit edilmiştir. Sitelerdeki yazıların çoğunda referansa yer verilmemişken, orijinal kaynaktan alınmış içeriğe sadece bir sitede rastlanmıştır. Dolayısıyla kaynak ile ilgili bu durum kaynağa karşı oluşabilecek bir güven problemi doğurabilmektedir. İçeriğin bu siteye ait orijinal bir araştırma yönü var mı? sorusu hiçbir ifade de ve sitede karşılık bulamamıştır. Dolayısıyla içerikler orijinallik ve değerlilik yönünden uzaktır. Covid 19 aşısı ile ilgili içerik veren sitelerin genel ortalama % 26'sı sağlık kuruluşlarına aitken, devlet kurumuna ait tek bir siteye rastlanmıştır. Geri kalan kahir ekseriyet ise sağlık konularıyla alakalı olmayan sitelerden oluşmaktadır. Sitelerin çoğu haber sitesi olduğu için -güncel olan bir konu işlendiği için- site içeriğiyle verilen içeriklerin uyumlu olduğu söylenebilir. Ancak sağlıkla alakalı bir konuda uzmanlık gerektiren özellikli sitelerin ön planda olması daha büyük bir beklenti oluşturacaktır. Aktarılan bilgilerin yayınlanan içerikle ilgili olması, anlaşılabilir olması ve tüm yönleriyle izah edilmiş olması açısından ise herhangi bir sorun gözükmemektedir.

Covid 19 aşısı ile ilgili araştırmaya konu olan sitelerin genel ortalama itibariyle nitelik açısından kalite ölçeğinde; yayıncı kriterini kısmen karşıladığı; kaynak, referans, değerlilik

kriterlerini karşılamadığı; ilgililik, tamlık, anlaşılabilirlik kriterlerini karşıladığı tespit edilmiştir. Dolayısıyla verilen içerikler anlam bütünlüğü açısından bir sorun teşkil etmese de, özellikle kaynak ve referans noktasındaki eksiklikler verilen bilgilerin güvenilirliğini zayıflatmaktadır. Literatürde, internet ve sağlık temalı benzer çalışmalarda da (Gray vd., 2005; Renahy ve Chauvin, 2006; Hogue vd., 2012; Yılmaz, 2013; Can vd., 2014; Temel, 2019) kalite ve güvenilirlik açısından benzer neticelerin ortaya çıktığı gözlemlenmektedir. Bundan dolayı internetin daha bilinçli bir şekilde kullanılması ve denetlenebilir olması daha doğru bilgi alışverişine imkân tanıyabilir. Her sitenin, her bilgi için doğru adres olmadığı gerçeğinden hareketle bireylerin sağlık ve internet okuryazarlığı seviyelerinin geliştirilmesinin toplumun geneline fayda sağlayacağı düşünülebilir.

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Kültürel Diplomasi Örneği Olarak Türk Dizileri

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ÖZET

Kültür ve kimlik kavramları izah edilirken farklılık ve süreklilik kavramlarına atf yapılır, çünkü bir kişiyi ya da bir toplumu diğerinden ayırt eden bir farkın ve bu ayırt edici özelliğin sürekliliğinin olması gerekmektedir. İnsanlık tarihi boyunca kaba kuvvetin, bu farklılık ve süreklilik üzerinde çok etkili bir unsur olmadığı görülmektedir. Kültürlerarası iletişim ve etkileşim, büyük ölçüde kaba kuvvet ile değil kültürel unsurlar vasıtasıyla gerçekleşmektedir. Bu anlamda, yumuşak güç gerçekleşmesi arzu edilen şeyin kaba kuvvet ile değil rıza üretilerek gerçekleşmesini sağlama yeteneği olarak ifade edilebilir. Kültürel öğeler ise bunun için kullanılan en önemli unsurlardandır. Bir yumuşak güç unsuru olan kültürel diplomasinin kullandığı enstrümanlarından biri de medya içerikleri ve filmlerdir. Son yıllarda Türkiye'nin dizi film sektöründe dünyada adından söz ettirmesi, 150'den fazla ülkeye dizi ihracatının gerçekleşmiş olması, Türkiye'nin bölge ile başlayıp tüm dünyaya yayılan bir kültürel diplomasi faaliyeti olarak düşünülmektedir. Türk dizilerinin kültürel diplomasideki gücünün ve etkinliğinin değerlendirildiği bu çalışmada, kültürel diplomasi kavramı ile Türk dizileri arasındaki ilişkinin incelenmesi amaçlanmıştır. Bu doğrultuda, dünyada milyonlarca takipçisi olan Türk dizilerinin etkileri, kültürel diplomasi kavramı çerçevesinde farklı kuram ve fikirlere yer verilerek değerlendirilmektedir.

Anahtar kelimeler: Kültürel diplomasi, kamu diplomasisi, yumuşak güç, Türk dizileri, kültürlerarası iletişim

Turkish Series as an Example of Cultural Diplomacy

ABSTRACT

In accounting for culture and identity there is a reference to difference and continuity because there must be continuity of a difference and this distinctive feature that distinguishes one person or society from another. It is seen that throughout the human history brute force has not been a very influential factor over this difference and continuity. Intercultural communication and interaction have been accomplished to a great extent not by way of brute force but by way of cultural factors. In this sense, soft power is expressed as the ability to accomplish cultural aims not by the way of brute force but by the way of producing consent. To realize such aims cultural elements are used as the most important factors. Media coverage and films are among the instruments cultural diplomacy uses as a soft power. In recent years Turkey's worldwide recognition in the TV series sector, Turkey's exporting TV series to more than 150 countries can be seen as an activity of cultural diplomacy first at the regional level then spreading worldwide. In this study we aim to analyze the relations between Turkish cultural diplomacy and Turkish Tv Series and investigate the power and effectiveness of the Turkish TV series in this process. In this direction, the influences of the Turkish TV series, having millions of followers all over the world, are evaluated from the point of different theories and ideas.

Keywords: Cultural diplomacy, public diplomacy, soft power, Turkish TV series, intercultural communication

GİRİŞ

Küreselleşmenin etkisinin keskin bir şekilde görüldüğü 21. yüzyılda dünya, oyuncuların ve oyunun kurallarının bariz bir şekilde değiştiği bir alan olarak karşımıza çıkmaktadır. Küreselleşme kavramı aslında bir süreci ifade etmektedir. Özellikle enformasyon teknolojilerindeki ve ulaşımdaki gelişme ile zirveye ulaşan küresel ağ, birçok alanda maddi ve kültürel değişimler meydana getirmiştir. Pek çok sosyal olguda olduğu gibi küreselleşme sürecinin ortaya çıkıp gelişmesinde de bazı dönüm noktalarından bahsedilebilir. Küreselleşme süreci değerlendirilirken bu süreçte başat rol oynayan teknolojik, kültürel ve maddi yapıların göz ardı edilmemesi gerekmektedir.

Bir İngiliz sosyolog olan Roland Robertson küreselleşme sürecini beş döneme ayırarak değerlendirmektedir. Robertson'a göre 15. yüzyıl ile başlayıp 18. yüzyılın ortalarına kadar devam eden ve ulusal kimliklerin belirmesinin dikkat çektiği birinci dönem, küreselleşmenin oluşma dönemidir. 18. Yüzyıldan 1870'lere kadar geçen dönem ise başlangıç dönemidir. Yurttaş kavramının daha belirgin hale geldiği bu dönemde üniter devlet fikrinin de ön plana çıktığı görülmektedir. 1870'lerden 1920'ye kadar geçen üçüncü dönem kalkış dönemi olarak nitelendirilmektedir. Ulusal kimliklerin ve bireysel özelliklerin daha da ön plana çıktığı bu dönemde küresel iletişim büyük bir gelişme göstermiştir. 1920'lerin başından 1960'lara kadar geçen dönemi hegemonya savaşımı dönemi olarak açıklayan Robertson, son dönemi ise bir belirsizlik dönemi olarak nitelendirmektedir (Robertson, 1990: 26). Tarihsel seyir içerisinde birbirini etkileyerek gerçekleşen bu değişimler, eğitimden, kültüre, ticari ürünlerden, sanatsal faaliyetlere varana kadar birçok alanda kendini göstermiştir. En önemli değişimlerden biri olan küresel medya sisteminin yerleşik hale gelmiş olması, zaman değişikçe paradigmalara da değişmesine neden olmuştur.

Kolonyalist faaliyetlerle başlayan ham madde arayışı neticesinde gerçekleşen sanayileşme ve bunun tetiklediği hızlı nüfus artışı, eğitimdeki sıçrama, farklı kültürlerin birbirleriyle olan ilişkilerinin artması gibi hadiseler kültürlerarası iletişim kavramını ortaya çıkarmıştır. Özellikle 20. yüzyıldan itibaren gelişen iletişim teknolojileri ile çok daha hızlı bir şekilde ve küresel çapta bir kültür alışverişi gerçekleşmeye başlamıştır (Kırca, 2004: 176). İletişim teknolojilerinin gelişmesiyle beraber kültürlerarası yakınlaşmanın anlamı da değişmeye başlamıştır. Artık kültürel temas farklı kültürden kişilerin aynı ortamda bulunmasına gerek olmadan gerçekleşebilmektedir. Radyo, televizyon, sinema, internet teknolojileri vasıtasıyla ulaştırılan yayınlar, yapımlar, televizyon programları, dizi filmler sayesinde insanlar aynı fiziksel ortamı paylaşmadan kültürel temas gerçekleştirebilmektedir. Söz konusu temas, ulusal ve yerel sınırların ötesinde gerçekleşen, küresel çapta bir temastır.

Kültürlerarası iletişim denilince akla gelen kavramlardan biri de diplomasi'dir. Diplomasi kavramı çok eski dönemlere dayanan, belki de insanın varlığıyla beraber ortaya çıkmış kavramlardan biridir. Ancak zaman değişikçe yaklaşımlar da değişim göstermektedir. Kadim Yunan'da geçici elçiler vasıtasıyla yürütülen diplomasi, 15. yüzyıldan sonra daimi elçiler üzerinden yürütülmeye başlanmıştır. Küreselleşmenin etkisini yoğun bir şekilde gösterdiği 20. Yüzyıla gelindiğinde ise pek çok alanda kendini gösteren değişim diplomasi alanında da boy göstermiştir ve hassaten dış politikada kültürel diplomasi kavramı ortaya çıkmaya başlamıştır (Purtaş, 2013: 3). Artık diplomasi sadece resmi görevliler üzerinden yürütülmekte olan bir faaliyet alanı olmanın yanı sıra, farklı enstrümanlar üzerinden işletilen

bir uluslararası ilişkiler faaliyeti halini almıştır. Yeni düzen içerisinde kültürel diplomasi kamu diplomasisinin bir etkinlik alanı olarak karşımıza çıkmaktadır.

Kamu diplomasisi ile kültürel diplomasi birbiriyle karıştırılıyor olmasına rağmen birbirinden farklı kavramlardır. Kamu diplomasisi genel olarak devlet tarafından dizayn edilen ve uygulanan resmi ve planlı bir faaliyettir. Kültür ve kültürel etkinlikler bir toplumun en belirgin özelliklerini yansıttığı için kültürel diplomasi kamu diplomasisinin en etkili unsurlarından biri olarak düşünülmektedir. Kültürel diplomasi resmi ve biçimsel ilişkilerden ziyade insanı ve toplumu ilgilendiren bir etkinlik olarak karşımıza çıkmaktadır (Purtaş, 2013: 4). Nicholas Cull'a göre kamu diplomasisi, dinleme, savunma, mübadele, uluslararası yayıncılık ve kültür diplomasisi olmak üzere beş ana bileşenden müteşekkildir (Öztermiyeci, 2018: 392). Milton Cumming kültürel diplomasi uluslararası algıyı ve farkındalığı artırmak için fikrin, bilginin, estetiğin, sanatın, kültürün aktarımı ve paylaşımı olarak izah etmektedir. Cumming'e göre kültürel diplomasi insanlar ve toplumlar arasındaki her türlü kültürel değiş tokuş anlamına gelmektedir (Cumming, 2003: 1). Fischer'e göre ise kültürel diplomasi, bir kültür ögesini karşı tarafa tanıtmaya ve insanlarda amaçlanmış algının oluşturulması sürecidir. Bundan dolayı kültürel diplomasi toplumların imajı ve potansiyeli üzerinde etkisinin olduğu ifade edilebilir. Dolayısıyla toplumların siyasal ve sosyal manada küresel ölçekteki durumu, kültürel diplomasi bir çıktısı olarak da düşünülebilir (Tanyeri Mazıcı ve Kodal, 2015: 966). Özet olarak şunu söyleyebiliriz; kültürel diplomasi kamu diplomasisinin ana akım faaliyet alanlarından olup, önemli bir yumuşak güç kaynağıdır.

KÜLTÜREL DİPLOMASİ VE TÜRK DİZİLERİ

Kültürel diplomasi bir kültürün, yaşam tarzı, mimarisi, estetiği, sanatı, kültürel ürünleri gibi kendine has özellikler ile farklı bir kültürün mensuplarını cazibesi altına alması olarak izah edilebilir. Dolayısıyla kültürel diplomasi etkisi kimlik, süreklilik, insani ve kültürel gelişmişlik seviyesi ile bağlantılıdır. Kültürel diplomasi, farklı kültürler arasındaki ilişki boyutunu geliştirmesi açısından önemlidir. Ancak bu ilişki boyutu derinleştirilirken müspet ve menfi kavramlar bir arada yer alabilir. Kültürel etki üzerinden iletişim kurmaya çalışan açısından bu sürecin önemi, müspet bir şekilde tamamlanabilmesindedir. Medya enstrümanları aracılığıyla topluma aktarılan ürünler ve eserler, kültürel diplomasi açısından büyük önemi haizdir. Bu eserlerden biri olan televizyon dizileri içinden çıktığı ve beslendiği kültürden tamamen farklı bir kültüre ulaşma, hitap etme ve etkileme gücüne sahiptir. Kültürel diplomasi için çok mühim araçlardan biri olan Türk dizileri, son dönemlerde Türkiye'nin ihracat kaleminde yer alan ve giderek büyüyen bir ihraç ürünü olmanın haricinde, Türkiye üzerinden öncelikle bölgesel ve zamanla küresel çapta gerçekleştirilecek bir kültürel diplomasi örneği olarak karşımıza çıkmaktadır. Kültürel farklılıklara sahip pek çok izleyicinin severek izleyeceği hikâyeler oluşturan ve izleyicileri cezbeden dizi filmler, kültürel etki bırakabilme özelliğine sahip yapımlardır. Dolayısıyla izleyicilerin iştahlı bir şekilde takip ettikleri yapımlar olan Türk dizileri, kültür taşıyıcısı araçlar olarak nitelendirilebilir.

Türkiye'de televizyon dizileri, televizyon yayınlarının başlamasıyla beraber ilgi çeken yapımlar halini almıştır. 1970'li yıllar ile başlayan dizi film yapımı başlarda roman uyarlamaları şeklinde kendini göstermiştir. 1980'li yıllarda özel kanalların yayına başlamasıyla beraber üretim ve ilgi artmaya başlamıştır. 1990'lı yıllarda devam eden bu ilgi, 2000'li yıllarda yurt dışına ticari bir değer taşıyarak büyümeye başlamıştır. Bugün dünyada ciddi bir izleyici

kitlesine sahip olan Türk dizilerinin, dünya dizi piyasasında en büyük paya sahip olan Amerika ile yarışır durumda olduğu ifade edilebilir (Arık ve Çelik, 2019: 678). Zamanla yerli yapımların sayısının ve kalitesinin artması, Türk televizyon izleyicisi açısından tercihlerin de değişmesine neden olmuştur. Özellikle 2000'li yıllardan sonra Türk dizilerindeki konu çeşitliliğinin, yapımlardaki kalitenin ve yapım sürelerinin artması, Türk dizilerinin yurt dışında ilgiyle takip edilen bir ihracat ürünü haline almasını sağlamıştır.

Türk dizilerinin tercih edilen yapımlar olması neticesinde Balkanlardan, Orta Doğu'ya, Asya'dan, Latin Amerika'ya varana kadar dizi ihracatı gerçekleşmeye başlamıştır. Ciddi bütçelerle vücuda getirilen yapımlar olan Türk dizileri ilk olarak 1997'de Deli Yürek dizisinin Kazakistan'a satılması neticesinde kültürlerarası ürün haline almıştır (Yeşil, 2015: 43). Günümüze gelindiğinde izlenme oranları tam olarak bilenemese de Türk dizilerinin dünyanın birçok yerinde ilgiyle takip edildiği ifade edilebilir. Küresel çapta gerçekleşen bu başarı, yatırımlardan geri dönüş alınabilmesi, iletişim teknolojilerin etkili bir şekilde kullanılması, dizilerdeki ortam, dizilerle alakalı takip edilen politikalar gibi pek çok farklı değişkenle bağlantılı olarak değerlendirilebilir (Karlıdağ ve Bulut, 2014: 76). Türk dizilerini yurt dışına pazarlayan en büyük ihracatçı firma olan Global Agency'nin yönetim kurulu başkanı İzzet Pinto'ya göre Türk dizileri, Amerikan yapımı olan dramlardan ve Latin Amerika yapımları olan pembe dizilerden daha farklı bir özelliğe sahiptir. Pinto'ya göre yurt dışında büyük ilgi gören Türk dizileri bunlardan farklı olarak melodram olarak değerlendirilebilir. Yurt dışında Türk dizileri furcasını başlatan yapımın binbir gece dizisi olduğunu ifade eden Pinto, orta doğuda bu etkiyi Gümüş (Noor) dizisinin başlattığını ifade etmektedir (İnan, 2017: 33). Böylelikle Türk dizileri, özellikle Arap dünyasında büyük bir etki oluşturmuştur. Gümüş dizisiyle başlayan ilgi, bölgede Türk dizileri popülerliğini artırmıştır. Kraidy ve Al-Ghazzi'ye göre, Türk dizilerinin böyle bir etki oluşturması kayda değer bir durumdur. Eşsiz boğaz manzarası ve mekanlar ile izleyicileri cezbeden Gümüş dizisi Arap dünyasında bir transmedya olayı haline almıştır. MBC ölçümlerine göre son bölümü 84 milyon kişi tarafından takip edilen gümüş dizisi, yılın en çok izlenen yapımı olmuştur (Kraidy, ve Al-Ghazzi, 2013: 20). Aslında gümüş dizisi izleyiciler tarafından modern bir külkedisi masalı olarak algılanmıştır. Yayınlandığı zaman Türkiye'de çok fazla ilgi görmeyen dizi, Arap dünyasında büyük bir ilgi ile karşılanmıştır. Arap coğrafyasında boşanma nedenleri arasında gösterilen dizinin yayıncıları hakkında idam fetvası talep edenler bile olmuştur (Deniz, 2010: 51). Türk dizilerinin Arap coğrafyasında ilgiyle takip edilmesinin tek nedeni modern yaşam tarzı değildir. Arap toplumu ile Türk toplumu arasındaki kültürel yakınlık da dizilerin ilgiyle takip edilmesinin nedenleri arasında gösterilmektedir (Aljammazi ve Asil, 2017: 212).

Türk dizilerinin ilgiyle takip edildiği bir diğer coğrafya ise Balkan coğrafyasıdır. Balkan ülkelerinde ciddi bir izleyici kitlesine sahip olan Türk dizileri, birbiriyle birçok konuda anlaşamayan ve farklı hususiyetlere sahip olan Bosna Hersek, Sırbistan, Hırvatistan, Makedonya, Karadağ ve Kosova gibi ülkeler için ortak bir payda olma özelliği göstererek bu farklı toplumları ekran başında buluşturmayı başarmıştır (Sabah, 2012). Türk dizilerinin balkan coğrafyasında bu kadar ilgi görmesini sebepleri arasında tarihsel arka plan, dini ortaklık, kültürel benzerlik ve kimlik gibi farklı değişkenlerle izah edilebilir (Yörük ve Vatikiotis, 2013: 2368).

Küresel çapta talep gören Türk dizilerinin bölgelere göre tercih nedenleri de farklılık göstermektedir. Global Agency'nin drama satın alma müdürü Şenay Filiztekin Turan'a göre,

Orta Doğu'nun Türk dizilerini tercih nedeni, Türkiye'deki modern hayat, boğaz manzaralı çekimler ve aşk temasının güçlü bir şekilde işleniyor olmasıdır. Doğu Avrupa ülkeleri daha çok kadın dramalarını ve pembe diziye benzeyen aşk hikâyelerini tercih ederken Latin Amerika güçlü dram içeren yapımları tercih etmektedir. Hikâyelerin herkese hitap ediyor olması, farklı izleyicilerin kendinden bir şey bulabiliyor olması, ayrıca güçlü çatışma unsuru barındırıp ahlaki konuları irdelemeleri, Latin Amerika seyircisini cezbetmiştir (Okutan, 2019).

Kültürel diplomasi unsuru olarak değerlendirebileceğimiz Türk dizilerinin dünyada sahip olduğu etki yumuşak güç olarak ifade edilebilir. Yumuşak güç kültür, siyaset ve dış politika olmak üzere üç kaynaktan beslenir ve arzu edilen şeyi kaba kuvvet kullanarak değil de, cezbederek yapma yeteneğidir. Küresel manada kültür diplomasisi içerisinde yumuşak güç oluşturan kaynaklar, bir ülkenin kültür öğeleriyle alakalıdır. Sanat, edebiyat, müzik gibi evrensel özellikleri haiz yerel kültür ürünleri, oluşturduğu cazibe ile hedef kitleyi etkisi altına almayı sağlar. Bu minvalde Türk dizileri de yayımlandığı ülkelerde cazibe yaratarak, izleyicilerde özdeşleşme duygusu oluşturarak bir yumuşak güç etkisi oluşturmaktadır (Nye, 2004: 11). Bir kültür diplomasisi unsuru olan Türk dizileri için New York Times'da Michael Kimmelman, "Türkiye küçük bir ekran aracılığıyla Fas'tan Irak'a kadar etki oluşturmaya başladı. Arapların yatak odalarında, toplantı salonlarında, yemek sofralarında, ABD'nin hayal bile edemeyeceği türden bir etki bu" diyerek vurgu yapmıştır (Kimmelman, 2010).

Türk dizilerinin sadece ulusal ve bölgesel değil küresel bir etki alanına sahiptir. Örneğin, Fatima Bhutto, The Guardian'da, "Türk televizyonu dünyayı nasıl ele geçiriyor" başlıklı yazısında Türk dizilerinin dünyada oluşturduğu etki ve cazibeden bahsetmektedir. İhracat rakamları ve dünya çapında sahip olduğu izleyici potansiyeli ile Türkiye'nin tv prodüksiyonu dağıtımında, ABD'den sonra geldiğini söyleyerek; Türk dizilerinin Rusya, Çin, Kore ve Latin Amerika'da büyük bir ilgiyle takip edildiğine değinmiştir. Ayrıca, muhteşem yüzyıl dizisinin dünya çapında elde ettiği popülariteden bahseden Bhutto, 500 milyondan fazla kişi tarafından takip edilen dizinin Türkiye'de Arap turist enflasyonuna neden olduğunu ifade ederek bu sayede bir turizm patlaması yaşandığını söylemektedir. Yine Bhutto Türk televizyonlarının etkisinden bahsettiği yazıda, 2002'den beri 100 den fazla ülkeye 150 den fazla Türk dizisinin ihraç edildiğini ifade etmektedir (Bhutto, 2019). Türk dizilerinin büyük bir ihraç ürünü haline gelmesi, dizilerle beraber kültürün de o ülkeye giriş yapması anlamına gelecektir. Dünyanın pek çok yerinde yayınlanan Türk dizileri birbirinden farklı özelliklere sahip olan geniş bir izleyici kitlesine hitap etmektedir. Bu durum da izleyicilerde Türkiye ile alakalı fikir ve tutum oluşumuna yardımcı olmaktadır. Kültürel öğelerde, ticari ürünlerde, turizm potansiyelinde, dil öğreniminde bunların etkisi gözlenmektedir. Bilhassa orta doğuda dizilerle beraber Türk ticari ürünlerine karşı ilginin arttığı gözlemlenmektedir. TÜİK'den elde edilen verilere göre, Birleşik Arap Emirlikleri'nde mobilya ihracatının %13, İsrail'de %24, Ummanda %28, Kuveyt'te %34 artış gösterdiği gözlemlenmiştir. Mobilya üreticileri tarafından verilen bilgilere göre, izleyiciler dizilerde gördüğü mobilyaları talep etmektedir. Bu da sektörde dönüşüm ve hareket olmasını sağlamaktadır (gazete vatan, 2019). Ayrıca Türk dizilerinin Türkçe öğrenimine sağladığı katkı da dikkate alınmalıdır. Pek çok yerde dublajsız ve alt yazılı olarak yayınlanan Türk dizileri, izleyicilerin bu sayede Türkçe öğrenimine katkıda bulunmaktadır. Dolayısıyla Türk dizilerinin 2000'li yıllarda başlayan yurt dışına açılma süreci, son kertede bir kültürel diplomasi unsuru olarak karşımıza çıkmaktadır. Çok farklı coğrafyalarda farklı insan tiplerine ulaşan Türk

dizilerinin, bireysel algılardan, toplumsal algılara, turizmden, ticarete varana kadar pek çok hususta etki oluşturduğu gözlemlenmektedir.

SONUÇ

Günümüzde Türk dizileri dünya çapında büyük etki oluşturan yapımlar olarak karşımıza çıkmaktadır. Yurt içinde ve yurt dışında ciddi bir izleyici kitlesine sahip olan Türk dizileri, küresel ölçekte kendini ispat etmiş durumdadır. Artık Türk dizileri ulaştığı yerlerde izleyici tarafından günlük hayatın bir parçası olarak görülmektedir. Aynı zamanda diziler üzerinden farkındalık oluşturma ve oluşturma durumu da ortaya çıkmaktadır. Birçok izleyici kitlesi diziler üzerinden farklı kültürel unsurlarla tanışmaktadır. Yurt dışında pek çok noktada ilgi gören Türk dizileri kendine has bir hayran kitlesi oluşturmuştur. Bundan dolayı izleyicilerde ilgiyle takip ettikleri hikâyelere, karakterlere ve onların içinde bulunduğu kültüre karşı merak oluşmaktadır.

Türkiye'nin, bilhassa kültürel diplomasi hususunda profesyonelce çalışan Amerika'dan sonra dizi ihracatında ikinci sırada yer alması, birkaç saatlik yapımların belirli bir ücret karşılığında ihraç edilmesinden farklı bir anlam taşımaktadır. Türk dizilerinin küresel ölçekte gösterdiği bu başarının daha etkili bir şekilde devam etmesi, ihracat üzerinden oluşan katma değer açısından ve daha önemlisi, dizi sektörü üzerinden oluşan ülke ve millet algısı açısından büyük önemi haizdir. Bu manada Türk dizileri geç kalınmış olsa da bir kültürel diplomasi örneği olarak karşımıza çıkmaktadır. Yurt dışında yayınlanan Türk dizileri kültürel diplomasi unsuru olarak stratejik bir önemi haizdir. İlk başta yakın coğrafya ve tarihsel kültürel bağların olduğu toplumlara, sonrasında dünya geneline ihracatı gerçekleşen Türk dizileri bugün 150'den fazla ülkeye ulaşmaktadır. Böylelikle Türk dizileri aracılığıyla yut dışında kültürel etki oluşturabilme alanı ortaya çıkmaktadır. Yeni medya aracılığıyla gençlere de hızlı bir şekilde ulaşabilme özelliği gösterebilen Türk dizileri, yeni kuşak üzerinde de kültürel etkiler oluşturabilmektedir. Dünya çapında gerçekleşen bu etkilerden dolayı stratejilerin geliştirilmesinin, kurumlar arası ve disiplinler arası çalışmalar ile sektör ve ülke açısından fayda sağlayacağı düşünülebilir. Böylelikle kültürel diplomasi içerisinde bir dizi diplomasisi kavramı oluşabilir. Bu da Türk dizileri üzerinden oluşacak bu etkiyi kalıcı bir değer haline getirebilir.

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Turizmde Örgütsel Özdeşleşme Konulu Lisansüstü Tezlerin Bibliyometrik Analizi

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ÖZET

Bir örgüte ait olma, örgütle bir olma ve örgütle aynı noktada buluşma olarak tanımlanan örgütsel özdeşleşme (Karabey ve İşcan, 2007; Tuna ve Yeşiltaş, 2014) kavramı çalışanların örgütün yararına hareket etmesi, örgütün bakış açısıyla hareket etmesi ve örgüt adına daha fazla çaba sarf etmesi (Karabey ve İşcan, 2007) gibi faydalarından dolayı örgütler için önemli bir kavramdır. Çalışma, kavramın önemini vurgulama ve turizmde lisansüstü eğitim düzeyinde yazılan tezleri değerlendirerek, gelecek çalışmalara yol gösterici bulgulara ulaşma amacını taşımaktadır. Çalışmada, Ulusal Tez Merkezi tarafından turizmde yayınlanmış 13 lisansüstü tezi araştırmacı cinsiyeti, yazım dili, eğitim düzeyi, enstitü, anabilim dalı, yıllara göre dağılım, üniversite, danışman unvanı, araştırma yaklaşımı, veri toplama tekniği, sayfa sayısı, örneklem-uygulama alanları ve birlikte çalışılan kavramlar açısından incelenmiştir. Turizmde araştırma konusunun %61,53'ü doktora düzeyinde çalışılmıştır. Yayınlanan tezlerin %100'ünde nicel araştırma yaklaşımı tercih edilmiş ve anket tekniği ile veri toplanmıştır. Örgütsel özdeşleşme ile daha sık çalışılan kavramların sırasıyla örgütsel adalet, etik liderlik, algılanan dışsal prestij ve yöneticilerin kullandıkları güç kaynakları/yönetimsel güç konularında olduğunu belirlenmiştir. Turizm alanında tez konusu olarak seçilme sıklığının istikrarsız ve oldukça düşük seviyede olduğu dikkat çekmektedir.

Anahtar Kelimeler: Örgütsel Özdeşleşme, Bibliyometrik Analiz, Ulusal Tez Merkezi.

Bibliometric Analysis of Graduate Thesis on Organizational Identification in Tourism

ABSTRACT

The concept of organizational identification, which is defined as belonging to an organization, being one with the organization and meeting at the same point with the organization (Karabey ve İşcan, 2007; Tuna ve Yeşiltaş, 2014), is an important concept for organizations because of its benefits such as acting for the benefit of the organization, acting from the perspective of the organization, and making more effort on behalf of the organization (Karabey ve İşcan, 2007). The study aims to emphasize the importance of the concept and to reach guiding findings for future studies by evaluating the theses written at the graduate education level in tourism. In the study, 13 postgraduate theses published by the National Thesis Center in tourism were examined in terms of researcher gender, writing language, education level, institute, department, distribution by years, university, consultant title, research approach, data collection technique, number of pages, sample-application areas and concepts studied. 61.53% of the research subject in tourism has been studied at the doctoral level. Quantitative research approach was preferred in 100% of the published theses and data was collected by questionnaire technique. It has been determined that the concepts that are studied more frequently with organizational identification are organizational justice, ethical leadership, perceived external prestige and power sources/managerial power used by managers, respectively. It is noteworthy that the frequency of being chosen as a thesis topic in the field of tourism is unstable and at a very low level.

Keywords: Organizational Identification, Bibliometric Analysis, National Thesis Center

GİRİŞ

Hizmet sektöründe yer alan turizm işletmeleri rakip işletmelere karşı rekabet üstünlüğünü, çalışanları vasıtasıyla sağlamaktadır. Bu anlamda çalışanların örgütle bir olmasını, örgüt hedeflerini sahiplenmesini ve örgüt yararına hareket etmesini sağlayan örgütsel özdeşleşme kavramı örgütün rekabet üstünlüğü kazanmasında önemli bir yere sahiptir. Simon (1947) örgütsel özdeşleşme kavramına ilişkin ilk teorik katkıyı sağlan yönetimi bilim insanıdır. Sonrasında, March ve Simon (1958) özdeşleşmenin çok düzeyli doğasını, öncüllerini ve çıktılarını belirterek kavramın yapısını resmileştirdiler (Ashforth ve diğerleri, 2008: 326). Günümüzde kullanılan anlamıyla örgütsel özdeşleşme kavramına, 1970’li yıllardan sonra yürütülen araştırmalarda yer verilmiştir ve bu yıllardan sonra daha çok çalışılmaya başlanmıştır (Kerse ve Karabey 2017: 380). Örgütsel özdeşleşmenin birçok farklı alanda ve kavramla ilişkisi incelenmiştir (Karabey ve İşcan, 2007; Çetinkaya ve Çimenci, 2014; Akyüz ve Yılmaz, 2015; Kerse ve Karabey, 2017;). Bu çalışmada, Ulusal Tez Merkezi’nde 2012-2019 yılları arasında turizm alanında uygulaması yapıp yayınlanmış 13 lisansüstü tezi incelenmiştir.

Çalışmanın amacı, turizmde örgütsel özdeşleşme konulu lisansüstü tezleri birlikte çalışılan kavramlar, örneklem-uygulama alanları, sayfa sayısı, veri toplama tekniği, araştırma yaklaşımı, danışman unvanı, üniversite, yıllara göre dağılım, anabilim dalı, enstitü, eğitim düzeyi, yazım dili ve araştırmacı cinsiyeti ile değerlendirilerek gelecekte yapılacak çalışmalara yol gösterici nitelikte bulgulara ulaşmaktır.

1. LİTERATÜR

Bu kısımda, örgütsel özdeşleşme kavramı ve önemi ve bu alanda yapılmış çalışmalara yer verilmiştir.

1.1. Örgütsel Özdeşleşme

Örgütsel özdeşleşme, örgütün ve bireyin amaçlarının giderek daha fazla bütünleştiği veya uyumlu hale geldiği süreçtir (Hall vd. 1970: 176-177). Başka bir tanımında, bir grubun başarı ve başarısızlıklarının doğrudan ya da dolaylı deneyimlerini içeren, bir gruba birlik ya da gruba ait olma algısıdır (Ashforth and Mael, 1989: 34) şeklinde tanımlanmıştır. Diğer bir tanımında ise, bir üyenin örgütü tanımladığına inandığı aynı niteliklerle kendini tanımlama derecesidir (Dutton vd., 1994) şeklinde belirtilmiştir.

Özdeşleşme, bireyin kimliğiyle uyumlu etkinliklere katılmasına ve bunlardan memnuniyet duymasına, kendisini grubun bir sureti olarak görmesine ve geleneksel olarak grup oluşumuyla ilişkili uyum, etkileşim gibi faktörleri pekiştirmesine neden olmaktadır (Ashforth and Mael, 1989: 35). Çalışanların örgütle özdeşleşmesi, örgütün performansının, çalışan mutluluğunun ve değişim zamanlarında hem örgütlerin hem de çalışanların dayanıklılığının arkasında itici bir güç olabilecek daha büyük bir bütün oluşturabilmektedir (Rousseau, 1998: 217). Bir çalışanın benliğinin örgüt üyeliğine hangi oranda bağlı olduğunu o çalışanın örgütsel özdeşleşme düzeyi göstermektedir. Örgüt üyesi olmak çalışanın benliğinde ana bir konumda bulunuyorsa ve diğer üyeliklerinden daha önemli bir yere sahipse bu çalışanın yüksek oranda örgütle özdeşleştiğini göstermektedir (Karabey ve İşcan, 2007: 232). Bireyin kendini algılayışını, çevredeki dünyayla ilişkisini ve dolayısıyla bağlantı içinde olduğu örgütle ilişkisini anlamlandırmasına yardımcı olmaktadır. Örgütsel özdeşleşme örgüt üyeleri tarafından benimsendiğinde, örgütteki çalışanların kendilerini örgütle ne kadar güçlü özdeşleştirdiklerini etkilemektedir. Bu anlamda

güçlü özdeşleşme, örgüte ve örgütün hedeflerine daha güçlü bağlılıkla sonuçlanmaktadır (Puusa ve Tolvanen, 2006: 30).

Çalışanların örgüt bünyesinde gerçekleştirdikleri davranışlarının esas belirleyicisi olduğu için örgütsel özdeşleşme önemli bir konuma sahiptir. Örgütsel özdeşleşme ile çalışanlar kendilerini örgütün bir parçası olarak algılayıp örgüte daha fazla güvenmekte, eskiye oranla daha fazla etkileşim kurma çabası sergilemekte, örgütsel süreçleri olumlu yönde etkilemekte ve örgütün hedeflerini diğer örgüt üyeleriyle işbirliği içinde gerçekleştirme konusunda istek sergilemektedirler. Bunun yanı sıra örgütsel özdeşleşme çalışanların fiziksel ve psikolojik sağlığı ile iş tatmini etkilemektedir. Bunların neticesinde de örgütsel özdeşleşme ile çalışanların tükenmişlik ve stres seviyeleri ile devamsızlık davranışları azalmakta, hafif ya da depresyon şeklinde oluşabilecek psikolojik rahatsızlıklar önlenmektedir. Bu yüzden örgütsel özdeşleşmenin olmadığı örgütlerde hem çalışan hem de örgüt açısından olumsuz sonuçlar meydana gelebilecektir (Akbaba, 2018: 323).

Örgütsel özdeşleşme ile birlikte çalışılmış pek çok farklı kavram bulunmaktadır. Nedenleri açısından incelendiğinde örgütsel adalet algısı (Çetinkaya ve Çimenci, 2014); örgütsel destek algısı (Özdemir, 2010; Kerse ve Karabey, 2017); örgütsel sinizm (Kerse ve Karabey, 2017: 391); dönüştürücü liderlik (Morçin ve Çarıkçı, 2016); etkileşimci liderlik (Morçin ve Çarıkçı, 2016; Morçin ve Morçin 2013); örgütsel güven (Öktem vd.2016); örgütsel iklim (Öktem vd.2016); örgüt kültürü (Polat ve Meyda, 2011; Özgözü, 2017), kurumsal imaj (Özgözü, 2017); örgütün dış imajı (Karabey ve İşcan, 2007) kavramlarıyla çalışılmıştır. Sonuçları açısından incelendiğinde örgütsel vatandaşlık davranışı (Karabey ve İşcan, 2007; Çetinkaya ve Çimenci, 2014); işten ayrılma niyeti (Tuna ve Yeşiltaş, 2014; Akyüz ve Yılmaz, 2015; Öktem vd.2016); iş tatmini (Morçin ve Çarıkçı, 2016; Öktem vd.2016; Sökmen, 2019); örgütsel bağlılık (Polat ve Meyda, 2011; Sökmen, 2019) kavramlarıyla çalışılmıştır. 1970 yılından beri çalışılan bir kavram olarak turizm alanında lisansüstü tezlerde tercih edilme oranı oldukça düşüktür. Turizm alanında ilk lisansüstü tez 2012 yılında çalışılmıştır.

2. METODOLOJİ

Ulusal Tez Merkezi (YÖKTEZ)'nde 25 Haziran 2021 itibariyle mevcut olan 2012-2019 yılları arasında turizm alanında uygulaması yapıp yayınlanmış 13 lisansüstü tez araştırmanın örneklemini oluşturmaktadır. Ancak, elde edilen verilerin analizi ve değerlendirilmesi yapıldıktan sonra 2 adet tezin detaylı tarama sonucunda çıkmadığı tespit edilmiş ve bu nedenle 2 adet lisansüstü tez değerlendirmeye alınamamıştır.

2.1. Örneklem

Ulusal Tez Merkezi (YÖKTEZ)'nde 25 Haziran 2021 itibariyle mevcut olan 2012-2019 yılları arasında turizm alanında uygulaması yapıp yayınlanmış 13 lisansüstü tez araştırmanın örneklemini oluşturmaktadır.

2.2. Değişkenler ve ölçüm

Yükseköğretim Kurumu Ulusal Tez Merkezi (YÖKTEZ) veri tabanından detaylı tarama ile elde edilen turizm alanında örgütsel özdeşleşme konulu yüksek lisans ve doktora tezlerinin bibliyometrik incelemesi yapılmıştır. Lisansüstü tezler, birlikte çalışılan kavramlar, örneklem-uygulama alanları, sayfa sayısı, veri toplama tekniği, araştırma yaklaşımı, danışman unvanı, üniversite, yıllara göre dağılım, anabilim dalı, enstitü, eğitim düzeyi, yazım dili ve araştırmacı cinsiyeti açısından ele alınmıştır. SPSS paket programı tezlerle ilgili saptanan değişkenlerin yüzde ve frekans analizi yapmak için kullanılmıştır.

2.3. Veri toplama yöntemi

YÖK Ulusal Tez Merkezi'nde tarama sekmesi altında yer alan detaylı tarama ile konu kısmına “turizm”, dizin kısmına “örgütsel özdeşleşme” kavramı yazılarak turizm alanında örgütsel özdeşleşme ile ilgili yapılmış tezler taratılmıştır. 25.06.2021 tarihinde YÖK Ulusal Tez Merkezi'ne ait web sitesindeki detaylı tarama sonucunda toplamda 13 adet lisansüstü teze ulaşılmıştır. Ulusal Tez Merkezi'nde turizm konulu yayınlanan ve onaylanmış örgütsel özdeşleşme dizininde 5 yüksek lisans ve 8 doktora tezi bulunmaktadır. 13 adet tezin erişime açık olması ile 5 yüksek lisans ve 8 doktora tezi ile değerlendirme yapılmıştır.

2.4. Verilerin analizi

Bibliyometrik analiz ulusal düzeyde turizmde örgütsel özdeşleşme konulu tezlerin incelenmesi için seçilmiştir. Bibliyometrik analiz, belirli bir bilimsel araştırma konusuna ilişkin yayınların profilini oluşturmak, nitel ve nicel değişiklikleri belirlemek ve bir disiplin içindeki eğilimleri belirlemek için istatistiksel yöntemlerin uygulanmasında oluşmaktadır (Rey-Martí vd., 2016: 1652). SPSS Paket Programı ise yüzde, frekans gibi betimsel analizler için kullanılmıştır. Bibliyometrik analiz için Arıkan Saltık (2020) ve Gülduran ve Gürdoğan (2021) çalışmalarından yararlanılmıştır.

3. BULGULAR

Bu kısımda elde edilen verilerin analizi yapılmış ve bulgular yorumlanmıştır.

Tablo 1. Turizmde tezlerin yazar cinsiyetine ve yazım diline göre dağılımı

Cinsiyet	Sayı	Yüzde
Kadın	6	46.2
Erkek	7	53.8
Dil	Sayı	Yüzde
Türkçe	13	100.0
İngilizce	0	.0
Toplam	13	100

Turizmde yazılmış lisansüstü tezlerin %46.2'si kadınlar tarafından, %53,8'i erkekler tarafından yazılmıştır. Tezlerin yazarlarının cinsiyeti incelendiğinde örgütsel özdeşleşmenin neredeyse eşit sayıda kadın ve erkek yazarlar tarafından çalışıldığı söylenebilir. Yazılan tezlerin %100'ü Türkçe yazılmıştır. Turizm alanında örgütsel özdeşleşme konulu İngilizce dili ile yazılmış lisansüstü tez bulunmamaktadır (Tablo 1).

Tablo 2. Turizmde tezlerin lisansüstü düzeyine ve enstitüye göre dağılımı

Eğitim Düzeyi	Sayı	Yüzde
Yüksek lisans	5	38,5
Doktora	8	61,5
Enstitü	Sayı	Yüzde
Sosyal Bilimler Enstitüsü	12	92,31
Eğitim Bilimleri Enstitüsü	1	7,69
Toplam	13	100

Tablo 2 incelendiğinde turizmde yazılmış 13 adet tezdten, 5 adedi (%38,5) yüksek lisans, 8 adedi (%61,5) doktora tezi olarak yazılmıştır. Tezlerin dağılımı incelendiğinde turizmde örgütsel özdeşleşme kavramının doktora tez konusu için daha çok tercih edildiği görülmektedir.

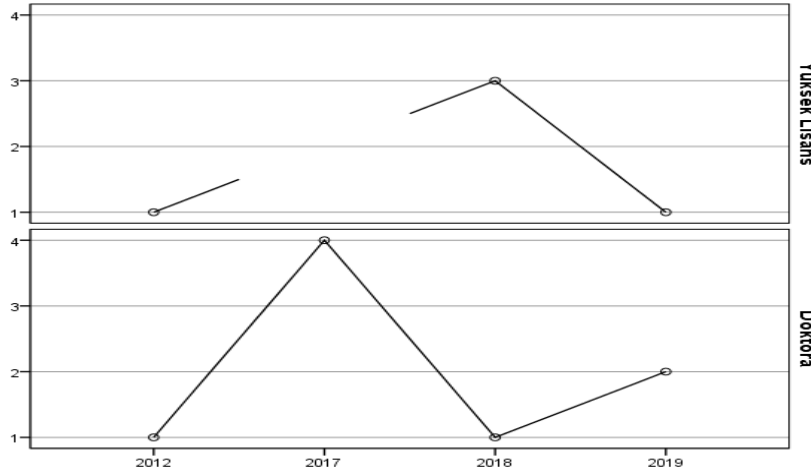
Lisansüstü tezlerin 12 adedi (%92,31) Sosyal Bilimler Enstitüsünde, 1 adedi (%7,69) Eğitim Bilimleri Enstitüsü'nde yazılmıştır.

Tablo 3. Turizmde tezlerin yazıldığı ana bilim dalına göre dağılımı

Anabilim Dalı	Yüksek Lisans	Doktora	Toplam
Turizm İşletmeciliği Anabilim Dalı	3	3	6
Turizm İşletmeciliği ve Otelcilik Anabilim Dalı	1	1	2
Turizm İşletmeciliği Eğitimi Anabilim Dalı	0	1	1
İşletme Anabilim Dalı	0	3	3
İşletme Yönetimi Anabilim Dalı	1	0	1
Toplam	5	8	13

Turizmdeki tezlerin anabilim dalları incelendiğinde Turizm İşletmeciliği Anabilim Dalı'nda 3'ü yüksek lisans 3'ü doktora tezi olmak üzere 6; Turizm İşletmeciliği Anabilim Dalı'nda 1'i yüksek lisans 1'i doktora olmak üzere 2 adet lisansüstü tez yayımlandığı görülmektedir. Turizm İşletmeciliği Eğitimi Anabilim Dalı'nda 1 adet doktora; İşletme Anabilim Dalı'nda 3 adet doktora; İşletme Yönetimi Anabilim Dalı'nda 1 adet yüksek lisans tezi yayımlandığı görülmektedir (Tablo 3).

Şekil 1. Turizmde tezlerin yıllara göre dağılımı



Yüksek lisans ve doktora tezlerinin yıllara göre dağılımını içeren Şekil 1 incelendiğinde turizmde örgütsel özdeşleşme ile ilgili ilk tezlerin 2012 yılında yayımlandığı görülmektedir. Yüksek lisans tezleri incelendiğinde sadece 2012, 2018 ve 2019 yıllarında tez çalışmalarının olduğu, 2013, 2014, 2015, 2016, 2017 ve 2020 yıllarında tez çalışmasının olmadığı görülmektedir. 2018 yılında yazılan 3 adet yüksek lisans tezi ile bir artış olduğu ve 2019 yılında yazılan tez sayısının 1'e düşmesiyle bir düşüş olduğu görülmektedir. Doktora tezleri incelendiğinde ise sadece 2012, 2017, 2018 ve 2019 yıllarında tez çalışmalarının olduğu 2013, 2014, 2015, 2016 ve 2020 yıllarında tez çalışmasının olmadığı görülmektedir. 2012 yılında 1 adet tez çalışmasından sonra 2017 yılında yazılan 4 adet tez çalışması ile bir artış olduğu ancak 2018 yılında 1 adet ve 2019 yılında 2 adet tez çalışmasıyla tekrar düşüş olduğu görülmektedir. İlk yüksek lisans tezi Yarmacı (2012), ilk doktora tezi Yeşiltaş (2012) tarafından yazılmıştır. Örgütsel özdeşleşme konusunun, yüksek lisans tez çalışmasının olmadığı 2017 yılı dışında, aynı yıllarda hem yüksek lisans hem de doktora tez konusu olarak seçildiği görülmektedir.

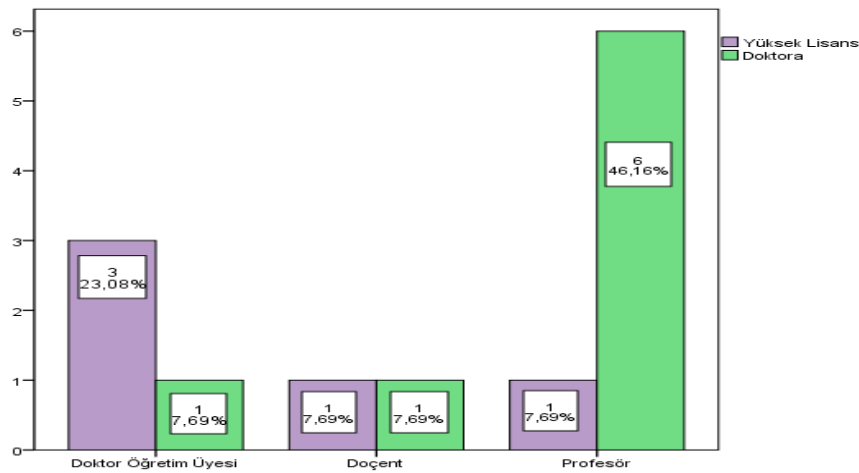
Turizmde örgütsel özdeşleşmenin hem yüksek lisans hem de doktora düzeyinde tez konusu olarak seçiminin istikrarsız ve oldukça düşük düzeyde olduğu da görülmektedir.

Tablo 4. Turizmde örgütsel özdeşleşme konulu tezlerin tercih edildiği üniversiteler

Üniversiteler	Yüksek Lisans	Doktora	Toplam
Afyon Kocatepe Üniversitesi	3	0	3
Atatürk Üniversitesi	0	1	1
Doğuş Üniversitesi	1	0	1
Gazi Üniversitesi	0	4	4
İstanbul Arel Üniversitesi	0	1	1
Nevşehir Hacı Bektaş Veli Üniversitesi	0	1	1
Osmaniye Korkut Ata Üniversitesi	0	1	1
Sakarya Üniversitesi	1	0	1
Toplam	5	8	13

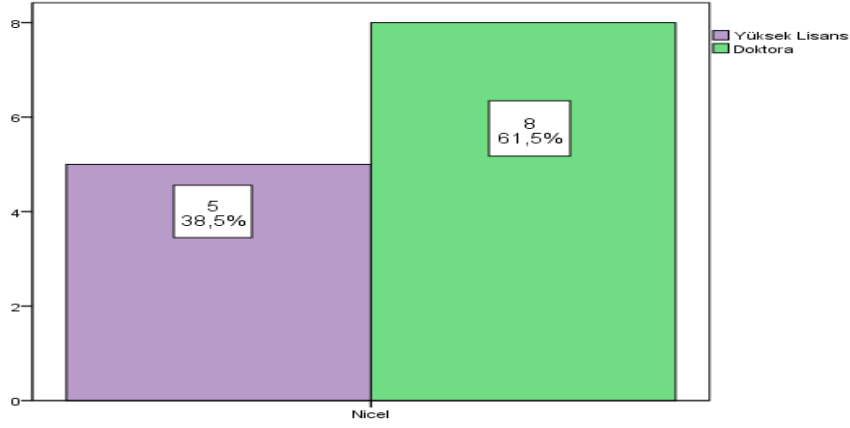
Tablo 4 incelendiğinde örgütsel özdeşleşme konulu tezler en fazla Gazi Üniversitesi (n=4) ve Afyon Kocatepe Üniversitesi (n=3) öğrencileri tarafından tez konusu olarak seçilmiştir. Üniversiteler incelendiğinde Gazi Üniversitesi'nde yazılan 4 adet doktora tezini birer adet ile Atatürk Üniversitesi, İstanbul Arel Üniversitesi, Nevşehir Hacı Bektaş Veli Üniversitesi ve Osmaniye Korkut Ata Üniversitesi izlemektedir. Afyon Kocatepe Üniversitesi'nde yazılan 3 adet yüksek lisans tezini birer adet ile Doğuş Üniversitesi ve Sakarya Üniversitesinin izlediği görülmektedir.

Şekil 2. Turizmde danışman unvanı ve lisansüstü düzeyine göre dağılımı



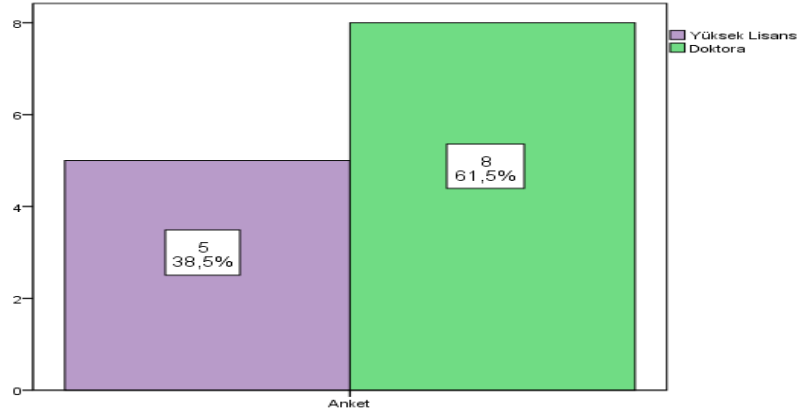
Şekil 2 incelendiğinde toplam 5 adet yüksek lisans tez çalışmasının danışmanlarından 3'ü (%23,08'i) Dr. Öğretim Üyesi, 1'i (%7,69'u) Doçent ve 1'i (%7,69'u) Profesör ünvanına sahiptir. Toplam 8 adet doktora tez çalışmasının danışmanlarından 1'i (%7,69'u) Dr. Öğretim Üyesi, 1'i (%7,69'u) Doçent ve 6'sı (%46,16'sı) Profesör ünvanına sahiptir.

Şekil 3. Turizmde tezlerin lisansüstü düzeyine ve araştırma yaklaşımına göre dağılımı



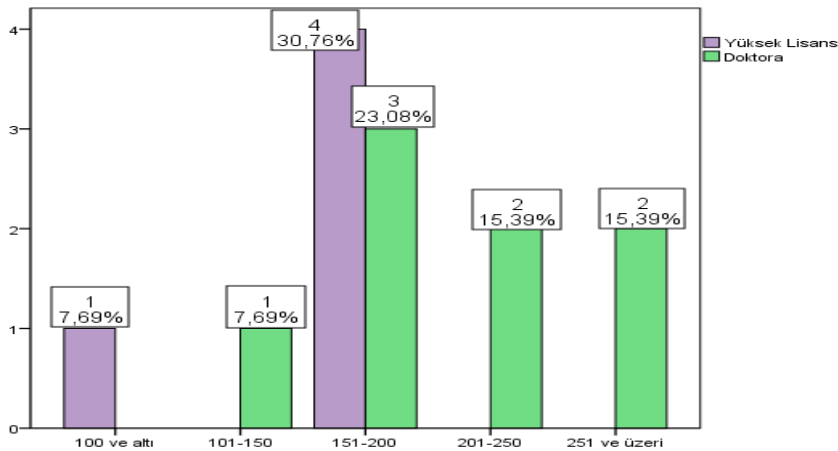
Araştırma yaklaşımları incelendiğinde turizm alanındaki hem yüksek lisans hem de doktora tezlerinin %100'ünde nicel araştırma yaklaşımının tercih edildiği görülmektedir. Diğer bir ifade ile nitel ve karma yaklaşım tercih eden yüksek lisans ve doktora tezi bulunmamaktadır (Şekil 3).

Şekil 4. Turizmde tezlerin lisansüstü düzeyine ve veri toplama tekniğine göre dağılımı



Veri toplama tekniği incelendiğinde turizm alanındaki hem yüksek lisans hem de doktora tezlerinin %100'ünde anket tekniğinin tercih edildiği görülmektedir. Örgütsel özdeşleşme konulu tezlerin hepsinde nicel araştırma yaklaşımlarının tercih edildiği ve verilerin anket tekniği kullanılarak elde edildiği görülmektedir (Şekil 4).

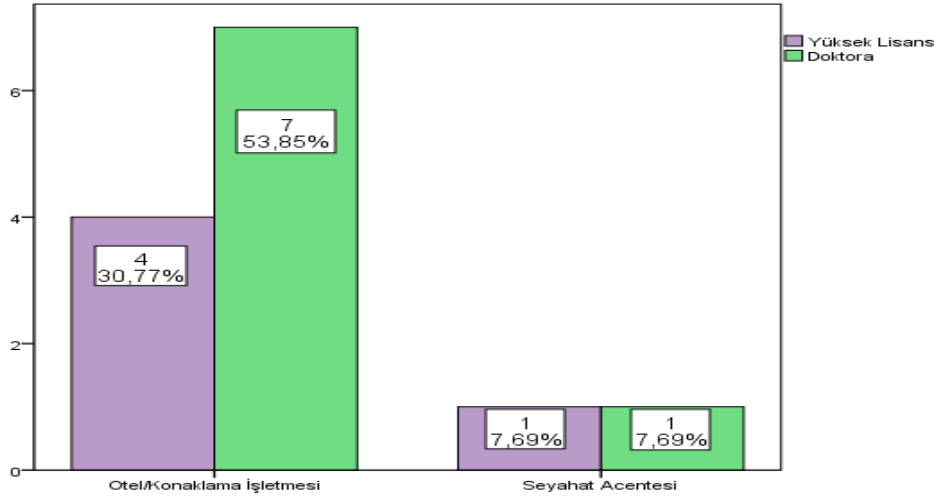
Şekil 5. Turizmde tezlerin sayfa sayısı ve lisansüstü düzeyine göre dağılımı



Tezlerin sayfa sayıları incelendiğinde 100 ve altı sayfaya sahip 1 adet (%7,69) yüksek lisans tezi, 101-150 sayfa aralığında 1 adet (%7,69) doktora tezi, 151-200 sayfa aralığında 4 adet

(%30,76) yüksek lisans tezi ve 3 adet (%23,08) doktora tezi, 201-250 sayfa aralığında ve 250 ve üzeri sayfaya sahip 2'şer adet (%15,39'ar) doktora tezi bulunmaktadır (Şekil 5).

Şekil 6. Turizmde tezlerin uygulama alanları



Seçilen uygulama alanı incelendiğinde en fazla otel/konaklama işletmesi (n=11) ardında da seyahat acentesi (n=2) turizm alanındaki lisansüstü tezler için uygulama alanı olarak tercih edilmiştir. Otel/konaklama işletmesinde uygulama yapan 4 adet (%30,77) yüksek lisans tezi ve 7 adet (%53,85) doktora tezi bulunmaktadır. Seyahat acentesinde uygulama yapan 1 adet (%7,69) yüksek lisans tezi ve 1 adet (%7,69) doktora tezi bulunmaktadır (Şekil 6).

Birlikte çalışılan kavramlar incelediğinde örgütsel özdeşleşme ile en sık çalışılan kavramların örgütsel adalet algısı (n=3), etik liderlik (n=2), algılanan dışsal prestij (n=2) ve yöneticilerin kullandıkları güç kaynakları/yönetsel güç (n=2) konularında olduğunu belirlenmiştir. İç girişimci davranışı, örgütsel değişime yatkınlık, yöneticiye duyulan güven, kurumsal sosyal sorumluluk, işe adanma, örgütsel yabancılaşma, örgütsel güven, performans, hizmet içi eğitim, işten ayrılma niyeti, duygusal emek, örgüt sağlığı, psikolojik kontrat ihlali, örgütsel destek, psikolojik sermaye, psikolojik güçlendirme ve etik iklim konuları birer adet tezde örgütsel özdeşleşme konusuyla çalışılmıştır.

SONUÇ VE ÖNERİLER

Örgütsel özdeşleşme çalışanların örgütle bir olması, örgüt hedefleriyle kendi hedeflerinin bütünleşmesini ifade eden bir kavramdır. Örgütsel özdeşleşme sayesinde örgütsel vatandaşlık davranışı, iş tatmini artmakta işten ayrılma niyeti azalmaktadır. Bu anlamda, örgütsel özdeşleşme kavramı hizmet sektöründe yer alan turizm işletmeleri için önemli bir kavram olarak görülmektedir. Bu çalışmada turizm alanında uygulama yapmış 2012-2019 yılları arasında yayımlanmış örgütsel özdeşleşme konulu lisansüstü tezler incelenmiştir. Örgütsel özdeşleşmeyi konu olarak seçen araştırmacıların daha çok erkek araştırmacılardan oluştuğu, tezlerin tamamının Türkçe yazıldığı, çoğunluğun doktora tezi olduğu, yarısına yakınının Turizm İşletmeciliği Anabilim Dalında yazıldığı ve tezlerin neredeyse tamamına yakınının sosyal bilimler enstitüsünde tamamlandığı sonuçlarına ulaşılmıştır. En çok tez 2017 ve 2018 yıllarında tamamlanmıştır. Tezlerin en çok çalışıldığı üniversiteler ise Gazi Üniversitesi ve Afyon Kocatepe Üniversitesidir. Tezlerin danışmanlarının en çok Profesör ünvanına sahip

akademisyenler olduğu belirlenmiştir. Tezlerin tamamında nicel araştırma yaklaşımı tercih edilmiş ve anket tekniği ile veri toplanmıştır. Tezler ortalama 151-200 sayfa aralığında yazılmış ve tezlerde uygulama alanı olarak yoğunluğu otel/konaklama işletmeleri oluşturmuştur. En sık çalışılan kavramlar ise örgütsel adalet algısı, etik liderlik, algılanan dışsal prestij ve yöneticilerin kullandıkları güç kaynakları/yönetimsel güç konularıdır.

Turizm alanında örgütsel özdeşleşmenin tez konusu olarak seçilme sıklığının istikrarsız ve oldukça düşük seviyede olduğu dikkat çekmektedir. Bu çalışma YÖK Ulusal Tez Merkezinde taranan, turizm alanında uygulama yapmış, 2012-2019 yılları arasında yayımlanmış lisansüstü tezleri kapsamaktadır. Bu yüzden bu çalışmanın bulguları, örgütsel özdeşleşme konusunda yapılmış diğer ulusal ve uluslararası lisansüstü tezleri ve diğer bilimsel çalışmaları kapsayacak şekilde değerlendirilemez. Gelecek çalışmalara bu konu ile ilgili turizmde yapılmış makale, kitap bölümü ve bildiriler dahil edilerek bibliyometrik analizlerinin yapılması ve turizm dışındaki diğer alanlarda yapılan örgütsel özdeşleşme konulu lisansüstü tezlerin bibliyometrik analizinin yapılması ve sonuçlarının karşılaştırılmasının çalışılması önerilebilir.

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Kamu Yönetiminde İnovasyon ve Türkiye Üzerine Bir Değerlendirme

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ÖZET

Önceden özel sektörde uygulama özelliği olan inovasyon günümüzde kamu yönetimlerinde de kullanılmaya başlanmıştır. Özellikle bilgi ve iletişim teknolojisinde yaşanan gelişmeler, kamu yönetimlerini bu yenilik ortamına ayak uydurmaya itmektedir. Kamu yönetimleri yaşanan bu değişim ve dönüşüm sürecinde yeni yönetim modelleri geliştirmek zorunda kalmışlardır. Kamu yönetimleri getirilen yenilik çalışmaları ile iş yapma süreçlerini, stratejilerini, iş sunma yöntemlerini geliştirmeleri gerektiğini anlamışlardır. Özel sektörde yerleşen inovasyon kültürünün kamu yönetimlerinde çalışanlar arasında da benimsenmesi kamu yönetimlerinin geleceği açısından büyük önem taşımaktadır. Bu nedenle inovasyonun kamu yönetimi üzerindeki etkilerini ortaya koymak ve bu konuda farkındalık oluşturmak amacıyla böyle bir çalışmaya ihtiyaç duyulmuştur. Bu çalışmada temel amaç, inovasyon kavramı ile kamu yönetimleri arasındaki ilişkiyi değerlendirmektir. Çalışmada inovasyonun gerçekleştirilmesi ile kamu yönetimlerinin sağlayacağı katkılar ve uygulanması sırasında karşılaşılabilecek sorunlar değerlendirilmiş, inovasyonun kamu yönetiminde uygulanmasını sağlamak amacıyla öneriler getirilmiştir. Çalışmada nitel araştırma yöntemlerinden literatür taraması ve doküman analizi tekniği kullanılmıştır. Türkiye’de kamu yönetiminde inovasyon kapsamında somut örneklerin gerçekleştirildiği tespiti yapılmıştır. İçinde bulunulan (Covid-19) pandemi koşullarından dolayı kamu yönetimi çalışanlarıyla kamu yönetiminde inovasyon çalışmalarının değerlendirilmesi amacıyla yüz yüze görüşmelerin yapılamaması araştırmanın kısıtları arasındadır. Bu nedenle gelecekteki araştırmacılar için koşulların uygun olmasından sonra kamu çalışanlarıyla yapılan görüşmeler ile daha somut sonuçlara ulaşılması önerilebilir. Yapılan araştırmada, örgütlerde ve kurumlarda çalışanların kendilerini geliştirmelerine imkân veren, karşılaşılan sorunlara daha kalıcı çözümler üretebilen, teknolojinin vatandaşlar ve kamu çalışanları tarafından kullanılmasını sağlayan inovasyonun son dönemde uygulama alanı bulan yönetim tekniklerinden biri olduğu sonucuna varılmıştır.

Anahtar Kelimeler: İnovasyon, Kamu yönetimi, Kamu Yönetiminde İnovasyon

Innovation in Public Administration and an Evaluation on Turkey

ABSTRACT

Innovation, which used to be practiced in the private sector, is now being used in public administrations. Especially the developments in information and communication technology push public administrations to keep up with this innovation environment. Public administrations had to develop new management models in this change and transformation process. Public administrations have realized that they need to improve their business processes, strategies and business presentation methods with the innovation studies. It is of great importance for the future of public administrations that the innovation culture that has settled in the private sector is adopted among those working in public administrations. For this reason, such a study was needed in order to reveal the effects of innovation on public administration and to raise awareness on this issue. The main purpose of this study is to evaluate the relationship between the concept of innovation and public administrations. In the study, the contributions of public administrations with the realization of innovation and the problems that may be encountered during its implementation were evaluated, and suggestions were made to ensure the implementation of innovation in public administration. In the study, literature review and document analysis technique, which is one of the qualitative research methods, was used. It has been determined that concrete examples have been realized within the scope of innovation in public administration in Turkey. Due to the current (Covid-19) pandemic conditions, the inability to hold face-to-face meetings with public administration employees in order to evaluate innovation

studies in public administration is among the limitations of the research. For this reason, it can be suggested to reach more concrete results with interviews with public employees after the conditions are suitable for future researchers. In the research, it was concluded that innovation, which allows the employees in organizations and institutions to improve themselves, can produce more permanent solutions to the problems encountered, and enables the use of technology by citizens and public employees, is one of the management techniques that has found application in the last period.

Keywords: Innovation, Public administration, Innovation in Public Administration

1. GİRİŞ

Yaşanan küreselleşme sürecinin etkisiyle beraber her alanda değişim, gelişim, yenilik, inovasyon günümüzde en yaygın uygulamalar arasındadır. Özellikle gittikçe sınırlı hale gelen kaynaklarla, değişim sürecinin etkisiyle bireylerin artan ihtiyaçlarını karşılamak devletler için artık önemli hale gelmeye başlamıştır. Artan rekabetin etkisiyle sürekli değişen ve gelişen hizmetler ve ürünler sonucunda bireyler değişen bu hizmetlerden faydalanmak istemektedir. Teknolojinin gelişmesi ve ulaşım alanında yaşanan gelişmeler sonucu sürekli olarak yeni hizmetler, yeni çıktılar üretilmekte, bu yaşanan değişikliklerden haberdar olan bireyler bu hizmetlerden yararlanmak istemektedir. Artan bu ihtiyaçların karşılanmasında karşımıza inovatif hareketler çıkmaktadır. Çünkü yaşanan bu değişimleri yakalamak ve ayak uydurmak, bu değişim çerçevesinde hizmet sunmak için inovatif yeniliklerin gerçekleştirilmesi bir zorunluluk olarak kurumların karşısına çıkmaktadır. Günümüzde kamu yönetimlerinin hizmet sundukları bireyler geleneksel yönetim anlayışında vatandaş olarak kabul edilmekte iken artık birer müşteri olarak kabul edilmektedir. Geleneksel yönetim anlayışında vatandaşlar devlet ne üretişe vatandaşlar o hizmetten faydalanmakta idi; ancak günümüzde vatandaşların istek ve talepleri kamu kurumlarının hizmet sunum modellerini ve yöntemlerini değiştirmesine neden olmuştur. Kamu yönetimlerinde inovasyon çalışmalarının hızlandırılmasında uluslararası kuruluşların da bu konudaki eğilimleri önemlidir. Bütün dünyada ve ülkemizde inovatif çalışmalar gittikçe yaygınlaşmaya başlamaktadır. Özellikle 2000’li yıllardan sonra kamu yönetimlerinde inovasyon çalışmalarının yavaş yavaş uygulanmaya başlandığı dikkat çekmektedir. Ülkemizde inovasyon kapsamında gerçekleştirilen en önemli uygulamalardan birisi e-devlet uygulamalarıdır. Kamu yönetimlerinde inovasyon uygulamaları sayesinde hem vatandaşlara hizmetten faydalanma konusunda hem de kamu kurumlarına hizmet sunumunda çeşitli alanlarda avantajlar sağlamaktadır. Türkiye’de bilişim teknolojileri kullanılarak daha kısa sürede daha kaliteli ve daha fazla hizmet sunumu söz konusu olmaktadır. İnovatif çalışmalar sonucunda çok çeşitli hizmetlerin sunulması, vatandaşları esas alan yönetim anlayışının yerleşmesi mümkün olmuştur.

Günümüzde devletler hangi yönetim yapısını kullanırsa kullansınlar, ülkelerin yönetilmesinde geleneksel yönetimleri bırakarak özel sektörde kullanılan yeni yönetim tekniklerini kendi ülke sistemlerine uyarlamaya çalışmaktadır. Bu değişimleri reform düzenlemeleri kapsamında kendi yapılarına uygun olarak yeniden yapılandırma çalışmaları gereği gerçekleştirmeye çalışmaktadırlar. Fakat uygulanmakta olan sistemlerin revize edilmesi, yeni modellerin geliştirilmesi, devamlılığı olan politika ve projelerin hazırlanması ve uygulanması kamu yönetimlerinde kolay olmayan bir şekilde gerçekleşmekte, bir süre sonra yapılan yeni düzenlemelerin çoğu kendini yineleyen bir durum olmaktadır. Bu nedenle, yeni bir görüş oluşturmak, bu görüşü kabul etmek ve belirli bir zaman içerisinde yararlarını görmek sanıldığı kadar kolay değildir. Özellikle bu yapılanmayı sağlamak kamu yönetimlerinde özel sektörlere göre daha da zorlaşmaktadır. Çünkü özel sektörde basit bir teknolojinin kullanılmasıyla birçok yeni düzenlemenin gerçekleşmesi mümkün olabilmekte, kendine bir yer edinmekte, kârlarını en üst düzeye çıkarmak isteyen bütün şirketlerin bu yenilikten faydalanmak amacıyla gelişmeleri yakından takip ederek kendilerine en fazla kârı getirecek yöntemleri kullanmaları mümkündür. Fakat vatandaşların faaliyet gösterdikleri alan özel sektör müşterilerine göre daha

dar kapsamlıdır. Vatandaşların özel sektördeki müşterilerin sağladığı katkıya ulaşabilmeleri için kamu yönetimlerinin inovasyon kapsamında yenilikçi girişimlere destek vererek inovasyonun kamu yönetimlerinde uygulanmasının sağlanması gerekir (Karagöz, 2013: 136).

İnovasyon, toplumdaki her alanda gerekli ve kaçınılmaz bir gereksinimdir. Çünkü toplumlar değiştiği için bu değişime bağlı olarak gereksinimler ve istekler de değişmektedir. Ortaya çıkan bu değişimlere özel sektör kuruluşları rahatlıkla uyum sağlarken kamu yönetimleri uyum konusunda daha fazla sorun yaşamaktadır. Hızlı bir şekilde gelişen teknoloji, girişimcilik, yenilik özel sektörde inovasyonların gerçekleşmesi için itici bir güç oluyorsa kamu yönetimleri için de aynı gelişmeler için itici bir güç olması gerekir. İnovasyonun kamu yönetimlerinde temel bir hareket alanı olması gerekir, çünkü inovasyon ile vatandaşlara sağlanan sosyal değeri geliştirir, hizmetin kalitesini ve verimliliğini artırır, maliyetlerin azalmasına yardımcı olur. Bu kapsamda inovasyon kamu yönetimlerinde üst yönetimlere iki şekilde karşılına çıkmaktadır: birincisi, en üst düzey kalitede kamu hizmeti sunma ve daha az kamusal kaynağın kullanılması ihtiyacı; ikincisi ise, yeni bir kamu sorumluluğu anlayışı kapsamında vatandaşların gereksinimlerini doğru bir şekilde anlamak ve uygulamak için vatandaş odaklı bir stratejinin geliştirilmesi gereksinimidir (Tek-Turan, 2019: 291). Bu kapsamda çalışmanın amacı, inovasyon çalışmalarının kamu yönetimlerindeki etkisini ortaya koymaktır. Çalışmada inovasyon kavramı açıklandıktan sonra kamu yönetiminde inovasyonun gerçekleştirilmesinde sağlayacağı katkılar açıklanmıştır. İnovasyon çalışmalarının kamu yönetimlerinde gerçekleştirilmesi sırasında karşılaşılabilecek engeller ortaya konulmuş ve son olarak inovatif uygulamaların yaygınlaştırılması için öneriler geliştirilmiştir.

2. İNOVASYON KAVRAMI

İnovasyon kavramı ile ilgili yapılan bütün ifadelerin nitelikleri bulunmaktadır. Bu özellikler; değişim, teknoloji, gelişim, yenilik gibi kavramlardır. Burada vurgulanması gereken husus, inovasyon sonuç odaklı gerçekleşir, sürecin sonunda bir çıktı elde edilmelidir. Bu çıktı, özel sektörde ticari yarar, kamu yönetimleri açısından toplumsal yarar olmaktadır (Karagöz, 2013: 136).

İnovasyon, idarenin teknolojinin gelişen ilişkileri kapsamında ortaya çıkan imkânları olumlu bir şekilde kullanması, sürekli iyileşmenin sağlanması olarak tanımlanabilir (Karkın ve Zor, 2017: 41).

İnovasyon kavramı genellikle özel sektör gelişim süreçleriyle özdeşleşen bir süreçtir. Bu kavramı işletmede kullanılan bir model haline getirebilen şirketlerin rakipleri karşısında sağladıkları üstünlükleri tartışılmaz. Bu üstünlüğün devam ettirilebilmesi inovasyonun etkisinin canlı tutulmasına bağlıdır. Kamu yönetimleri açısından aynı durum söz konusu olmakla birlikte birçok farklılıklar da bulunmaktadır. Kamu yönetimleri bakımından inovasyon kavramı, vatandaşlar açısından değer oluşturabilecek bir hizmet ya da hizmetin sunum şekli olarak tanımlanabilir (Şen, 2018: 43). İnovasyon esaslı sınıflamalar teknopark, teknoloji geliştirme bölgesi veya bilim şehri şeklinde hedeflerine ve büyüklüklerine göre adlandırılmaktadır (Aydın, 2016: 1).

“Örgütlerde niteliksel değişimler meydana getirebilecek etkiye sahip yöntem ve süreçler bütünü olarak inovasyon” kurumlarda teknolojik alanda, sosyal ve örgütsel alanda görülebilmektedir (Şengül, 2015, s. 142).

Hizmet, hizmetin sunulma şekli, kamu yönetiminin işlemesi gibi alanlardan yola çıkılarak kamu sektöründe inovasyon farklı ölçeklerde gerçekleşebilir (Akyos, 2007: 5):

- Ürün inovasyonu: yeni ya da gelişmiş hizmetler
- Kurumsal/sistem inovasyonu: mevcut sisteminin revize edilmesi, yeni bir sistemin kurulması ya da işbirliği ve koordinasyon içerisinde yeni bir yöntemin geliştirilmesi
- Süreç inovasyonu: kamusal özellik taşıyan bir ürünün ya da hizmetin üretim yönteminde ya da hizmetin sunulmasındaki kalitenin geliştirilmesi
- Yapısal-idari inovasyon: Esas politikada değişikliğin ya da kamu idarelerinde yeni işletme stratejilerinin ve yeni yönetim modellerinin kullanılması
- Kavramsal inovasyon: Yeni kavramların ortaya çıkmasına ilişkin olarak ilgililerin bakış açılarında değişimin söz konusu olacağı yeni yönetim yöntemlerinin uygulanması.

İnovasyon içinde bulunduğumuz süreçte bütün sorunlara potansiyel bir çözüm yolu olarak kabul edilmekte, hem kamu sektöründe hem de özel sektörde yaygın bir şekilde kullanılmaktadır. Özel sektör kuruluşlarında inovasyonun yapılmasının temel nedenleri arasında ileriye gitmek, hem rekabet ortamında hem de pazar payını artmasını sağlayacak ürünlerin ve hizmetlerin sunulmasıdır. Kamu yönetimlerinde inovasyon durumları daha az ifade edilmiş olmakla birlikte benzer yönleri de vardır. Devletler ülkenin önceliklerinde dengeyi sağlamak için gayret gösterdikçe, kaynakların daha etkin kullanılması, kamusal ihtiyaçların karşılanmasını da kapsayacak yeni yaklaşımlara gittikçe daha fazla ihtiyaç duyulmaktadır. Devletler bu nedenle hizmetlerin sunulması, süreçlerin iyileştirilmesi, yeni süreçlerin geliştirilmesi alanlarında zor olanı başarmak ve inovasyon yapmak zorunda kalmaktadır (Tek-Turan, 2019: 292).

3. KAMU YÖNETİMİNDE İNOVASYON

Kamu kavramı, devletin kurumları ve kanunlarıyla yönetilen, kamusal kaynaklar ile finanse edilen ve kamu yönetimi alanında olan kurumları ifade etmektedir. Kamu yönetimlerinin hantal olması ve geleneksel kurallara bağlı olmasına dair düşünceler sebebiyle uzun bir dönem boyunca değişimi ve girişimciliği gerekli kılan inovasyon kamu yönetimlerine uygulanamamıştır. İçinde bulunduğumuz dönemde kamu kurumlarında inovasyonun ülkelerin rekabet edebilmesinde büyük öneme sahiptir (Güravşar-Gökçe, 2015: 29).

1980’li yılların başında birçok gelişmiş ülkede siyasi alanda yaşanan değişimler, kamu yönetimlerinin yönetim tekniklerini güçlendirmiştir. Bu yeni teknikler neo-liberal ekonomi ve yeni kamu yönetimi anlayışı tarafından da destek görmüştür, özel sektörde uygulanan örgütsel ve yönetim yaklaşımlarının kamu yönetimlerine uyarlanması desteklemiştir. 1980’li yılların sonlarında yerel yönetim alanlarında gerçekleştirilen yeni düzenlemeler ve adem-i merkeziyetçi anlayış, kamu yönetimi sistemlerinin daha iyi organize edilmesini sağlamıştır. Adem-i merkeziyetçi ve kamudaki yeni yaklaşımlar tamamlayıcı bir rol üstlenmiştir (Tekin vd., 2018: 114).

Kamu kurumlarında inovasyonun gerçekleştirilmesi ile ülkelerin birbirlerinin tecrübelerinden faydalanmaları, ülkelerin birbirleriyle işbirliğinin sağlanması ve artırılması, ülkelerin proje imkânlarını geliştirmeleri, kamu kurumlarında inovasyonu artırarak üye ülkelerde daha kaliteli hizmetin sunulması hedeflenmiştir (Ak, 2013: 28).

Kamu yönetimlerinde inovasyon kavramını açıklamak özel sektörde olduğu kadar çalışılmadığı için ve kamu yönetiminin kendine has nitelikleri dolayısıyla zor olmaktadır. Bir yaklaşıma göre, inovasyon devamlılığı olduğu sürece başarılı olması mümkün olmaktadır. (Akyos, 2007: 5).

Kamu kurumlarının sunmuş oldukları hizmetler ekonominin tamamını, özellikle de kilit rol üstlenen sektörleri etkilemekte, dolayısıyla genel anlamda vatandaşların hayat kalitesini belirlemektedir. Öncelikle kamu kurumlarının verimliliğinin artırılması, bu kapsamda sunulan hizmetlerin finansal açıdan daha az maliyet harcanması, idari işlemlerin azaltılması, ikinci olarak yeni ve daha kaliteli kamusal hizmetlerin sunulması, üçüncü olarak saydamlığın sağlanması ve böylece son tahlilde kamu hizmetlerini kullanan kullanıcıların memnuniyet düzeylerinin artırılması, vatandaşların hayat kalitesinin artırılması için inovasyonun hayati derecede önemi bulunmaktadır. Aslında en büyük ikilem, kamusal bütçenin azalmasına rağmen vatandaşların kamu yönetimlerinden istedikleri hizmetlerin gittikçe çoğalmasındadır. Bu nedenle kamu yönetimlerinin bu istekleri daha az kaynakla giderebilmesi için daha yenilikçi olmasına gereksinim duymaktadır (Demir, 2016: 145).

Kamu kurumları kendisini gerçekleştirdiği reformlarla yenilemeye çalışmakta fakat özel sektörde olduğu kadar hızlı ve değişen bir yapısı olmadığı için gelişmesini daha uzun sürede tamamlamaktadır. Bu nedenle, kamu kurumlarında alt yapısı iyi yapılandırılmış projeler kabul edilmeli ve bu doğrultuda temeller oturtulmaya çalışılmalıdır. Uzun süreçte başarılı olmak sadece devamlılığı olan projelerin uygulanmasıyla gerçekleşecektir. İnovasyon bu süreçte anahtar rolü üstlenmektedir. Kamu yönetimlerinde politik unsurların da hakim olması dolayısıyla hizmetlerin sunulmasına yönelik bu süreçte hem kararların alınması hem alınan kararların uygulanması hem de devamlılığını sağlaması açısından zor olmaktadır. Özel sektörde temel hedef kâr elde etmek olduğu için bu hedefe ulaşılması için birden çok düşünce uygulanabilir, değiştirilebilir, vazgeçilebilir. Fakat kamu yönetimlerinde bu şekilde bir uygulama çok zor ve risklidir. Kamu kurumlarında uygulamaya konulan reformların askıda kalmalarının başlıca nedeni bu sürecin özel sektördeki kadar etkili işleyememesidir. İnovasyonun kamu kurumlarında daha fazla gündeme gelerek özel sektördeki uygulamalarla karşılaştırılması, kamu yönetimlerinde inovasyon yapılacak alanların belirlenmesi, inovasyon yöntemlerinin ve çeşitlerinin belirlenmesinde önemli bir rol üstlenmektedir (Karagöz, 2013: 139).

Kamu yönetiminde inovasyonun uygulanmasını sağlamak ve yaygınlaştırmak için Maliye Bakanlığı tarafından 2008 yılı içerisinde Technopolis Group Türkiye firması ile “Kamuda İnovasyon Yönetim Sistemi ve Tekniklerinin Geliştirilmesi” kısa ismiyle KAMİN şeklinde kabul edilen projeyi başlatmıştır. Böylece kamu yönetimlerinde inovasyon uygulamaları resmi olarak uygulamaya geçilmiştir (Güngör ve Göksu, 2013: 1250).

Kamu kurumlarında inovasyon çalışmalarının yaygınlaştırılması için 2005 yılında Ulusal İnovasyon Girişimi ismiyle bir topluluk oluşturulmuştur. Bu topluluğun oluşturulmasındaki

maksat, Türkiye’de inovasyon politikalarının yapılandırılması sürecinde diğer kurum ve kuruluşlarla işbirliğini sağlamak ve geliştirmek; inovasyon alanlarında kamuoyunda farkındalık oluşturmak, siyasi otoritelerle ve kamu kurumlarıyla iletişimi sağlayıp öneriler hazırlayarak inovasyon politikalarının oluşturulmasında katkı sağlamayı hedeflemektedir. Bu amaçla İnovasyonda Farkındalık konulu bir proje oluşturulmuştur (Güngör ve Göksu, 2013: 1251-1252).

Ülkemizde kamu yönetimlerinde inovasyon çalışmaları çerçevesinde gerçekleştirilen önemli bir uygulama e-devlet uygulamasıdır. Aynı zamanda Gelir İdaresi Başkanlığı’nın e-vergi dairesi çalışması İstanbul Vergi Dairesi Başkanlığı’nın mükellef ve çalışanlarını dinleyen forum çalışması, hastanelerde uygulamaya konulan online randevu hizmetleri, Kültür Bakanlığı’nın müzekart çalışması, Milli Eğitim Bakanlığı’nın e-okul, Adalet Bakanlığı’nın uyp, e-dava çalışması, mdönüşümü (mobil demokrasi) çalışması da kamu kurumlarında inovasyon kapsamında gerçekleştirilen çalışmalardır. İnternetin ve diğer bilişim sistemlerinin yaygınlık kazanması ile vatandaşlar kamusal süreçlerdeki gelişmeleri daha yakından takip etme fırsatı yakalamakta, maliyetler düşmekte ve verimlilikte artış yaşanmaktadır (Maliye Bakanlığı, Strateji Geliştirme Başkanlığı, 2008).

Bilginin üretilmesi ve yayılmasında, ar-ge ve inovasyona önem verilmesi, piyasanın oluşturulmasında sorumluluk alan kuruluşlar ise; teknoparklar, teknoloji merkezleri, yüksek öğretim kurumları, sivil toplum kuruluşları, Devlet Planlama Teşkilatı (DPT), Türk Patent Enstitüsü (TPE), Türk Standartları Enstitüsü (TSE) ve teknoloji platformları şeklinde ifade edilebilir. Kaynakların geliştirilmesinde ve harekete geçirilmesinde diğer kurumlardan farklı olarak; Milli Eğitim Bakanlığı (MEB), Yükseköğretim Kurulu (YÖK) ve Hazine Müsteşarlığı (HM) da destek vermektedir (Işık ve Kılınç, 2012: 186).

Dokuzuncu Kalkınma Planında bilim, teknoloji ve inovasyona ilişkin bir çerçeve düzenlenmiştir. Dokuzuncu Kalkınma Planında (2007-2013) vizyonunda küresel düzeyde rekabet edebilme gücüne sahip, bilgi toplumuna dönüşen bir Türkiye olarak belirlenmiştir. Burada rekabet edebilme gücünün artırılmasında etkili araçlardan birisinin ar-ge ve inovasyon olarak belirlenmiştir.

4. İNOVASYONUN KAMU YÖNETİMİNE SAĞLADIĞI KATKILAR

Kamu kurumlarında inovatif kültürün benimsenmesi, yaratıcılığın sağlanması için kamu kurumlarında karşılaşılan zorlukların ve değişimlerin anlaşılması, kamu hizmetinden yararlananların istek ve beklentilerinin doğru tespit edilmesi gerekir. Belki de en önemlisi inovasyonun ve bütün dünyada yaşanan teknolojik dönüşümlerin anlaşılması amacıyla kamu yönetimi bölümlerinde inovasyon derslerinin alınması gerekir. İnovasyonun akademik platformlarda yer alması önemli bir husustur. Çünkü inovasyon kavramını yaratıcılık, girişimcilik, liderlik gibi kavramlarla birlikte anlamak gerekir (Tek-Turan, 2019: 304).

Kamu yönetiminin bir hizmet sunucusu olmasının yanı sıra aynı zamanda bir işveren olması sebebiyle kamu yönetimlerinde inovasyonun gerçekleştirilmesi özel sektörde uygulanması

kadar önemlidir. Kamu yönetimlerinde inovasyonun varlığı ve yapısal nitelikleri sebebiyle özel sektörde uygulandığı gibi uygulanmamaktadır. Bu sebeple kamu kurumları inovasyonu kendi özelliklerine ve hedeflerine göre uygulamaya başlamış, kendine özgü inovasyon çeşitleri oluşturmuştur (Atmaca ve Geylani, 2020: 9).

Yüksek teknolojik imkânlar ve yenilikçi yaklaşım ekonomik büyümede ve ödemeler dengesinde önemli katkılar sağlamaktadır. Ülkelerin yenilik konusunda göstermiş oldukları performans onların aynı zamanda ekonomik performanslarını da anlatmaktadır. Bu hususta kamu yönetimlerinin talep eden tarafta mı yoksa tedarikçi konumunda olup olmadığı önemlidir. Tedarikçi konumda olan kamu kurumlarının yenilik yaratma ve teknolojinin yayılmasında ülkelerinin uzun vadeli büyümelerine fayda sağlarken, talep eden taraftakilerin ödemeler değesi büyüme modelini zorlaştırmaktadır (Güravşar-Gökçe, 2015: 33).

İnovasyon çalışmaları ile katılımlı yönetim kültürünün yerleşmesini, kamusal değer oluşturmada kaynaklardan ve kapasitelerden faydalanmayı artırmaya yardımcı olmaktadır. Kamu yönetimlerinin imajını ve hizmetlerini geliştirerek devletlerin vatandaşların güvenlerini yeniden sağlayabilmelerinde ve meşruiyetlerinin yeniden tesis edilmesini sağlamaktadır. Herhangi bir sektörde gerçekleştirilen başarılı inovasyon uygulamaları başka alanlarda da inovasyonun gerçekleşmesine kapı açmaktadır (Akyos, 2007: 4).

Kamu yönetimleri bakımından değerlendirildiğinde sosyal sorumluluk kavramı, bir kurumun faaliyet gösterdiği ortamı koruması ve geliştirmesi konusundaki yükümlülüklerini kapsamaktadır. Bu yükümlülükler arasında vatandaşların gereksinimlerinin giderilerek refah seviyelerinin artırılması, vatandaşların memnuniyetlerinin artırılması, istihdamın sağlanması çalışmaları mevcuttur. Bu çalışmalar aynı zamanda kamu yönetimlerinin sorumluluklarına hitap etmektedir. Bu gelişmelerin sağlanması yine inovasyon kavramıyla yakından bağlantılıdır (Güravşar-Gökçe, 2015: 33).

İnovasyonlarda başarının sağlanması için; inovasyonun gerçekleştirilmesi için gerekli olan yeteneklerin ve teknoloji sağlayıcıların ağ yapılarına, ilgili kurum içerisindeki yeteneklere, inovasyon amaçlı kültür ve yapılanmaya, kurum içerisinde öğrenme ve inovasyonu özendirici bir kurum kültürüne ihtiyaç vardır (Akyos, 2007: 10).

5.KAMU YÖNETİMİNDE İNOVASYONUN ÖNÜNDEKİ ENGELLER

İnovasyonun özel ve kamu yönetimlerinde uygulamada farklılıkların ortaya çıkmasının sebepleri, bu sektörlerin varlık nedenleri ve yapısal farklılıklardır. Özel sektördeki kuruluşlarda kârını artırmak için inovatif çalışmalarının başarılı bir şekilde gerçekleştirildiği söylenebilir. Aynı durum kamu yönetiminde aynı şekilde gerçekleşmemektedir. İnovasyon çalışmalarının kamu kurumlarında uygulanmasında zorlaştırıcı faktörler bulunmaktadır (Atmaca ve Geylani, 2020: 7).

Kamu kurumlarında sadece bir tane girişimci bulunmaktadır, o da devlettir. Özel sektörde çok sayıda potansiyel girişimcilerin olması söz konusu değildir. Kamu kurumlarında bir girişimcinin yapamadığını bir başkasının tekrardan denemesi, bir girişimcinin sahip olduğu

özellikler ve alt yapı unsurlarının başka bir alana yönlendirilmesi mümkün olamaz. Her girişimcinin yeni bir inovasyon çalışması denemesini beklemek mümkün olmamaktadır. Fakat ne kadar çok girişimci denerse o kadar başarı şansı da yüksek olacaktır. Bu anlamda değerlendirildiğinde, kamu kurumlarındaki girişimci sayısının az olması, inovasyon deneme çalışmalarını ve inovasyon kültürünün yerleşmesini engellemektedir. Aynı zamanda kamu yönetimlerinde sunulan hizmetlerin alternatiflerinin olmamasından dolayı sunulan hizmetin kalitesinin vatandaşlar tarafından sorgulanmasının mümkün olmaması inovasyon kültürünün gelişmesini ve yerleşmesini kısıtlamaktadır (Şen, 2018: 44).

Kamu yönetiminde inovasyonun yerleşmesindeki mikro nedenler ise, daha çok kurumsal özellik göstermektedir. Oligarşik bürokrasinin statükoyu koruma gayesi, inovasyon çalışmaları için gerekli olan yeni hizmet sunum girişimlerinin ve denemelerinin yetersiz olması, kamu kurumlarındaki yöneticilerin durgun nitelikleri, yöneticilerin risk algılarındaki eksiklikler, dinamik ve yeniliğe açık bir kurum kültürünün olmaması, hukuksal anlamdaki boşluklar kamu yönetimlerinde inovasyon çalışmalarının gelişmesini kısıtlayan mikro engellerdir (Şen, 2018: 44).

Kamu kurumları bir bütün olarak incelendiğinde, demokrasi anlayışının yerleşmesi ve maddi olmayan isteklerin geliştirilmesi kamu sektöründe inovasyon çalışmaları açısından gereklidir ancak yeterli değildir. Kamu sektörünü oluşturan kamu kurumlarının her birinde görev yapan idareciler bulunmaktadır. İnovasyon ise soyut olarak devlet aracılığıyla değil, somut bir şekilde kamu kurum ve kuruluşları, bu kurumlardaki çalışanlar ve yöneticiler tarafından uygulanmaktadır. Kamu kurumlarının yapısal özellikleri ve yöneticilerinin vizyonu kamusal nitelikli inovasyonun esas belirleyicisi konumundadır. Bu kurumlardaki yöneticilere karşın herhangi bir inovasyon çalışmasının başarılı olması mümkün görünmemektedir. Bu noktada kamusal inovasyonun makro düzeydeki itici gücü demokrasi anlayışı ve maddi olmayan dürtüler; mikro düzeydeki itici gücü ise kurum kültürü ve yönetim şeklidir (Şen, 2018: 46).

Kamu sektöründe öncelikli olarak inovasyon kültürünün ve inovasyon dostu ortamın oluşturulması sorunuyla karşılaşabilmektedir. Kamu sektöründe değişime karşı gösterilen direnç inovasyon kültürünün yerleşmesinde önemli bir engeldir. Kamu sektöründe reform çalışmaları risk taşıyan bir iştir, bu nedenle üst düzeyde bir risk yönetimi gerekir. Bu durum ise birçok kamu sektöründe bulunmamaktadır. Kamu kurumlarında yaşanan en önemli sorun alanlarından birisi de kaynak konusunda yaşanan kısıtlılıktır. Sadece finansman alanında değil personel konusunda da aynı sıkıntı vardır. Doğru değerlendirme süreçlerinin bulunması gerekmektedir. İnovasyonun uygulanmadan önce hangi seviyede gerekli olduğu ve uygulandıktan sonra ne kadar başarıya ulaşıldığının değerlendirilmesi gerekir (Demir, 2016: 151).

Kamu kurumlarının karmaşık yapıları ve büyük yapılanmaları inovasyon çalışmaları için engel olabilir. Böyle karmaşık be büyük yapılanmalarda kendi norm, değer ve görüşlerini oluşturan bir diğer kurum ile iletişimin sınırlı düzeyde kurulması kurumlarda iç engellerin oluşmasına sebep olabilir. Kamu sektörünün sahip olduğu miras ve gelenekleri uzun dönem boyunca edindikleri deneyimler ve uygulamalar inovasyonun yapılacak değişikliklerle bu yapının bozulacağı anlayışı ile direnç gösterilmesi karşılaşılan bir durumdur. Kamu yönetimleri

içerisinde farklı profesyonel gruplar arasında iletişim eksikliği inovasyon çalışmalarını ve inovasyonun yaygınlaşmasının önünde bir engel olabilir. Kamu yönetimleri medyanın ve politikacıların yakın izlenmesi altında oldukları ve çalışanların risk aldıkları durumlarda performans ölçümünün olmaması nedenlerinden dolayı risk almaktan kaçınılabirler. Kamu sektöründe kurumsal öğrenme kapasitesinin olmaması ya da sınırlı olması inovasyon çalışmalarında engel olabilir. İnovasyon çalışmalarının yapılması için gerekli olan yeni teknolojiler gerekebilir. Yeni teknoloji araçlarının kamu kurumlarında mevcut olmaması inovasyon çalışmalarındaki bir diğer engeldir (Akyos, 2007: 18).

Sayılan bütün bu engellerin dışında kamu sektöründeki görevlendirmelerin çoğunun liyakat ilkelerinden ziyade farklı nedenlerle gerçekleşmesi sebebiyle devletin önemli kademelerinde inovatif düşünceler yönünden yetersiz kişilerin istihdam edilmesi kamu sektöründe inovasyonun önündeki önemli engellerdendir. Aynı zamanda hükümetlerin değişmesiyle beraber kamu sektöründeki kritik pozisyonlarda bulunan çalışanların değişmesine neden olmaktadır. Bu değişimler inovatif projelerin sürekliliğini etkilemekte ve uygulanmasıyla önemli sonuçlar doğuracak olan birçok projelerin uygulanmadan kaldırılmaları söz konusu olmaktadır. Ayrıca politikacıların faaliyetlerini seçim dönemlerine göre tasarlamaları nedeniyle uzun vadeli bir süreç gerektiren inovatif çalışmalara çok fazla yer vermemelerine neden olmaktadır (Güravşar-Gökçe, 2006: 108).

6. KAMU YÖNETİMİNDE İNOVASYONUN GELİŞTİRİLMESİNE YÖNELİK ÖNERİLER

Kamuda yenilik kapsamında gerçekleştirilen çalışmalar değerlendirildiğinde, kamu sektöründe inovasyon çalışmalarının uygulanması ve yaygınlık kazanması amacıyla aşağıdaki önerilerin dikkate alınması gerekir (Pişkin, 2017: 74-75):

- Kamu sektöründeki bürokratik idari yapılanma yeniliğin önündeki önemli engellerden birisi olduğuna dair birçok çalışma yapılmıştır. Bu engelin ortadan kaldırılarak kamu kurumlarının daha esnek, daha şeffaf, dinamik bir yapıya kavuşturulması gerekir. Kamu kurumlarında organik ve dinamik yönetim modelleri geliştirilmesi kamu sektöründe inovatif yeniliklerin önünü açacak unsurların başında gelmektedir. Bu dönüşüm anlayışının kamu kurumlarındaki üst yöneticiler tarafından benimsenmesinin ve desteklenmesi sağlanmalıdır.
- Kamu kurumlarına merkezi yönetim tarafından ayrılan finansal kaynak dışında herhangi bir kaynağı olmayan kamu kurumlarının öncelikle gereksinim duydukları bu bütçelerin karşılanması gerekir. Kamu sektörünün bazı yapılar tarafından sağlanan proje bazlı fonlardan yararlanmaları için kapasitesinin geliştirilmesi gerekir. Aynı zamanda kamu kurumlarının ihtiyaç duydukları teknoloji sağlanarak kamu kurumlarında inovasyon çalışmalarının önü açılabilir.
- Kurumlarda yenilik çalışmalarında maddi kaynakların olduğu kadar maddi olmayan beşeri sermayenin insan kaynağı da büyük önem taşıyana konular arasındadır. İnsan kaynağının geliştirilmesi amacıyla yapılacak birçok çalışmaların olduğunu ortaya konulan araştırmalar bunu ispatlamıştır. Kamu sektöründe işe alımlarda özel sektörde uygulanan yöntemlerin kullanılması, özellikle araştırmacılar gibi kurumlarda ar-ge ve yenilik alanlarında çalışacak

personellere yönelik maddi olanakların iyileştirilmesi gerekir. Kamu kurumlarında çalışanların yenilikçi yeteneklerinin geliştirilememesinde kamu kurumlarındaki işlerin özelliğinden kaynaklanmaktadır. Çünkü kamu kurumlarındaki işler çoğu zaman rutin işler, yaratıcılık gerektirmeyen, üstünlük kullanmayı gerektirmeyen işler olmasıdır. Bu unsurların varlığı çalışanların körelmesine neden olmakta, yenilikçi yeteneklerini ortaya koymalarına engel olmaktadır. Dünyada ve ülkemizde yaşanan gelişmelerin takip edilmesi, kamu çalışanlarının kongre, konferans gibi çalışmalara katılımlarının sağlanması bu sorunların giderilmesinde etkili olabilir.

- Yenilik kavramının temeli fikir ve düşünceye dayanmaktadır. Kamu sektöründeki çalışanların sahip oldukları yeni görüşleri ve düşünceleri iletişim kanalları vasıtasıyla ilgili kişi ve birimlerle paylaşmalı, bu fikirler kurumlardaki ilgili birimler tarafından değerlendirilmeli ve uygun görülenler hayata geçirilmelidir.

- İster kamu sektöründe ister özel sektörde olsun kurumlarda yenilikçi fikirleri destekleyen ve teşvik edici ödüllendirici unsurların olması gerekir. Özel sektörde işletmeler için yeni bir ürünün üretilmesi ve hizmete sunulması kâr payını etkilemektedir. Bu nedenle özel sektörde yenilikçi fikirler desteklenmekte ve ödüllendirici çalışmalar bulunmaktadır. Kamu sektöründe yenilikçi düşünceler uygulamaya konulsa bile yapılan yenilikçi çalışmaların karşılığının maddi olarak alınması pek mümkün olmamaktadır.

- Kamu kurumları, üniversiteler ve sanayi işbirliğinin sağlanması ile kamu sektörünün yenilikçi kapasitesi geliştirilebilir. Bunu sağlamak için ortak olarak proje geliştirilebilir, birlikte etkinlikler düzenlenebilir.

- Özel sektör ve kamu sektöründe uygulanan başarılı yenilik çalışmalarının tanıtılması ve duyurulması, başarı örneklerinin arkasında yatan nedenlerin açıklanması, yeni modellerin oluşturulması kamu sektöründe yeniliği teşvik edecek çalışmalar arasındadır.

İnovasyon çalışmalarında (Genç ve Şengül, 2014: 575) daha güvenilir ve geçerli sonuçların elde edilmesi için deneye dayalı çalışmaların tek yönlülükten çıkarılarak kamu sektöründe inovasyonun farklı açılardan derinlemesine incelemelerden geçmesi gerekir

7. SONUÇ

Kamu yönetimlerinde reform anlayışı geçmişten günümüze devamlı olarak gündemde olan konular arasındadır. Gelecekte de gündemde olmaya devam eden konular arasında sayılabilir. Kamu yönetimlerinde reform kapsamında geliştirilen projeler çoğunlukla birbirleriyle benzerlik göstermektedir. Reform alanında yaşanan bu gelişmeleri ortadan kaldıracak yeni bir anlayışa gereksinim duyulmuştur. Bu yeni anlayışın adı ise, inovasyondur.

Yaşanan gelişmelere bağlı olarak vatandaşların devletten bekledikleri hizmetler çeşitlenmekte ve artmaktadır. Artan ve çeşitlenen ihtiyaçların karşılanmasında devletin üstlendiği sorumluluk ve yük gittikçe artmaktadır. Sınırlı kaynaklarıyla artan ihtiyaçların karşılanmasında devlet yeni yöntemler geliştirmek zorunda kalmaktadır. Devletin sunduğu hizmetlerde etkinliğin

sağlanması için etkin bir mevcut değerlendirmenin yapılması ve bu değerlendirme kapsamında hareket edilmesi gerekir. Kamu yönetiminde, kamu kurumlarının, kamu çalışanlarının, düzenlenen yasaların, getirilen değişikliklerin ihtiyaçları karşılama için bütüncül bir anlayışla hareket edilerek, devletin kaynakların gereksiz kullanılmasının önüne geçecek, hizmetlerin sınırlarının açık, net ve belirgin bir şekilde belirlendiği anlayış içerisinde olunmasını zorunlu kılmaktadır. Bu da kamu yönetimlerinde hizmetlerin iyileştirildiği ve geliştirildiği kamuda hizmet sunumlarında inovasyon çalışmalarının geliştirilmesinin önünü açmaktadır.

Kamu yönetimlerinde inovasyon çalışmalarının yeterince geliştirilememesinin nedenlerinden birisi de kamu yönetiminde hizmet sunumunda kâr amacının olmamasıdır. Kamu yönetiminde asıl amacın kâr elde etmek olmadığı için inovasyon çalışmalarının geliştirilmesinde yetersiz kalındığı görülmektedir. Kamu yönetiminde inovasyon çalışmalarının yaygınlaştırılması için öncelikle ülkemizde inovasyona yönelik kültürel alt yapının oluşturulması gerekmektedir. Bunu sağlamak için de kamu kurumlarında hizmet sunan üst yönetimin değişim anlayışını kabul edip buna göre hareket etmeleri sağlanmalıdır. Geleneksel yönetim modellerinin terk edilerek değişen sürece ayak uydurmak için üst yönetimin bu anlayışın geliştirilmesinde önemli aktör olduğu bilincinin yerleşmesi gerekir. Yöneticilerin risk almaktan kaçınmak yerine kullandıkları yeni yönetim teknikleri ile yeni bir yönetim modelinin geliştirilmesi ile dinamik bir kamu yönetimi anlayışının yerleşmesine katkıda bulunacaktır. Bu anlayış doğrultusunda kamu yönetimlerinde daha yenilikçi ve gelişmeci bir kültürün yerleşmesi sonucu daha dinamik bir kurum kültürünün yerleşmesi sağlanacaktır. Bütün kamu kurumlarında oluşturulan strateji birimleri ile kurumlarda inovasyon çalışmalarının geliştirilmesi sağlanabilecektir. Kurumların araştırma ve geliştirme faaliyetlerine daha fazla kaynak ve personel aktarımı yoluyla kurumlarda inovasyona yönelik çalışmaların hız kazandırılması yoluna gidilebilir. Böylece hizmet sunumunda daha etkili bir hizmet sunumunun gerçekleşmesi sağlanabilir. Kamu kurumlarında girişimciliği desteleyecek nitelikte çalışmaların yapılması, çalışanların bu konuda bilgilendirilmesi ve yenilikçi anlayış sonucunda sağlanacak olumlu gelişmelerin anlatılması ile yenilikçi kültürün yerleşmesi sağlanabilir. Vatandaşların artan ve çeşitlenen ihtiyaçlarının kıt kaynaklarla daha etkili bir şekilde gerçekleştirilmesinde inovasyonun önemi kurum yöneticileri ve çalışanları tarafından benimsenmelidir. İnovasyon çalışmaları ile kamu yönetimlerinde hem daha az maliyet hem daha etkili ve verimli hizmet sunumunun gerçekleşeceği akıldan çıkarılmamalıdır.

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Türkiye'de Sosyal Pazarlama Konulu Makalelerin Kategorik Değerlendirilmesi

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ÖZET

Bu çalışmanın amacı Türkiye örnekleme kapsamında hazırlanmış sosyal pazarlama konulu makaleleri içerik analizi yöntemi ile değerlendirilip sosyal pazarlama kavramının hangi bağlamda ele alındığını ortaya koyarak öneriler geliştirmektir. Yapılan inceleme sonucunda sosyal pazarlama kapsamı dışında kalan makaleler elenmiş ve toplam 96 makale ile analize geçilmiştir. İncelenen makalelerde "sağlıkla ilişkili davranışlar (yüzde 33)" ve "toplum katılımlı davranışlar (yüzde 30)" en fazla ele alınan sosyal pazarlama konularıdır. Makalelerin yaklaşık yüzde 19'u ise sosyal pazarlama literatürünü anlamaya ve açıklamaya yönelik çalışmalardır. Sonuç olarak Türkiye'de uygulanmış sosyal pazarlama çalışmalarının uluslararası çalışmalara paralel şekilde tütün kullanımı, sağlıklı gıda tüketimi ve fiziksel aktivite gibi sağlıkla ilişkili davranışları geliştirmeye yönelik olduğu görülmektedir. Türkiye'de sosyal pazarlama kapsamında çevresel davranışların geliştirilmesi, finansal davranışlar ile sakatlığı önlemeye ilişkin davranışların geliştirilmesi yönünde akademik çalışmaların artması önerilir.

Anahtar Kelimeler: Sosyal Pazarlama, İçerik Analizi, Kategorik İnceleme, Literatür Taraması

Categorical Investigation of Papers on Social Marketing in Turkey

ABSTRACT

The purpose of this study is to evaluate the papers on social marketing prepared within the scope of the Turkish sample using a content analysis method, and to develop recommendations by revealing where the concept of social marketing is discussed the concept of social marketing in papers. As a result of the analysis, papers that were outside the scope of social marketing were removed, leaving 96 papers to be evaluated. "Health-related behaviors (33 percent)" and "community involved behaviors (30 percent)" are the most discussed social marketing topics in these papers. About 19 percent of the papers reviewed are studies aimed at understanding and explaining the social marketing literature. As a result, it is seen that social marketing studies implemented in Turkey are aimed at improving health-related behaviors such as tobacco use, healthy food consumption and physical activity in parallel with international studies. It is recommended that academic studies increase in the scope of social marketing in Turkey in order to improve environmental behaviors, financial behaviors and behaviors related to injury prevention

Keywords: Social Marketing, Content Analysis, Categorical Review, Literature Review.

GİRİŞ

Sosyal pazarlama, ticari pazarlamanın sonuç odaklı pratiğini kullanarak, olumlu davranış geliştirme amacı ile pazar araştırmasına dayalı, somut ve değerlendirilebilir sonuçların nasıl oluşturulacağı konusuna (McKie ve Toledano, 2008) odaklanan bir disiplindir. Sosyal pazarlama da amaç hedef kitlenin derinlemesine analizi sonucunda, hedef kitleye özel olarak geliştirilen program ile istenilen davranış değişiminin sağlanmasıdır.

Sosyal pazarlama kavramının ilk kez Kotler ve Zaltman (1971) tarafından yapılan tanımında, pazarlama ilkeleri ve yöntemleri ile sadece mal ve hizmetlerin değil, fikirlerin de satılabileceği vurgulanmaktadır. Söz konusu çalışma, pazarlama bilimini farklı boyutları ile ele alarak toplumsal ve kişisel refahı artırmak için tutum ve davranış değişimine dikkat çekmektedir (Kotler ve Zaltman, 1971:4). Sosyal pazarlama, toplumsal sorunların çözülmesi konusunda farkındalık oluşturan, sosyal faydayı ön plana çıkaran, toplumsal sorunlarla ilgili tutum ve davranış değişikliğini hedefleyen bir pazarlama faaliyeti olarak kullanılmaktadır (Yeşilyurt, 2021:3472). Sosyal pazarlama, belirli bir fikrin, tutumun ve davranışın kabul edilmesi, değiştirilmesi veya terk edilmesi için hedef kitleyi ikna etmeyi amaçlar (Katariaa ve Larsen, 2009: 429). Bu amaç doğrultusunda geliştirilen sosyal pazarlama programlarında ticari pazarlamada kullanılan taktik ve stratejiler kullanılarak bir mal ya da hizmetin satışı yerine belirli bir davranışın kabul ettirilmesi için çaba gösterilir.

Literatür incelendiğinde sosyal pazarlama kavramının farklı kavramlar ile bir arada kullanıldığını ve/veya kavramların birbirleri yerine kullanıldığı da görülmektedir (Umut, 2018:13). Sosyal pazarlama alanında yapılan uluslararası araştırmaların artarak ilerlediği görülürken (Carins ve Rundle-Thiele, 2014; Goethals vd., 2020) ülkemizde yapılan çalışmaların durumunun incelenmesi bu araştırmanın çıkış noktasını oluşturmaktadır. Bu kapsamda çalışmanın amacı Türkiye örnekleme kapsamında hazırlanmış sosyal pazarlama konulu makaleleri içerik analizi yöntemi ile değerlendirilip sosyal pazarlama kavramının hangi bağlamda ele alındığını ortaya koyarak öneriler geliştirmektir.

1. KAVRAMSAL ÇERÇEVE

Literatürde sosyal pazarlama konulu makalelerin incelendiği çalışmalarda genellikle belli bir dönemde yayınlanan makalelerin farklı alt başlıklar kapsamında ele alındığı görülmektedir. Bu çalışmalar incelendiğinde sosyal pazarlama literatürüne ilişkin tarama çalışmalarının 2010 yılında başlayarak arttığını söylemek mümkündür. Luca ve Suggs (2010) tarafından yapılan çalışmada 1990-2009 yılları arasında İngilizce yayınlanmış sosyal pazarlama konulu makalelerin sistematik literatür taraması yapılarak elde edilen 24 makale analiz edilmiştir. Carins ve Rundle-Thiele (2014) tarafından yapılan sosyal pazarlama konulu makalelerin analizi çalışmasında 2000-2012 yılları arasındaki çalışmalar örnekleme dahil edilmiştir. Analiz edilen sosyal pazarlama konulu 34 makalede; hedef kitleye değer katan, kişiye özel çözümler sunan ve davranış değişimine odaklanan çalışmaların daha başarılı olduğu tespit edilmiştir (Carins ve Rundle-Thiele, 2014). Konu ile ilgili yapılmış kapsamlı çalışmalardan biri de Truong (2014) tarafından yapılmıştır. Bu çalışmada 867 makaleye ulaşılmış ve içerik analizi yöntemi ile analiz edilerek, çalışmaların daha çok Amerika ve İngiltere'deki araştırmacılar tarafından yapıldığı ve

genellikle halk sađlığı konuları ile iliřkili olduđu sonucuna ulařılmıştır (Truong, 2014). Kitapçı vd. (2017) tarafından yapılan alıřmada Web Of Science veri tabanında yayınlanmış sosyal pazarlama bađlamındaki makaleler incelenmiştir. alıřmanın sonucunda en fazla sađlıkla iliřkili davranışlara yönelik alıřmaların olduđu görülmüřtür (Kitapçı vd., 2017).

Literatürde sadece belli konuları kapsayan makaleleri inceleyen alıřmalar da mevcuttur. Bunlardan biri Janssen vd. (2013) tarafından yapılan, alkol kullanımı ile ilgili olan sosyal pazarlama alıřmalarının incelendiđi alıřmalarıdır. Konuya iliřkin ulařılan altı makalede iki ime etkinliđine katılım, alkol ime davranışı ve alkolün etkisinde iken araba kullanma davranışları kapsamında analiz edilmiştir (Janssen vd., 2013). Kubacki vd. (2017) ise yetişkinlerde fiziksel aktivite davranışı bađlamında yazılmış sosyal pazarlama makalelerini incelerken, Almestahiri vd. (2017) ise tütün kullanımına iliřkin yapılan sosyal pazarlama makalelerini incelemektedir. Ayrıca sadece ocuklara (Kubacki vd., 2015) ve yařlılara (Fujihira vd., 2015; Goethals vd., 2020) yönelik sosyal pazarlama makalelerinin inceleyen, belli hedef kitle özelinde yapılan alıřmalar da mevcuttur.

Ancak Türkiye örnekleminde yapılan sosyal pazarlama alıřmalarını inceleyen alıřmaya arařtırmacılar tarafından rastlanmamıştır. Dolayısıyla bu alıřmada Türkiye örneklemini kapsamında hazırlanmış sosyal pazarlama konulu makaleleri ierik analizi yöntemi ile deđerlendirilip sosyal pazarlama kavramının hangi bađlamda ele alındıđını ortaya koymak ve öneriler geliřtirmek amalanmıştır.

2. METODOLOJİ

Bu alıřmada ilgili makalelerin seimi ve analizi amacı ile nitel arařtırma yöntemlerinden ierik analizi yöntemi kullanılmıştır. İerik analizi sosyal bilimlerde, kavramın özelliklerini objektif ve sistematik olarak tanımlayarak ıkarım yapmak için sıklıkla kullanılan arařtırma yöntemidir (Holsti, 1969; Krippendorff, 2004). İerik analizinde ama verileri tanımlayarak verilerin iinde saklı olabilecek gerekleri ortaya ıkarılmaktır (Yıldırım ve řimřek, 2013). Bu kapsamda ierik analizine geilmeden önce arařtırma kapsamına alınacak makalelere ulařmak için bazı kořullar belirlenmiştir. Öncelikle taramaların yapılması için gerekli anahtar kelimeler belirlenmiştir. Sosyal pazarlama ve toplumsal pazarlama kavramları her ne kadar farklı kavramlar olsa da literatürde aynı anlamda kullanıldıđı görüldüđu (Umut, 2018) için anahtar kelimeler "sosyal pazarlama" ve "toplumsal pazarlama" olarak belirlenmiştir. Ayrıca anahtar kelimelerin İngilizce karřılıkları da kullanılmıştır.

İlgili anahtar kelimeler kullanılarak, Google Akademik, Ulakbim TR Dizin, Ebsco, Academic Search Ultimate, Business Source Complete veri tabanlarında tarama yapılmıştır. evrimii baskısı olmayan makalelere ulařmak için ise Bolu Abant İzzet Baysal Üniversitesi Kütüphanesindeki süreli yayınlar taranarak ilgili anahtar kelimeleri ieren yayınlara fiziksel olarak ulařılmıştır. Ulařılan tüm yayınlar künyeleri ve sosyal pazarlama kapsamında ele alınan konuları belirlenerek bilgisayar ortamına aktarılmıştır. Yapılan inceleme sonucunda sosyal pazarlama kapsamı dıřında kalan makaleler elenmiş ve bu alıřmanın örneklemini oluřturan toplam 96 makale (EK-1) ile analize geilmiştir.

3. BULGULAR VE TARTIŞMA

Yapılan analizde ülkemizde yapılan sosyal pazarlama çalışmalarının 1983 yılında başlayarak artış gösterdiği görülmektedir.

Tablo 1. Makalelerin Yıllara Göre Dağılımı

Yıl	f	%
2000 ve öncesi	5	5,15
2001-2010	13	13,40
2011-2020	74	77,32
2021	4	4,12
Toplam	96	100

2000 yılından önce yapılan çalışmalar örneklemin yaklaşık yüzde beşini oluştururken, 2001-2010 yılları arası yaklaşık yüzde 13, 2011-2020 yılları arası yaklaşık yüzde 77, 2021 yılında yapılan çalışmalar ise yaklaşık yüzde dördünü oluşturmaktadır (Tablo 1). Bu kapsamda özellikle son on yılda ülkemizde yapılan sosyal pazarlama konulu çalışmalarda artış olduğu görülmektedir.

Tablo 2. Araştırma Yöntemine Göre Dağılım

	f	%
Nitel	51	52,57
Nicel	45	47,43
Toplam	96	100

Analize dahil edilen makalelerin yaklaşık yüzde 53'ünün nitel, yaklaşık yüzde 47'sinde ise nicel araştırma yöntemleri kullanılmıştır (Tablo 2). Bu kapsamda sosyal pazarlama konulu makalelerde daha fazla tercih edilen araştırma yönteminin nitel araştırma olduğu görülmektedir.

Tablo 3. Araştırma Türüne Göre Dağılım

Araştırma türü	f	%
Teorik	39	40,2
Uygulamalı	57	59,8
Toplam	96	100

Yapılan analizde örneklem dahilindeki makalelerin yaklaşık yüzde 60'ı uygulamalı araştırma olup yaklaşık yüzde 40'ı teorik araştırmalardan oluşmaktadır (Tablo 3). Teorik araştırmaların ise büyük oranı sosyal pazarlama kavramını anlamaya yönelik kavramsal çalışmalardır.

Tablo 4 . Sosyal Pazarlama Çalışma Alanları

Temel Alanlar	f	%
Sağlıkla İlişkili Davranışlar	32	33,3

Sakatlık Önlemeye İlişkin Davranışlar	0	0
Çevresel Davranışlar	9	9,4
Toplum Katılımlı Davranışlar	30	31,2
Finansal Davranışlar	7	7,3
Sosyal Pazarlama Teorisi	18	18,8
Toplam	96	100

Yapılan içerik analizinde Lee ve Kotler (2011) tarafından ortaya konulan sosyal pazarlama çalışmalarının beş temel alanda incelenebileceği önerisi ile makaleler “sağlıkla ilişkili davranışlar”, “sakatlık önlemeye ilişkin davranışlar”, “çevresel davranışlar”, “toplum katılımlı davranışlar” ve “finansal davranışlar” kategorileri kapsamında incelenmiştir.

Yapılan analiz sonucunda dikkat çeken bulgu Tablo 4 'de görüldüğü gibi "sakatlık önlemeye ilişkin davranışlar" kategorisine uygun makalenin bulunmamasıdır. Bunun yerine, bu çalışma özelinde beş temel alana ilave olarak "sosyal pazarlama teorisi" altıncı kategori olarak eklenmiştir. Örnekleme dahilindeki makalelerin yaklaşık yüzde 33'ü sağlıkla ilişkili davranışları, yaklaşık yüzde 31'i toplum katılımlı davranışları, yaklaşık yüzde 9'u çevresel davranışları, yaklaşık yüzde yedisi ise finansal davranışları incelemektedir. Makalelerin yaklaşık yüzde 19'u ise sosyal pazarlama teorisi kapsamında ele alınmıştır (Tablo 4).

SONUÇ VE ÖNERİLER

Türkiye örnekleme kapsamında hazırlanmış sosyal pazarlama konulu makaleleri içerik analizi yöntemi ile değerlendirilip sosyal pazarlama kavramının hangi bağlamda ele alındığını ortaya koyarak öneriler geliştirmek amacı ile yapılan bu çalışmada elde edilen sonuç ve öneriler şunlardır:

- Türkiye örnekleme kapsamında yazılan sosyal pazarlama konulu makalelerin son on yılda artmaya başladığı görülmektedir. Sosyal pazarlama kavramının 1970-1980'li yıllarda literatürde tartışılmaya başlandığı düşünüldüğünde Türkiye'deki sosyal pazarlama çalışmaları için geç kalınmış olarak değerlendirilebilir. Ancak Truong (2014)'un çalışmasında da sosyal pazarlama konulu çalışmaların uluslararası literatürde de son yıllarda artarak devam ettiği sonucu bu çalışmanın sonucu ile paralellik göstermektedir. Ayrıca bu durum ülkemizdeki işletmecilik ve pazarlama anlayışındaki "toplumsal odaklı" paradigma değişiminin bir yansıması olarak da değerlendirilebilir.
- Araştırma kapsamında incelenen makaleler büyük oranda (yaklaşık yüzde 60) uygulamalı çalışmalar olsa da yaklaşık yüzde 40'ını teorik çalışmaların oluşturduğu görülmektedir. Bu bulgu, sosyal pazarlama konusunun akademisyenler tarafından kavramsal olarak ele alınarak konunun daha iyi anlaşılması için çaba sarf edildiği sonucuna ulaştırmaktadır. Bu kapsamda kavram kargaşasının önüne geçilmesi ve daha sonraki araştırmalara rehberlik etmesi için kavramsal çalışmalarda sosyal pazarlama kavramının derinlemesine incelenmesi önerilir.
- Araştırmanın başka bir sonucu; Türkiye'de uygulanmış sosyal pazarlama çalışmalarının uluslararası çalışmalara (Kitapçı vd., 2017) paralel şekilde bütün kullanımı, sağlıklı gıda tüketimi ve fiziksel aktivite gibi sağlıkla ilişkili davranışları geliştirmeye yönelik

olduğudur. Türkiye örneğinde sosyal pazarlama kapsamında çevresel davranışların, finansal davranışların ve sakatlığı önlemeye ilişkin davranışların geliştirilmesi yönünde akademik çalışmaların artması önerilir.

Her çalışmada olduğu gibi bu araştırmada da zaman-maliyet kapsamında şekillenen kısıtları vardır. Ayrıca örneklemin oluşturulmasında araştırmacılar tarafından ulaşılamayan makalelerin kapsam dışında tutulması başka bir kısıttır. Araştırmacılar bu çalışmanın devamı niteliğinde olacak farklı analiz yöntemlerini de kullanarak örneklemin daha ayrıntılı ve derinlemesine inceleneceği çalışmalara devam etmektedir.

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EK-1: Örneklem Dahilinde Analiz Edilen Makaleler

No	Makale
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Covid-19 Koşullarında Durumsal Minnettarlığın Duygudurum ve Yaşama İlişkin Tutumlarla İlişkisi

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ÖZET

Minnettarlık yaşantılarını yazarak yaratılan durumsal minnettarlığın psikolojik problemlere karşı koruma sağlayarak iyi oluşu geliştirdiğine ilişkin kanıtlar karışıktır. Covid-19 salgınının meydana getirdiği olağanüstü koşullarda bir kendi kendine yardım yöntemi olarak da önerilen bu uygulamanın zihinsel sağlıkla olan ilişkisinin anlaşılması önem kazanmaktadır. Bu amaç doğrultusunda yürütülen çalışmada, lisans öğrencilerinden oluşan katılımcılar (N = 84) minnettarlık deneyimleri ve günlük olayları yazma koşullarından birine seçkisiz olarak atanmıştır. Katılımcıların bir ay boyunca yazdıkları deneyimler ve çalışmanın sonunda bu uygulamanın etkilerine ilişkin sorulan sorulara verdikleri yanıtlar içerik analizine tabi tutulmuş ve karşılaştırılmıştır. Bulgular, olumlu duygudurum ve yaşama ilişkin bakış açısında pozitif yönde bir değişim yaşadığını rapor edenlerin oranının minnettarlık deneyimlerini yazanlar arasında daha yüksek olduğunu; olumsuz duygudurum ve yaşama ilişkin bakış açısında değişim olmadığını veya olumsuz yönde değişim yaşadığını rapor edenlerin oranının ise günlük olaylar koşulunda daha yüksek olduğunu göstermiştir. Bununla birlikte, iki koşul arasındaki bu farklar çok belirgin olacak kadar yüksek değildir. Bu sonuçların, minnettarlık deneyimlerini yazmanın psikolojik sağlık üzerinde sanıldığı kadar etkili olmadığını gösteren önceki çalışmaların bulgularına daha yakın olduğu söylenebilir. Bu çalışma özelinde, mevcut zayıf ilişkinin Covid-19'un ortaya çıkardığı zorlu koşullarla bağlantılı olduğu söylenebilir.

Anahtar Kelimeler: Minnettarlık, duygudurum, yaşam doyumu, COVID-19

The Relationship of State Gratitude with Mood and Appraisals of Life Under Covid-19 Circumstances

ABSTRACT

Evidence for the role of state gratitude activated by listing gratitude experiences in enhancing psychological well-being by protecting against mental problems is mixed. A better understanding of state gratitude-mental health relationship is crucial in the extraordinary circumstances brought about by the Covid-19 pandemic. To this end, 84 undergraduate participants were randomly assigned to gratitude listing or daily life events listing conditions. Participants listed their experiences for a month. These lists and their responses to questions aiming to determine the effect of the one-month long gratitude intervention were content analyzed and compared. Results indicated that the proportion of those who reported a positive affect and a favorable change in their appraisals of life in general as a result of the intervention was higher in the gratitude listing condition. The proportion of those who reported a negative affect and an unfavorable or no change in their appraisals of life was higher in the daily life events listing condition. However, the differences between the conditions on both dimensions (i.e., positive, negative) were not much salient. Overall, the results seem to be more in

line with previous studies pointing out limitations of gratitude listing as a self-help method in improving well-being through protecting against psychopathology, rather than with those suggesting strength of this method. The results also suggest that the weak relationship obtained in the current study is related to challenging conditions caused by the Covid-19 pandemic.

Key Words: Gratitude, mood, life satisfaction, life appraisal, COVID-19

GİRİŞ

Küresel Covid-19 salgını insanların sağlığı ve can güvenliğinden refah ve sosyal yaşantısına kadar yaşamın her alanını derinden etkilemektedir (<https://covid19.who.int/table>; OECD, 2021). Salgın aynı zamanda korku, kaygı, depresyon ve karamsarlık gibi belirtileri artırarak insanların psikolojik sağlığını da tehdit etmektedir (Xiong ve ark., 2020). Yüz yüze iletişimin sınırlan(dırıl)dığı bu dönemde, insanların yüz yüze psikolojik sağlık hizmeti almaları ise zorlaşmıştır. Bu ise salgın koşullarında ortaya çıkan veya ağırlaşan psikolojik problemlerle baş etmeyi kolaylaştıracak kendi kendine yardım yöntem ve becerilerine olan ihtiyacı artırmaktadır. Pozitif psikoloji yazınına göre, zaman ve maliyet açısından herkes için uygulanması kolay bir kendi kendine yardım yöntemi olan minnettarlıklarımızı yazarak minnettarlık farkındalığımızı artırma etkinlikleri insanların yaşama daha olumlu bakmasını sağlayarak psikolojik iyi oluşu ve zihinsel sağlığı desteklemektedir (Emmons ve McCullough, 2003; Emmons ve Mishra 2011; Lyubomirsky, Dickerhoof, Boehm ve Sheldon, 2011; Seligman ve ark., 2005). Ancak bu yöntemin sanıldığı kadar etkili olamayabileceğini gösteren kanıtlar da bulunmaktadır (Jans-Beken ve ark., 2020). Bu durum, bu yöntemin Covid-19 salgını gibi olağanüstü koşullardaki etkililiğini araştırmayı daha da önemli hale getirmektedir. Bu çalışmada, bu bilgiler ışığında Covid-19 koşullarında bu yöntemin insanların psikolojik sağlığı ve yaşama yönelik tutumları ile olan ilişkisinin incelenmesi amaçlanmaktadır.

1.1 MİNNETTARLIK DENEYİMİ YAZIMI VE PSİKOLOJİK SAĞLIK

Minnettarlık, yapılan iyiliklerin farkında olma ve bu iyiliklerin kaynağına karşı müteşekkir olma (McCullough, Emmons ve Tsang, 2002), yaşamdaki olumlu şeyleri fark etme, değerlerini takdir etme ve bunun sonucunda yaşama ve olaylara daha olumlu bakma eğilimi ve/veya duygusu olarak tanımlanmaktadır (Wood, Froh ve Geraghty, 2010). Yaşama olan bu pozitif bağı sayesinde minnettarlığın, zihinsel odağımızı genişletip daha olumlu düşünmemizi ve davranmamızı sağlayabildiğine dikkat çekilmektedir (Fredrickson, 2004; McCullough, Kilpatrick, Emmons ve Larson, 2001). Araştırmalar bununla uyumlu olarak, minnettarlığın psikolojik iyi oluşa işaret eden mutluluk, yaşam doyumu, umut ve pozitif düşünce ve duygulanımı geliştirebildiğini; psikolojik kötü oluşa işaret eden stres, korku, kaygı, depresyon ve negatif düşünce ve duygulanıma karşı ise koruma sağlayabildiğini göstermektedir (Emmons ve Mishra 2011; Lau ve Cheng, 2011; Petrocchi ve Couyoumdjian, 2016; Wood ve ark., 2010).

Bazı araştırmacılara göre (örn., Zaleski, 1996) bu tür küresel tehdit durumları insanların geleceğe ilişkin kaygılarını artırmaktadır. Bu görüşle uyumlu olarak, insanların bu salgının ortaya çıkardığı yeni koşullarla nasıl baş edecekleri ve gelecekleri üzerindeki olumsuz etkileri konularında yoğun korku, kaygı ve belirsizlikler yaşadığı rapor edilmektedir (Brooks ve ark., 2020; Kachanoff, Bigman, Kapsaskis ve Gray 2020; Xiong et al., 2020). Covid-19'a ilişkin bu tür korku, tehdit ve kaygıların öznel iyi oluşun azalışıyla, Covid-19'dan kaynaklı stres, korku, kaygı ve umutsuzluğun artışıyla ise ilişkili oldukları görülmektedir (Kachanoff ve ark., 2020; Parades ve ark., 2020). Buna göre yaşamdan duyulan minnettarlığa ilişkin farkındalık artışının veya minnettar bir bakış açısı geliştirmenin, minnettarlığın zihinsel odağımızı olumsuz şeylerden olumlu şeylere çevirebilmesi görüşüyle (Fredrickson, 2004; McCullough ve ark.,

2001) uyumlu olarak, Covid-19 kaynaklı yukarıda bahsi geçen kötü oluş işaretlerini azaltarak iyi oluşu destekleyeceği söylenebilir.

1.2 MEVCUT ARAŞTIRMA

Daha önce işaret edildiği gibi, minnettarlık deneyimlerini yazma yoluyla yaşama ilişkin pozitif farkındalığı artırmanın etkilerine ilişkin kanıtlar karışıktır. Bazı çalışmalar olumlu etkilerine ilişkin kanıtları öne çıkarırken (Emmons ve Mishra 2011; Seligman ve ark., 2005) bazıları bu olumlu etkinin sınırlılıklarına dikkat çekmektedir (Cregg ve Cheavens, 2020; Jans-Beken ve ark., 2020; Wood ve ark., 2010). Bu nedenle, kendi kendine yardım yöntemlerine ihtiyacın arttığı Covid-19 salgını koşullarında, bu yöntemin psikolojik sağlığımızla olan ilişkisini bilmek kritik önemdedir. Bu çalışmada, yukarıda özetlenen yazın ve tartışmalar ışığında, minnettarlık deneyimlerini yazma yoluyla yaşama ve olaylara ilişkin minnettarlık duygumuzu ve farkındalığımızı artırmanın psikolojik iyi oluşumuzla olan ilişkisinin araştırılması amaçlanmaktadır. Bu amaç doğrultusunda, yürütülen çalışmada katılımcılardan bir ay boyunca minnettarlık deneyimlerini veya günlük yaşamlarındaki önemli olayları listelemeleri istenmiştir. Ayrıca, bir ayın sonunda (çalışmanın bitiminde) katılımcıların duygu durumunu ve yaşama bakışını ölçmeyi amaçlayan sorular sorulmuştur. Katılımcıların yazdıkları içerik analizi yöntemiyle analiz edilerek günlük rutinleri/yaşantıları, duygudurumları ve yaşama ilişkin tutumları karşılaştırılmıştır. Günlük olayları yazanlara oranla minnettarlık deneyimi yazanların duygudurumlarının ve yaşama yönelik bakış açılarının daha olumlu olacağı öngörülmüştür.

2. YÖNTEM

2.1 Katılımcılar

Çalışmanın katılımcıları 84 lisans öğrencisinden oluşmaktadır (yaş aralığı: 18-34, Ort.yaş = 20.65, S = 2.25; 67 kadın (%80), 15 erkek (%18), 2 diğer (%2)). Katılımcıların yaklaşık üçte ikisi sosyo-ekonomik durumunu (SED) orta düzeyli olarak belirtmiştir (düşük = 18 kişi (%21); orta = 56 kişi (%67); yüksek = 10 kişi (%12)). Yedisi (%8) kendisinin, 28'si (%33) ise birinci derece bir yakının Covid-19'a yakalandığını; 1 kişi birinci derece bir yakını Covid-19'dan kaybettiğini belirtmiştir.

2.2 Desen, Ölçüm Araçları ve İşlem

Katılımcılara sosyal medya ve e-posta grupları üzerinden yapılan duyurularla ulaşılmıştır. Çalışmaya katılmayı kabul edenler, ilk olarak, bilgilendirilmiş onam formunu okuyarak çalışmanın amacını, çalışmaya katılım koşullarını ve haklarını öğrenmiştir. Ardından demografik bilgi formundaki soruları (yaş, cinsiyet, SED, Covid-19 sağlık durumu gibi) yanıtlamıştır. Bunun ardından, iki koşuldan (minnettarlık deneyimi yazma koşulu, günlük olayları yazma koşulu) birine seçkisiz olarak atanmış ve çalışmanın sonraki aşamaları ve bu aşamalara katılmayı kabul ettikleri takdirde, izlenecek süreç ve kendi hakları konusunda bilgilendirilmişlerdir. Minnettarlık deneyimlerini yazma koşulundaki katılımcılara, çalışmanın sonraki aşamalarına katıldıkları takdirde, mail adreslerine gönderilecek bir form aracılığıyla bir ay boyunca birer gün arayla (toplamda 15 gün) o gün ve bir önceki gün yaşayacakları

minnettarlık deneyimlerinden beşini yazmalarının isteneceği söylenmiştir. Günlük yaşam olaylarını yazma koşulundaki katılımcılara ise aynı süre boyunca ve aynı koşullarda önemli gördükleri günlük yaşam olaylarından beşini yazmalarının isteneceği söylenmiştir. Bütün katılımcılara çalışmayı tamamlamaları halinde 40 TL'lik bir ücret de verileceği söylenmiştir. Çalışmanın sonraki aşamalarına katılmayı kabul edenlerden kendileriyle iletişime geçilebilmesi için e-mail adreslerini yazmaları istenmiştir.

Bu işlemlerden yaklaşık bir hafta sonra deneyim yazma görevlerine başlanmıştır. Katılımcılar deneyimlerini e-posta adreslerine gönderilen link aracılığıyla Google Formlar üzerinden çevrimiçi olarak yazmıştır. Bu kapsamda, katılımcıların e-mail adreslerine 1 ay süresince, birer gün arayla saat 17.00'da aşağıda ayrıntıları verilen formlar gönderilmiş ve bu formları yatmadan önce (uykulu olmadıkları bir saatte) doldurmaları istenmiştir. İlk formla birlikte gönderilen e-mailde formların düzenli bir şekilde ve bir ay boyunca doldurulmasının önemi vurgulanarak iki kez formunu zamanında doldurmayanların çalışmadan çıkarılacağı belirtilmiştir.

Minnettarlık deneyimlerini yazma koşulundaki katılımcılar kendilerine gönderilen formda şu yönergeyi okumuştur:

“Günlük yaşamımızda minnettarlık duyabileceğimiz ya da şükredebileceğimiz büyük ya da küçük pek çok şeyle karşılaşırız. Örneğin, ‘sabah uyanmak’, ‘ilginç birisiyle tanışmak’, ‘sınavımızın iyi geçmesi’, ‘eve gelirken trafikte kırmızı ışığa yakalanmamak’, ‘ailemizin bizi desteklediğini fark etmek’ ve ‘arkadaşlarla güzel vakit geçirmek’ gibi birçok şey için minnettarlık duyabilir ya da şükredebiliriz. **Sizden, dün ve bu gün başınıza gelen minnettarlık duyduğunuz ya da şükrettiğiniz bu tarz olaylardan 5’ini aşağıya dilediğiniz uzunlukta yazmanızı istiyoruz.**”

Günlük yaşam olaylarını yazma koşulundaki katılımcılar ise şu yönergeye göre deneyimlerini yazmışlardır:

“Günlük yaşamımızda büyük ya da küçük pek çok etkinlik gerçekleştiriyoruz ya da pek çok olayla karşılaşırız. Örneğin, ‘derse girmek’, ‘alışverişe gitmek’, ‘ayakkabı dolabını temizlemek’, ‘parka gitmek’, ‘yaptığınız yemeğin yanması’ ve ‘dizi izlemek’ gibi birçok şey yaşıyoruz. **Sizden, dün ve bugün deneyimlediğiniz bu tarz olaylardan 5’ini aşağıya dilediğiniz uzunlukta yazmanızı istiyoruz.**”

Deneyim yazma formlarının tamamlanmasından iki gün sonra, katılımcılar minnettarlık ve günlük yaşam olaylarını yazma deneyimlerinin etkisini anlamaya dönük aşağıdaki iki açık uçlu soruyu yanıtlamışlardır. Ardından, banka hesap bilgileri istendikten sonra çalışma sonrası bilgilendirme yapılarak çalışma sonlandırılmıştır.

- 1) Size verilmiş olan söz konusu deneyim yazma görevleri hakkında neler düşündünüz ya da neler hissettiniz? Örneğin, yazmak size nasıl geldi? Hoşunuza giden ve gitmeyen tarafları oldu mu, oldu ise bunlar nelerdi?
- 2) Formları doldurmaya başladığımız ilk gün ile bugün arasında hayata veya olaylara bakış açınızda bir değişiklik olduğunu düşünüyor musunuz? Bir değişiklik oldu ise sizce bu değişiklik olumlu mu yoksa olumsuz yönde mi oldu?

3. BULGULAR

3.1 Minnettarlık ve Günlük Yaşam Deneyimi Yazma Koşullarında Öne Çıkan Temalar

Katılımcıların bir ay boyunca bir gün arayla yazdıkları beş maddelik minnettarlık deneyimi ve günlük yaşam olayları listeleri üzerinde içerik analizi yaparak tematik birimler oluşturduk. Minnettarlık koşulunda 12, günlük yaşam olayları koşulunda ise 16 tema tespit ettik. Bunlardan katılımcıların en az %50'si tarafından dile getirilenleri öne çıkan temalar olarak tanımladık. Yüzde elli ölçütünü karşılayan tema sayısı minnettarlık koşulunda yedi, günlük yaşam olayları koşulunda beş adet olmuştur (Tablo 1).

Tablo 1. Minnettarlık Deneyimleri ve Günlük Yaşam Olaylarını Yazma Koşullarında En Sık Tekrarlanan Temalar ve Bu Temaları Örnekleleyen Tipik Katılımcı Yanıtları

Minnettarlık Yazma Koşulu (n = 42)			Günlük Olayları Yazma Koşulu (n = 42)		
Tema	f	N	Tema	f	N
Arkadaşlar	257	37	Ders	305	39
Sınavlar	227	35	Yeme-içme	183	36
Sağlık	225	34	Sınavlar	132	32
Yeme-içme	191	34	Arkadaşlar	113	34
Aile	184	35	Dizi izleme	103	30
Ders	154	37			
Aşağı Doğru SED karşılaştırması	66	27			

Not. f = frekans, N = koşulların ilk sütunundaki temaları deneyimleyen/rapor eden katılımcı sayısı. SED = Sosyo-ekonomik durum

Tablo 1’de görülebileceği gibi, minnettarlık yazma koşulunda, en sık minnettarlık deneyimlenen tema olan ‘Arkadaşlar’ teması, arkadaşlarla yapılan konuşmalar, görüşmeler, etkinlikler, onlardan alınan güzel geribildirimler ve iyi haberlere dair minnettarlık ifadelerinden oluşmaktadır (örn., “Birkaç saatliğine de olsa arkadaşlarımla görüştüm.”). ‘Sınavlar’ teması, sınavların iyi geçmesi, ödev teslimi, sınavların ertelenmesi ve sınavlardan beklenenin üstünde not almak gibi minnettarlık ifadelerini kapsamaktadır (örn., “Sınavlarım başlamadan önce eksiklerimi tamamlamak”). ‘Sağlık’ teması, kişi, aile çevresi ve arkadaşlarının sağlıklı olması, Covid-19’a yakalanmaması/atlatmasına ilişkin memnuniyet ifadelerinden oluşmaktadır (örn., “Hala yaşayabiliyor olmam.”). ‘Yeme-içme’ teması, yemek yapma ile güzel bir şeyler yeme veya içme gibi minnettarlık ifadelerden oluşmaktadır (örn., “yeni bir yemek tarifi denemem ve tadının güzel olması.”). ‘Aile’ temasında, aileyle iyi vakit geçirme, aile açısından kendini şanslı hissetme gibi minnettarlık ifadeleri yer almaktadır (örn., “Aile bireylerimin bana olan sevgisi.”). ‘Dersler’ teması, ders çalışma, ders yükünün azalması ve ders çalışabilecek bir ortama sahip olmak gibi minnettarlık ifadelerinin kapsamaktadır. Son olarak, ‘aşağı doğru SED karşılaştırması’ teması, salgın döneminde maddi açıdan kendisi ya da ailesinden daha kötü

durumlarda olanlarla (örn., işsizler, evsizler, daha fakir olanlar vs.) yapılan sosyal karşılaştırmalar ve bu karşılaştırmalarda kendisinin görece avantajından duyulan memnuniyete dair ifadeleri kapsamaktadır (“Başımı sokacak bir evim olduğu için minnettarım.”).

Günlük yaşam olaylarını yazma koşulunda en sık tekrarlanan tema olan ‘Ders’ teması, derse girmek ve ders çalışmaya dair oldukça yalın ifadelerden oluşmaktadır (örn., “Çok geç uyudum, sabah beşe kadar ders çalıştım”). ‘Yeme-içme’ temasında, yapılan ve yenilen içilen şeylere dair ifadeler yer almaktadır (örn., Asya mutfağına ait yemekler denedim”). ‘Sınavlar’ temasında, sınavlara hazırlanma, ödev teslimi, alınan notlar ve sınav takvimine ilişkin gelişmeleri kapsamaktadır (örn., “Bu dönemin ilk online sınavına girdim.”). ‘Arkadaşlar’ teması, arkadaşlarla yapılan görüşme/konuşma, buluşma, hediyeleşme, yardımlaşma ve tartışmaları kapsamaktadır (örn., “Dün akşam arkadaşım ile sınavdan sonra yürüyüşe çıktık.”). ‘Dizi izlemek’ teması, evde dizi ve film izleme etkinlikleriyle ilgili ifadelerden oluşmaktadır (örn., “Yeni diziye başladım”).

Birlikte değerlendirildiğinde, minnettarlık yazma koşulunda öne çıkan temalar katılımcıların yazacak minnettarlık deneyimi bulma konusunda zorlanmış olabileceklerini, bu yüzden de minnettarlık deneyimi olarak daha çok yeme-içme, ders çalışma ya da sınavlara girme gibi sıradan günlük etkinlikleri yazmak durumunda kalmış olabileceklerini akla getirmektedir. Birçok katılımcı barınma ve yemek gibi temel ihtiyaçlarını karşılayabildiği için veya kendisi ya da yakınlarının sağlığı için minnettarlık duyduklarını söylerken bile kimi zaman bunun daha kötüsü olabilirdi düşüncesiyle birlikte ifade etmiştir. Benzer şekilde, günlük yaşam olayları koşulunda da yeme-içme, ders ve sınavlar gibi monoton günlük yaşam etkinliklerinin öne çıktığı görülmektedir. İki koşul arasındaki bu benzerlik, sonraki bölümlerde görüleceği gibi, iki grubun yaşama, olaylara ve geleceğe ilişkin duygu, düşünce ve tutumlarının da önemli ölçüde benzer olmasına katkıda bulunmuş olabilir.

3.2 Minnettarlık yaşantısı ve Günlük Olayları Yazmanın Etkisine İlişkin Duygu ve Düşünceler

Minnettarlık deneyimlerini ve günlük yaşam olaylarını listeleme koşullarında yer alan katılımcıların çalışmanın sonunda “size verilmiş olan deneyim yazma görevleri hakkında neler düşündünüz ya da neler hissettiniz? Örneğin, yazmak size nasıl geldi? Hoşunuza giden ve gitmeyen tarafları oldu mu, oldu ise bunlar nelerdi?” sorusuna verdikleri yanıtları içerik analizine tabi tutarak öne çıkan duygu, düşünceleri ve deneyimleri belirledik (Tablo 2).

Tablo 2 Katılımcıların Minnettarlık ve Günlük Yaşam Deneyimi Yazmanın Etkilerine İlişkin Düşünce ve Duyguları

Minnettarlık Yazma Koşulu (n = 36)	(n N (%))	Günlük Olayları Yazma Koşulu (n = 41)	(n N (%))
İyi hissetme	16 (44)	Yazacak şey bulmakta zorlanma	12 (29)
Minnettar olunacak şey bulamakta zorlanma	12 (33)	Günlerin boş geçtiğini fark etme	12 (29)

Minnettar olunacak şeylerle ilgili farkındalık kazanma	11 (31)	Farkındalık kazanma/hayati sorgulama	10 (24)
Olumsuzlukların farkına varma	5 (14)	Yazmaktan hoşlanma	8 (20)

Minnettarlık koşulunda en sık tekrarlanan tema olan ‘iyi hissetme’, elindekilerle mutlu olma, minnettar olunacak şeyleri düşünmenin, yazmanın ve bunların farkına varmanın iyi hissettirmesi gibi ifadelerden; ‘minnettar olunacak şey bulmakta zorlanma’ teması, minnettar olunacak şeyler bulma zorluklarını anlatan ifadelerden; ‘minnettar olunacak şeylerle ilgili farkındalık kazanma’ teması, minnettarlık duyulacak şeyler bulmaya çalışırken önceden farkına varılmayan bazı şeylerin önemli olabileceğinin farkına varmaya işaret eden ifadelerden ve son olarak, ‘olumsuzlukların farkına varma’ teması, minnettarlık deneyimi bulmaya çalışırken, yaşamdaki ve çevredeki olumsuzlukların farkına varmaya ilişkin ifadelerden oluşmaktadır. Günlük yaşam olaylarını yazma koşulunda ise en sık tekrarlanan tema olan “yazacak şey bulmakta zorlanma”, tekdüze geçen günler nedeniyle yazacak şeyler bulmakta zorlanmayı belirten ifadelerden; ‘günlerin boş geçtiğini fark etme’ teması, yazacak bir şeyler bulmak için çabalarken günlerin monoton, verimsiz ve boş geçtiğinin farkına varıldığını anlatan ifadelerden; ‘farkındalık kazanma/hayati sorgulama’ teması, katılımcıların günlerini nasıl geçirdiklerine dair sorgulamaları ve farkındalıkları içeren ifadelerden ve ‘yazmaktan hoşlanma’ teması, günlük yaşam olaylarını yazmaktan hoşlanmaya dair ifadelerden oluşmaktadır.

Öne çıkan duygu, düşünce ve deneyimler bir arada değerlendirildiğinde, minnettarlık yazma koşulunda, yazma deneyiminin kendilerine iyi geldiğini söyleyen katılımcılar daha çok olsa da minnettarlık duyabilecek şeyler bulmakta zorlandığını veya minnettarlıklardan çok yaşamlarındaki olumsuzlukların daha çok farkına vardığını söyleyenlerin sayısı da az değildir. Günlük yaşam olaylarını yazma koşulundaki katılımcıların yarısına yakını yazmaktan hoşlandığını veya farkındalık kazandığını söylerken çoğunluğu bir rutinin içine hapsediklerini, yazacak şey bulmakta zorlanacak kadar boş günler geçirdiklerini aktarmışlardır. Dolayısıyla, her iki koşulda da katılımcıların önemli bir kısmının yazma/listeleme etkinliğinden arzulanan faydayı sağlayamadığı söylenebilir. Bu bulgulara göre, Covid-19 salgını ve beraberinde getirdiği kısıtlamaların, minnettar olunacak pek çok olası yaşantıyı katılımcıların ellerinden aldığı veya onlar için yaşamı daha renksiz ve yol açtığı korkular nedeniyle daha tehditkâr hale getirdiği öne sürülebilir.

3.3 Minnettarlık Deneyimi Veya Günlük Olayları Yazmanın Meydana Getirdiği Değişim

Her iki koşuldaki katılımcıların çalışmanın sonunda “Formları doldurmaya başladığınız ilk gün ile bugün arasında hayata veya olaylara bakış açınızda bir değişiklik olduğunu düşünüyor musunuz? Bir değişiklik oldu ise sizce bu değişiklik olumlu mu yoksa olumsuz yönde mi oldu?” sorusuna verdikleri yanıtları ‘olumlu yönde değişim’, ‘değişim olmadı’ ve ‘olumsuz yönde değişim’ ana kategorileri altında topladık.

Buna göre, minnettarlık koşulunda bu soruya cevap verenlerin (n = 36) %56’sı ‘olumlu yönde değişim’ yaşadığını (örn., “Olumlu yönde bir değişiklik olduğunu söyleyebilirim. Elimdekilere karşı daha bilinçliyim.”), %31’i ‘değişim yaşamadığını’ (örn., “Hayata ve olaylara bakışım değiştiyse bile ben farkında olmayabilirim.”) ve %14’ü ‘olumsuz yönde değişim’ yaşadığını

(örn., “Açıkçası hayatımda çok fazla stres olduğunu fark ettim”) ifade eden yanıtlar vermiştir. Günlük yaşam olayları koşulunda ise cevap verenlerin (n = 39) %36’sı ‘olumlu yönde değişim’ olduğunu (örn., “günlerimden keyif aldığımı farkına vardım.”), %51’i ‘değişim olmadığını’ (örn., “Bana pek bir şey değişmemiş gibi geliyor.”) ve %13’ü ‘olumsuz yönde değişim’ olduğunu belirtmiştir (örn., “İlk günlerde günümün boş geçtiğini düşünmüyordum. Bu çalışma sayesinde farkına vardım.”).

Bu sonuçlar, beklendiği gibi olumlu yönde değişim yaşayanların oranının minnettarlık koşulunda (%56) günlük yaşam koşulundan (%36) daha yüksek olduğunu ve minnettarlık deneyimi yazmanın kısmen daha olumlu etki yarattığına işaret etmektedir. Ancak değişim yaşamayan veya olumsuz yönde değişim yaşayanların oranının yüksekliği hem minnettarlık (%45) hem de günlük yaşam olayları (%64) koşullarında dikkat çekicidir. Her iki koşuldaki katılımcıların verdikleri yanıtlar, çalışma süreci boyunca salgın tehdidi ve fiziksel ve sosyal kısıtlamaların etkisiyle oldukça zor günler geçirdiklerine işaret etmektedir. Örneğin, günlerinin boş geçtiğini, hayata daha olumsuz baktıklarını ve kendilerini engellenmiş hissettiklerini, bunun ise onları olumsuz yönde etkilediğini sıklıkla belirtmişlerdir. Tüm bunlar, koşullar arasında değişim kategorilerinde (olumlu değişim, olumsuz değişim, değişim yok,) oranların neden birbirinden belirgin bir şekilde farklılaşmadığına kısmen de olsa açıklık getirmektedir.

4. TARTIŞMA

Bulgular, gündelik yaşam olaylarını yazmaya oranla minnettarlık deneyimlerini yazmanın olumlu duygu durumunu artırma ve yaşama daha olumlu bakma açısından kısmen daha iyi bir etki yaratmakla birlikte bunun çok belirgin olmadığını göstermektedir. Pozitif psikoloji ve minnettarlık yazısına öncülük eden bazı yazarlara göre (örn., Emmons ve Mishra 2011; Lyubomirsky ve ark., 2011; Seligman ve ark., 2005), minnettarlık farkındalığını minnettarlık deneyimlerini yazma yoluyla artırmak minnettar kişilik yapısının yaptığına benzer şekilde bir yandan zihinsel sağlığı destekleyip geliştirirken bir yandan da zihinsel problemleri ve psikopatolojiyi engelleyerek insanların psikolojik ve sosyal iyi oluşlarını desteklemektedir. Ancak yazında biriken kanıtlar, minnettarlık-zihinsel sağlık ilişkisinin, özellikle minnettarlık deneyimlerini yazma müdahaleleriyle etkinleştirilen minnettarlık farkındalığı söz konusu olduğunda, bu kadar yalın olmadığına işaret etmektedir. Minnettarlık listeleri tutma, mektup yazma, günlük tutma gibi minnettarlık müdahaleleri psikolojik iyi oluş veya zihinsel sağlık üzerinde kimi zaman olumlu bir etki üretirken kimi zaman da, mevcut çalışmada da gözlemlendiği gibi, ayırt edici düzeyde olumlu bir etki üretmemektedir (Jans-Beken ve ark., 2020; Wood ve ark., 2010). Son dönemde yapılan araştırmalar, mevcut çalışmadaki gibi deneysel müdahalelerle yaratılan minnettarlığın iyi oluşu artırma, destekleme veya geliştirmede genellikle olumlu bir rolünün olduğu; ancak kötü oluşu ve psikopatolojiyi engelleme, iyileştirme veya onlara karşı koruma sağlama konusundaki etkisinin sınırlı olduğunu göstermektedir (Cregg ve Cheavens, 2020; Jans-Beken ve ark., 2020). Bu çalışmada, minnettarlık yaşantılarına odaklanmaları sağlanan katılımcıların duygu durumlarının ve yaşama/olaylara yönelik bakış açılarının minnettarlık yaşantılarına odaklanmaları sağlanmayanlarından (günlük olaylar koşulu) belirgin bir şekilde farklılaşmaması durumsal minnettarlık farkındalığının öznel kötü oluşu düzeltme veya engellemedeki sınırlılığını gösteren bu çalışmaları Covid-19 koşulları bağlamında teyit etmektedir.

Katılımcıların bir ay boyunca yazdıkları ve çalışma sonrası geri bildirimleri, minnettarlık deneyimi yazma etkinliğinin yeterince etkili olamamasının Covid-19' bağlı kısıtlamaların ortaya çıkardığı zorluklarla bağlantılı olduğuna işaret etmektedir. Salgını önlemeye dönük sosyal ve fiziksel kısıtlamalar ile salgının yol açtığı belirsizlik ve korku ortamının, hem minnettarlık hem de günlük olayları yazma koşullarındaki katılımcıların bir ay boyunca tuttıkları listelere ve çalışma sonrası geribildirimlerine yansıdığı söylenebilir. Şöyle ki, minnettarlık koşulundaki katılımcıların yazdığı çoğu minnettarlık deneyiminin ya aşağı doğru sosyal karşılaştırma yapılarak yazılan kötünün iyisi cinsinden şeyler olduğu (örn., henüz korona virüse yakalanmama, kendisi/ailesinin ekonomik açıdan hala ayakta kalabiliyor olması gibi) ya da salgın döneminde sıkıcılığı artan sıradan günlük zorunlu rutinlerden oluştuğu görülmektedir. Sevdikleri veya yakın arkadaşlarıyla görüşmek-konuşmak gibi olumlu gibi görünen yaşantıları yazanların bile genellikle fiziksel olarak görüşmemekten yakındıkları görülmektedir. Birçok katılımcı minnettar olunacak şey bulmakta zorlandığını ve yaşamının olumsuz taraflarının farkına vararak kendini sorguladığını belirtmiştir. Günlük yaşam olaylarını yazma koşulundaki katılımcıların da sürekli belirli temaları tekrarlamaktan sıkıldıkları anlaşılmaktadır.

Böyle bir sıkışmışlık içinde minnettarlık veya günlük yaşantı deneyimlerini yazmanın kişide olumlu duygu ve pozitif bir enerji ortaya çıkaracağını söylemek kolay değildir. Oysa minnettarlığın öznel kötü oluşu hafifletebilmesi için kişinin pozitif duygular yaşaması ve/veya hayatında olumlu olay ve yaşantıların olması gerekmektedir (Jans-Beken ve ark., 2020; Wood ve ark., 2010). Yanıt ve geribildirimlerinden anlaşıldığı kadarıyla katılımcılarımızın önemli bir kısmı bu süreçte olumlu duygu ve yaşantıları pek tecrübe edememiştir. Hatta bazıları minnettar oldukları deneyimleri yazarken günlerinin veya yaşamlarının ne kadar boş geçtiğini fark ederek yaşamlarını sorgulamaya başlamış görünmektedir. Dolayısıyla, minnettarlık deneyimlerini yazmak, aynı şekilde günlük yaşam deneyimlerini yazmak, katılımcılarda pozitif bir farkındalık meydana getiremediği gibi bazı durumlarda negatif bir farkındalığa neden olmuş görünmektedir. Böyle bir durumda stres, kaygı ve umutsuzluk gibi negatif duyguları yaşamamak veya olayları olumlu açıdan değerlendirmek zor görünmektedir. Kısaca, minnettarlık uygulamaları katılımcıların duygu durumu, bakış açısı ve günlük yaşantısında beklenen olumlu iklimi yaratamadığı için psikolojik iyi oluşlarına yeterince destek olmamıştır denilebilir. Son olarak, minnettarlık müdahalesinin etkisiz kalmasının bir nedeni de katılımcılarımızın kendiliğinden oluşan bir yardım arayışı sonucu değil, bizim davetimiz ve bir ücret karşılığında dışsal bir motivasyonla minnettarlık etkinliğine katılmış olmaları olabilir çünkü minnettarlık uygulamalarının en çok içsel bir motivasyonla katılanlarda etkili olduğu bilinmektedir (Cregg ve Cheavens, 2020; Dickens, 2017; Wood ve ark., 2010).

Bu araştırmanın alan yazına bazı önemli katkılarından söz edilebilir. İlk olarak, Covid-19 salgını gibi olağanüstü koşullarda, minnettarlık listeleri tutuma yoluyla etkinleştirilen durumsal minnettarlık farkındalığının psikolojik iyi oluş halini yeterince geliştiremediğini ve/veya kötü oluş halni yeterince engelleyemediğini göstererek bu yöntemin sınırlılığını göstrene bulguları Covid-19 koşulları bağlamında teyit etmiştir. İkinci olarak, minnettarlık yazımı uygulamalarının pozitif duygu ve yaşantı deneyimi sağlayamadan tek başına öznel kötü oluşu zayıflatamadığını göstererek bu yöndeki bulguları da desteklemiştir. Son olarak, medya ve popüler yazarların iddia ettiğinin aksine minnettarlık yazımı uygulamalarının öznel kötü oluşu

ortadan kaldırmada yetersiz kalabildiğini göstererek bu uygulamaların herkes için ve her koşulda olumlu sonuç üretemeyebileceğini ortaya koyan önceki çalışmalara katkı sunmuştur.

5. KISITLILIKLAR VE ÖNERİLER

Bu araştırmanın bazı kısıtlılıklarından bahsedilebilir. İlk olarak, çalışmada her seansta katılımcılardan çok sayıda (beş adet) minnettarlık deneyimini yazmalarının istenmesidir. Minnettarlık listelerinden anlaşıldığı kadarıyla birçok katılımcı beş maddelik listeyi tamamlamakta zorlanmış ve bundan dolayı üzülmüş ve hayatını veya başarılarını sorgulamıştır. Dolayısıyla, çok sayıda minnettarlık deneyimini yazmalarını istememiz birçok katılımcıya yarar sağlamamıştır denilebilir. Bu tür olağanüstü koşullarda yapılacak araştırmalarda katılımcılara çok sayıda veya sabit miktarda minnettarlık deneyimi yazdırmak yerine her katılımcının istediği sayıda deneyim yazmasını sağlayacak bir esneklik daha faydalı olabilir. Çünkü bu sayede, katılımcıların yalnızca gerçekten minnettar oldukları şeyleri yazma olanağı bularak olumlu bir farkındalık yaşamaları ve yazdıklarının sağaltıcı olması daha olası olacaktır. İkinci olarak, zaman darlığı nedeniyle motivasyonu görece düşük olan lisans öğrencileriyle çalışmak zorunda kalmamızdır. Minnettarlık yazma uygulamaları, bu uygulamalara ihtiyacı olan ve kendi talebiyle katılanlarda daha etkili olduğundan, katılımcılarımızın cüz-i bir parasal teşvik karşılığında çalışmaya katılmış olması öngördüğümüz olumlu etkinin ortaya çıkmasını zorlaştırmış olabilir. Bu nedenle, bu tür çalışmaların daha geniş bir zamana yayılarak ve ihtiyacı olan bireylerle yapılması minnettarlık yazma uygulamalarının gerçek etkisini daha doğru bir biçimde görme imkânı sağlayabilir.

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Türk-Amerikan İlişkileri: Brunson Olayı

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ÖZET

Brunson Olayı Türk-Amerikan İlişkilerinde 2002 sonrası dönemde yaşanan gerilim halkalarından biri olarak karşımıza çıkmaktadır. ABD tarafınca bir din adamı Türk tarafınca ise bir ajan olarak nitelendirilen Rahip Andrew Craig Brunson'un 2016 yılında tutuklanması iki ülke arasında krize yol açmıştır. Brunson'un serbest bırakılmasını sağlamak için ABD Başkanı Donald Trump'ın Türkiye'ye yönelik ekonomik yaptırımlar uygulaması Türk ekonomisinde 2018 yılından beri etkileri devam eden hasarlara yol açmıştır. Uzmanlar arasındaki genel kanaat Donald Trump'ın Brunson olayını iç politikada prim yapma amaçlı bir malzeme olarak kullandığı şeklindedir.

Anahtar Kelimeler: Türk-Amerikan İlişkileri, Brunson Olayı, Ekonomik Yaptırımlar

Turkish - American Relations: Brunson Event

ABSTRACT

The Brunson situation is one of the tensions between Turkey and the USA in the post-2002 period. The pastor Andrew Craig Brunson seen as a religious person by the USA and as a spy by Turkey was arrested in 2016, which led to a crisis between the two countries. The US president Donald Trump imposed economic sanctions on Turkey to ensure that Brunson be released and this resulted in a downturn in the Turkish economy, the impact of which has been around since the year 2018. The experts are of the opinion that Donald Trump cashed in on the Brunson situation on accounts of domestic policy.

Keywords: Turkish - American Relations, Brunson Event, Economic Sanctions

GİRİŞ

ABD'nin Türkiye ile olan sorunlarının çözümünde dış politika yaklaşımı olarak diplomasiyi önceleyen bir yaklaşımı tercih etmek yerine güç kullanımı ve yaptırımlara dayalı politikaları kullanmayı tercih etmesi özellikle son dönemlerde belirgin bir şekilde hissedilmektedir. Bu açıdan George Walker Bush ile Donald Trump dönemlerinin büyük benzerlikler taşıdığını ifade etmek mümkündür. D. Trump döneminde 'neocon' yaklaşım ekseninde evangelistlerin rolü daha net bir şekilde ortaya çıkmıştır. ABD'nin dış politika hedeflerine ulaşmasında güç kullanımı ve askeri seçeneklere ağırlık veren bu anlayış Amerikan imajını ve Türkiye ile olan ilişkilerini olumsuz etkilemiştir. G.W. Bush'un Irak işgali ve D. Trump'ın Avrupalı NATO müttefiklerine yönelik sert ve diplomatik teamüllere meydan okuyan açıklamaları ABD'nin NATO üyesi Avrupalı müttefikleri ile ilişkilerinde de kırılmalar yaratmıştır. Bu yaklaşımların Amerikan ulusal çıkarları ve Amerikan imajında yarattığı büyük tahribat Joseph Nye gibi Amerikalı akademisyenlerce yumuşak güç formülasyonu çerçevesinde alternatif yaklaşımlar önerilerek dile getirilmektedir. Özellikle Rahip A. Brunson meselesinde ABD, diplomasiyi öncelemek yerine realist paradigmayı hatırlatan tehdit yöntemiyle Türkiye'ye karşı tavır almıştır. Örnek vermek gerekirse; D. Trump'ın tehditleri ve 2018 tarihinde Türkiye'den ithal edilen çelik ve alüminyumda vergilerin iki katına çıkarılması gibi yaptırımlar Türk ekonomisi üzerinde olumsuz etki yaratarak ciddi tahribata sebep olmuştur. Bu tür olaylar Türk kamuoyunda Amerikan karşıtlığını artırarak Türk dış politikası için manevra alanlarını daraltmaktadır.

1. BRUNSON OLAYI

Brunson olayı ABD tarafının diplomatik kanallarla ve müzakereler yoluyla sonuç almak için çaba harcamayı bir kenara ittiğini düşündürten bir olay olarak karşımıza çıkmaktadır.

20 yıldır Türkiye'de yaşamakta olan ABD vatandaşı rahip Andrew Craig Brunson Ekim 2016 tarihinde Gülen terör örgütü ve PKK ile bağlantılı olduğu iddiasıyla tutuklanmıştır. Brunson'a yöneltilen diğer bir suçlama ise devletin siyasi ve askerî sınırlarını casusluk amacıyla temin etmek olduğu iddia edilmiştir. Brunson kendisine yöneltilen suçlamaların hiçbirini kabul etmemiş, ancak Amerikan tarafının Brunson'un serbest bırakılması taleplerine Türk tarafı olumlu yanıt vermemiştir. Temmuz 2018 tarihinde Brunson'un ev hapsine alınması ABD Başkan Yardımcısı Mike Pence tarafından olumlu ancak yeterli olmayan bir gelişme olarak değerlendirilmiştir. ABD Başkanı D. Trump Rahip A. Brunson serbest bırakılmazsa Türkiye'ye geniş kapsamlı yaptırımlar uygulama hazırlığında olduklarını duyurmuştur. 1 Ağustos 2018 tarihinde ABD A. Brunson'un tutukluluğunda rolleri olduğu gerekçesiyle Türkiye Cumhuriyet Devleti'nin iki bakanı hakkında yaptırım kararı almıştır. Bu süreçte D. Trump 10 Ağustos 2018 tarihinde Türkiye'den ithal edilen çelik ve alüminyumda vergileri iki katına çıkarıldığını ilan etmiştir. Bu yaptırım sonucunda Türk lirası bir günde %16 değer kaybetmiştir (Mail Guardian, 2018). Gerilimin Türkiye'ye için ekonomik sonuçları çok ağır olmuştur. Kriz Brunson'un mahkeme tarafından serbest bırakılmasıyla sona ermiştir.

A. Brunson'un serbest bırakılmasına yönelik çabalar sadece D. Trump ile sınırlı değildir. ABD yönetimi ve yönetime yakın çevrelerin bu konuda seferber oldukları görülmektedir. Eylül 2019 tarihinde Trump tarafından ABD Ulusal Güvenlik Danışmanı olarak atanan Robert C. O'Brien 20 Temmuz 2018 tarihinde sosyal medya hesabı üzerinden yaptığı paylaşımında "Brunson'un

Türkiye tarafından acilen serbest bırakılması için Başkan D. Trump ve M. Pompeo ile bir araya gelerek görüştük, bir NATO müttefikinin bir ABD vatandaşını rehin almasını inanılmaz ve yanlış bir olay” ifadelerini kullanmıştır (O’Brien, 2018).

Brunson olayının bu kadar büyütülmesi ve ABD yönetiminin bu konuda adeta seferber olmasının temelinde ABD iç siyasetine yönelik kaygıların olduğu Robert Fisk gibi gazetecilerce dile getirilmiştir. Robert Fisk Independent’te yayınlanan makalesinde Türkiye ile Amerika arasında yaşanan ticaret savaşının yalnızca az tanınan bir papaz yüzünden mi çıktığını sormuştur (Fisk, 2018). R. Fisk konuya bu açıdan bakmanın sağlıklı bir analiz yapmak için doğru olmayacağı düşüncesindedir. R. Fisk’in Argümanı problemin temelinde aslında görünenden başka nedenlerin olduğu şeklindedir. Bu nedenlerden birincisi Türkiye’nin S-400 savunma sistemi alma girişimleridir. İkinci neden Amerika’nın Suriye’de YPG’ye olan yardımlarının taraflar arasında yarattığı gerginliklerdir. Üçüncü neden ABD tarafında Türkiye’nin Suriye Savaşında radikal grupları desteklediği ve silahlandığı düşünülmesidir. R. Fisk, D. Trump’un aylarca A. Brunson’un tutukluluğu konusunda kayda değer bir çaba harcamadığını ancak sonra birdenbire iyi bir Hıristiyan olarak nitelendirdiği bu kişi için çok yoğun bir çaba içine girdiğini ifade etmiş ve bu tavrı samimiyetten uzak bulduğunu belirtmiştir.

A. Brunson’un iade edilmesi talepleri üzerine Cumhurbaşkanı R.T. Erdoğan Türkiye için terörist olarak görülen ancak ABD’de bir papaz veya din adamı olarak nitelendirilen Fethullah Gülen’in iadesini istemiştir. Konu ile ilgili olarak Cumhurbaşkanı R.T. Erdoğan 28 Eylül 2017 tarihinde basına açık beyanatlarda bulunmuştur. Türk tarafının argümanı F. Gülen’in iadesinin daha kolay olduğu yönündeydi (T24, 2018). Türk yönetiminin iade ile ilgili temel savı F. Gülen ile ilgili ABD mahkemelerinde yürütülen herhangi bir yargısal sürecin olmadığı oysa A. Brunson’un Türkiye’de bağımsız mahkemelerce yargılanmakta olduğu şeklindedir. Dolayısıyla F. Gülen ABD hükümetinin inisiyatifıyla Türkiye’ye iade edilebilirdi. ABD tarafı iki olayın birbirinden farklı oldukları iddiasını öne sürerek bunların birbiriyle karıştırılmaması gerektiğini savunmuştur. Türk tarafı iade talepleri konusunda haklılığını ve hukuki dayanaklarını oluşturan bütün bilgi ve belgeleri ABD Adalet Bakanlığı ve yönetimine sunduğunu deklere etmiştir.

Brunson yargısal sürecin sonunda mahkeme tarafından serbest bırakılmıştır. Ancak Brunson’un serbest bırakılması özellikle Türkiye’nin yargı bağımsızlığı imajı ile ilgili başka bir tartışmayı başlatmıştır.

2. LİTERATÜR

Genel olarak Türk-Amerikan ilişkileri ve özelde ise 2002 sonrası döneme ilişkin olarak Amerikan tarafında Howard Eissenstat, Lisel Hintz, Steven A. Cook, Nicholas Danforth, Ian Lesser, Graham E. Fuller gibi isimlerin çalışmaları ve görüşlerinin ön plana çıktığı görülmektedir. Ancak Türk Akademyasında konuya ilişkin yeterli çalışma olmadığı düşünülmektedir. Bu çalışmada Prof. Dr. İltar Turan, Prof. Dr. Ersin Onulduran, NTV Washington temsilcisi Hüseyin Günay gibi Türk uzmanların argümanlarına da değinilerek Türk tarafında konuya ilişkin çalışma eksikliğinin giderilmesine yönelik bir katkı sağlanmaya çalışılmıştır.

Konu ile ilgili literatür incelendiğinde yapılan çalışmaların genelde Türk-ABD tarafları arasında ilişkilerin nispeten olumlu kabul edilebileceği dönemlerde yazıldıkları görülmektedir. Söz konusu yayımlardan dikkat çekici olanlar incelendiğinde,

Göze çarpan ilk eserlerden biri Çağrı Erhan'ın Hacettepe Üniversitesi Sosyal Bilimler Enstitüsüne sunduğu 2000 tarihli “Osmanlı-Amerikan ilişkileri (1776-1917)” isimli Doktora tez çalışmasıdır (Erhan, 2000). Bu çalışmada Ç. Erhan özellikle iki devlet arasında ilişkilerin yoğunlaştığı 1830-1867 dönemine vurgu yapmıştır. Ç. Erhan bu dönemi ilişkilerin tüm boyutlarıyla geliştiği bir dönem olarak tanımlamaktadır.

George. S. Harris'in 1985 yılında kaleme aldığı “Turkey Coping With Crisis” isimli çalışma da alana ilişkin önemli çalışmalar arasında sayılabilir (Harris, 1985). Kitabının giriş bölümünde Harris Türkiye'nin bulunduğu coğrafyaya vurgu yaparak jeopolitik önemine değinmiştir. Kitabın giriş bölümünde Türkiye'ye karşı duyduğu sempatinin ve ABD'nin Türkiye'ye daha çok önem vermesi gerektiğine okuyucuyu ikna etme çabasının izleri görülmektedir. Harris'in daha 1980'li yıllarda bile Türkiye'yi bölgesindeki gelişmekte olan diğer ülkelere örnek olabilecek bir model olarak nitelendirmesi de ayrıca dikkate değer bir husustur.

Dankwart A. Rustow tarafından kaleme alınan “Unutulan Müttelik: Türkiye” kitabı da konuya ilişkin önemli çalışmalar arasında görülebilir (Rustow, 1987). Kitap 1989 yılında Hakan Türkkuşu tarafından Türkçeye çevrilmiştir. Rustow ABD'nin Türkiye'ye daha fazla önem vermesi ve destek olması gerektiğini ifade etmiştir. Rustow Truman Doktrini'nden sonraki dönemde dünyada ABD politikalarını en fazla destekleyen ülkelerin başında Türkiye'nin geldiğini ileri sürmüştür.

Paul B. Henze'nin “Turkey And Atatürk's Legacy” isimli çalışmasında konu ile ilgili önemli çalışmalar arasında gösterilebilir (Henze, 1988). 1998 yılında yayınlanan bu çalışmada Henze Türkiye'nin 1947 tarihinden beri dünya güvenliğinde oynadığı rolün yeterince anlaşılmadığı düşüncesindedir. Henze'nin yeterince anlaşılmadığını düşündüğü diğer bir husus da eşsiz modernleşme deneyimi ile Türkiye'nin bölgesindeki diğer ülkeler için bir örnek olma özelliğidir.

Siyaset gazetecisi Murat Yetkin tarafından kaleme alınan ve 2004 yılında ilk baskısı yapılan “Tezkere: Irak Krizinin Gerçek Öyküsü” isimli kitap da alandaki diğer bir dikkat çekici çalışmadır (Yetkin, 2004). Yetkin olayları sıcağı sıcağına gözlemlediğinin altını çizerek Tezkere'nin meclise geldiği tarihe kadar olan süreci mercek altına almış bir anlamda okuyucuya Tezkere'nin neden geçmediğini göstermeye çalışmıştır. Yetkin her ne kadar içinde bulunulan bir dönemi kaleme almanın dezavantajları olsa da pek çok avantajı olduğuna da değinerek bu avantajlardan yararlanmayı tercih ettiğini açıklamıştır. Yetkin'in çalışması olayların yaşandığı günlerin hemen akabinde yazılmış olması bakımından dönemi konu alan diğer pek çok çalışmadan ayrılmaktadır.

Konu ile ilgili olarak özellikle 1 Mart Tezkeresi'nin hemen akabinde gerçekleştirildiği söylenebilecek diğer bir çalışma ise Turan Yavuz'un 2006 tarihinde yayınlanan “Çuvallayan İttifak” adlı çalışmasıdır (Yavuz, 2006). Yavuz, tezkere sürecinde Ankara'da neler yaşandığı konusuna ilişkin olarak zaten Murat Yetkin gibi yazarların çalışmaları bulunduğu altını çizmiştir. Kendisi alanda bir boşluk olarak değerlendirdiği o dönem Washington'da neler

olduğu konusuna yoğunlaşır. Yavuz, çalışmasıyla bir anlamda Atlantik'in diğer yakasında neler yaşandığını okuyucuya aktarmaya çalışmıştır.

Deniz Bölükbaşı'nın "1 Mart Vakası Irak Tezkeresi ve Sonrası" isimli kitabı da konu ile ilgili temel kaynak niteliğindeki çalışmalardan biri olarak görülebilir (Bölükbaşı, 2008). Askerî mutabakat muhtırası müzakerelerini Türk tarafı adına yürüten heyetin başkanı olan Bölükbaşı bu müzakereler sırasında yaşananları bir diplomatın gözünden ilk elden aktarmaktadır. Bölükbaşı'nın çalışması Dışişleri Bakanlığı'nda mesleğe yeni başlayan diplomatlar için bir müzakerenin özellikle teknik düzeyde nasıl yürütüldüğünün görülmesi bakımından yararlı olabilecek bir kaynak niteliği taşımaktadır.

ABD'li istihbaratçı Graham E. Fuller'in 2008 yılında Türkçeye çevrilen "Yeni Türkiye Cumhuriyeti" isimli kitabı da konu ile ilgili olarak üzerinde çok tartışma yapılan çalışmalardan biridir (Fuller, 2008). Fuller bu kitapta Türkiye Cumhuriyeti'nin Ortadoğulu bir devlet olduğuna okuyucuyu ikna etmeye çalışarak Türkiye'ye Ortadoğu merkezli yeni roller biçer. Fuller Türkiye ile ABD'nin Ortadoğu da çıkarlarının ve izledikleri politikaların farklılaştığını ve bunun iki ülke ilişkilerinde pürüzlere yol açtığını ancak Türkiye'nin Ortadoğu'da oynayacağı rolün uzun dönemde ABD ve Batının çıkarına olduğuna vurgu yapar. Fuller bir anlamda Türkiye'nin Ortadoğulu bir devlet rolü oynamasını önerir. Fullerin benzer görüşleri "Türkiye ve Arap Baharı" isimli kitabında da dile getirdiği ifade edilebilir (Fuller, 2017).

Türk-Amerikan ilişkilerinin anlaşılması belirli bir ölçüde Amerikan başkanlık sisteminin bilinmesi ile mümkündür. Bu açıdan Buket Önal'ın "Amerikan Dış Politikasının Oluşum Sürecinde Başkanın Rolü ve Türkiye-Amerika İlişkilerinde Clinton Faktörü" isimli kitabı bu konuya ışık tutar niteliktedir (Önal, 2010).

Konu ile ilgili incelenmesi gereken temel eser niteliğindeki kitaplardan birisi de Füsün Türkmen'in 2012 yılında yayınlanan "Kırılgan İttifaktan Model Ortaklığa Türkiye-ABD ilişkileri" isimli çalışmasıdır (Türkmen, 2012). Çalışmada özellikle Barack Obama döneminde gerçekleştirilmeye çalışılan Model Ortaklık kavramının içi doldurulabilseydi bunun iki ülke arasındaki ilişkilere ve Türkiye'nin demokratik alandaki gelişimine olumlu etkileri olacağı ifade edilmektedir. Türkmen iki ülke arasında günübirlik taktik veya stratejik yaklaşımların yerine liberal değerlere dayalı bir ilişkinin geliştirilmesinin iki ülke arasındaki bağların güçlenmesine ve sorunların daha kolay bir şekilde çözülmesine zemin hazırlayacağına vurgu yapar.

Türk-Amerikan ilişkileri alanında yapılmış çalışmalardan biri de Nasuh Uslu'nun "Çatlak İttifak: 1947'den Günümüze Türk-Amerikan İlişkileri" isimli kitabıdır (Uslu, 2016). Uslu "Çatlak İttifak" isimli çalışmasında Kıbrıs konusu dışında iki ülke arasındaki ilişkilerin 1947 tarihinden 2016 tarihine kadar olan dönemini incelemeye çalışmıştır.

3. METODOLOJİ

Araştırma nitel araştırma desenlerinden vaka çalışması yaklaşımı kullanılarak gerçekleştirilmiştir. Bu çalışmada durum çalışması yöntemlerinden açıklayıcı/tanımlayıcı durum çalışması yöntemi kullanılmıştır. Bu yöntemde bir durum hakkında bilgi vermek için araştırma problemi ile ilgili bir veya iki durum kullanılmaktadır. Bu araştırmada da okuyucuları

bilgilendirmek için 2002 sonrası döneme ilişkin A. Brunson olayı bir vaka olarak ele alınıp incelenmiştir.

Vaka çalışması yönteminde veri toplama amacı ile kullanılan araçlardan mülakat yöntemi ve döküman incelemesi veri toplama araçları olarak kullanılmıştır.

Türk-Amerikan ilişkilerine etkide bulunmuş veya yaşanan olaylara tanık olmuş akademisyen ve gazeteciler ile temas sağlanarak Türk-Amerikan ilişkilerinin gidişatına ilişkin birincil kaynak olarak nitelendirilebilecek üç kişi ile görüşülmüştür.

Verilerin analizi ve yorumlanmasında betimsel-yorumlayıcı analiz tekniği kullanılmıştır. Çalışma kapsamında öncelikle döküman incelemesi sonucu elde edilen bulgulara yer verilmiştir. İkinci olarak Türk-Amerikan ilişkileri konusunda yetkin olduğu bilim çevreleri ve alana ilişkin kişilerce kabul edilen uzmanların mülakatlarda dile getirdikleri görüşlerin analizi Betimsel analiz tekniği çerçevesinde gerçekleştirilmiştir.

4. BULGULAR VE TARTIŞMA

Brunson gerilimine ilişkin olarak uzmanlar tarafından şu görüşler ileri sürülmüştür;

Prof. Dr. İlter Turan (Mülakat, 8 Aralık 2019):

“Burada bence biz Brunson’u olduğundan çok daha önemli bir kişiye dönüştürdük ve Türkiye’ye gereksiz bir maliyet yarattı. Bunun en pratik yolu bu şahsın bir an önce ülke dışına gönderilmesiydi. Öyle görünüyor ki Brunson ve Fethullah Gülen’in takas edilmesini öngören tartışmalı varsayımlar üzerine bina edilmiş bir plan oluşturuldu. Gerek taleplerin orantısızlığı, gerek Amerikan siyasi ve yargı sistemlerinin yapısı ve işleyişi nedeniyle bunun gerçekleşmesi mümkün olmadı.”

Hüseyin Günay (Mülakat, 20 Aralık 2019):

“Rahip Brunson olayı Amerika Birleşik Devletleri’nin Türkiye’ye bakış açısını değiştirdi. Rahip Brunson Amerika Birleşik Devletleri’nde Donald Trump’ın Partisi’ne oy veren Evangelist denilen koyu Hıristiyanların bir üyesi. Brunson serbest bırakıldıktan sonra Trump Brunson’un kendi girişimleri sonucu serbest kaldığı yönünde demeçler vermeye başladı. Yani sanki Türkiye bir hukuk devleti değilmiş gibi bir izlenim oluşturdu. Türkiye’yi Amerika Birleşik Devletleri’nde bu şekilde lanse etti. Brunson Beyaz Saray’da Oval Ofis’de kabul edildi. Brunson Amerika’ya geldikten sonra Trump’ın neredeyse her miting öncesi dua okuyan bir kişi haline geldi. Rahip Brunson meselesinin Türkiye’den görülen yüzü ile Amerika Birleşik Devletleri’nden görünen yüzü tamamen farklı.”

Prof. Dr. Ersin Onulduran (Mülakat, 19 Nisan 2020):

“Brunson’un bırakılması bana sorarsanız iyi oldu. Onun tutukluluğu bir çıbanbaşı gibi sorun yaratmaya devam edecekti. Zaten Türkiye’nin başında yeterince propaganda belası var. Brunson’un tutukluluğunu devam ettirip Türkiye düşmanlarının eline bir koz daha vermenin bir manası yoktu. Bence akıllıca yapılmış bir manevra ile onu Amerika’ya geri verdiler.”

Brunson gerilimine ilişkin olarak uzmanlar tarafından ileri sürülen görüşlerle ilgili olarak şunları ifade etmek mümkündür;

İlter Turan, Brunson meselesinin Türkiye için sıkıntılar yarattığına değinerek Brunson'un olduğundan daha önemli bir kişiye dönüştürüldüğü ve bunun Türkiye için gereksiz maliyetler yarattığı argümanını ileri sürer. Turan ABD yargısal sisteminin yapısının Brunson ve Fethullah Gülen'in karşılıklı takasına imkan vermediğine de işaret etmektedir. Hüseyin Günay, Brunson meselesinin Trump tarafından bir iç politika malzemesi olarak kullanıldığı argümanını ileri sürer. Ersin Onulduran da olayın Türkiye karşıtları tarafından bir propağanda malzemesi olarak kullanıldığını dolayısıyla Brunson'ın serbest bırakılmasının yerinde bir manevra olduğu görüşünü dillendirir. Hem Günay hem de Onulduran olayın bir propağanda malzemesi olarak kullanıldığına dikkat çekmektedirler.

SONUÇ

Konuya ilişkin dış politika analizi çerçevesinde Brunson geriliminin nedenlerine ilişkin olarak şu görüşleri ifade etmek mümkündür;

- Lider faktörü: Rahip Brunson ABD'de Evangelist olarak bilinen ve seçimlerde genel olarak Trump'a oy veren dini bir grubun üyesidir. Trump seçmen kitlesinin önemli bir bölümünü oluşturan bu grubun iç siyasette kendisine verdiği desteği kaybetmemek için konuyu olduğundan çok daha önemli hale getirmiştir. Trump'ın rahip Brunson'u iç politikada bir araç olarak kullandığının en önemli göstergesi olarak ABD'ye döndükten sonra onu gerçekleştirdiği mitingler öncesi konuşurması ve dua ettirmesi gösterilebilir. Bu olay incelendiğinde Trump'ın fırsatçı bir karaktere sahip olduğu ve amacına ulaşmak için her aracı kullanabileceği görülmektedir.

- Kurumsal faktörler: ABD yönetim sistemi sert kuvvetler ayrılığına dayalı bir sistemdir. Bu sistemde yürütme ve yargı keskin hatlarla birbirlerinden ayrılmışlardır. ABD yargısı her ne kadar dış politika konusunda yaşanan gelişmeleri tamamen görmezden gelen bir tavır içinde değilse de diğer ülkelere göre yürütme karşısında daha özerk bir yapısının olduğunu ifade etmek gerekir. Bu durumu 3 Kasım ABD seçimlerinde Trump'ın ortaya koyduğu taleplere ilişkin olarak ABD yargı kurumlarının sergilediği yaklaşım üzerinden gözlemek mümkündür. ABD yönetim ve yargı sisteminin yapısı Brunson ile FETO elebaşı Gülen'in karşılıklı iadesine olanak vermemiştir.

- Ulusal çıkar farklılıkları: Türk tarafı ulusal güvenlik gerekçeleri ile Brunson'a karşılık terör örgütü elebaşı Fethullah Gülen'in iadesini istemiştir. Bu beklenti Türkiye'nin ulusal çıkarları ile uyumludur. Ancak ABD tarafı Fethullah Gülen'i bir din adamı olarak nitelendirmektedir. Dünya çapına yayılmış bu ağı kendi ulusal çıkarları doğrultusunda kullanan ABD'nin Gülen'i iade etmeme konusundaki tavrını devam ettireceği görülmektedir.

ABD tarafı Brunson olayında belirli bir süre müzakere kanallarını kullanarak sonuç almaya çalışmıştır. Bu kanaldan bir sonuç elde edemeyince tehdit gibi politika araçlarına yönelmiştir. Türkiye ise diplomasideki mütekabiliyet esasını bir anlamda bu olaya uygulamak isteyen bir yaklaşım içinde olmuştur. Olay taraflar arasındaki güç dengesizliği nedeniyle Türkiye için ekonomik kayıplar ve F. Gülen'in iade edilmemesi ile sonuçlanmıştır. Tıpkı vize olayında olduğu gibi Brunson meselesinde de görünen nedenlerin dışında nedenlerin olduğu söylenebilir. Brunson olayında taraflar arasında özellikle Suriye konusundaki farklı yaklaşımlar

ve Türkiye'nin S-400 alma girişimleri gibi ABD tarafını rahatsız eden faktörlerin tetikleme etkisi yaptığı ifade edilebilir. ABD'nin Suriye'de YPG'ye yaptığı yardımlar ve Türkiye'yi radikal unsurları desteklemekle suçlaması adeta diplomatik kanallar üzerinde tıkaçıcı bir etki yaratmıştır. Brunson meselesinin diğer bir yönü de D. Trump'ın olayı iç politikada prim yapma amaçlı bir malzeme olarak kullanmasıdır.

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Firmaların Türev Araçları Kullanımı ve Covid19 İlişkisi Davranışsal Finans Bakış Açısı ile Haberleşme Sektörü Üzerine Bir İnceleme

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ÖZET

Türev piyasaların gelişimi ile birlikte türev ürünlerin kullanımı artmaktadır. Bu çalışmada, işletmelerin finansal bir varlık olarak türev araç kullanımlarının, Covid19 salgını ile etkilenip etkilenmediğinin ortaya çıkarılması amaçlanmaktadır. Bu amaç ile Borsa İstanbul'da işlem gören haberleşme sektörü firmalarının finansal durum tablolarının dönen varlıklar bölümünde bulunan türev araçlar 2015Q1 ile 2021Q1 dönemleri arasında incelenmiştir. Çalışmada panel veri analizi yöntemi kullanılarak değişkenler arasında Granger nedensellik, regresyon ve eş bütünleşme analizleri yapılmıştır. Analiz sonuçlarına göre, Covid19 pandemisi ile incelenen işletmelerin türev araç kullanımları arasında Granger nedensellik ilişkisi bulunmuş ve bu ilişkinin Covid19'dan türev araç kullanımına doğru tek yönlü olduğu tespit edilmiştir. Regresyon analizi, firmaların türev araç kullanımının Covid19 etkisi ile artış gösterdiği sonucunu göstermektedir. Covid19 etkisi ile oluşan belirsizlik durumunun, belirsizlikten kaçınma ve kayıptan kaçınma davranışsal finans eğilimlerinin etkisi ile işletmeler tarafından riskten koruma özelliği sağlayan türev araçların tercih edilmesine neden olmuş olabileceği düşünülmektedir. Çalışma, Covid19 gibi kriz dönemlerinde işletmelerin riskten kaçınma amacıyla türev araçları tercih etmiş olabileceklerini göstermesi açısından önemli sonuçlar içermektedir. Bu sonuçlar, kurumsal finansal kararlarda davranışsal finans eğilimlerinin varlığının kanıtı olabileceği potansiyeli açısından önemlidir. Bu yönden bakıldığında çalışmanın, kurumsal davranışsal finans araştırmalarına katkıda bulunabileceği düşünülmektedir. Sonuçların geçerliliğini artırabilmek ve türev piyasalara ait dinamikleri davranışsal finans boyutu ile inceleyebilmek için net türev kullanımı ve hacminin incelenerek analizlerin yapılması, diğer sektörlerin araştırılması, sistematik ve sistematik olmayan diğer risk faktörlerinin analizlere dahil edilmesi ve analizlerin daha geniş zaman aralıklarını da içine alacak şekilde genişletilmesi sonraki çalışmalar için önerilmektedir.

Anahtar Kelimeler: davranışsal finans, türev araç, covid19, risk, kurumsal finans

The Relationship between Firms' Use of Derivative Instruments & Covid19 A Study on the Communications Industry from a Behavioral Finance Perspective

ABSTRACT

With the development of derivative markets, the use of derivative products is increasing. In this research, it is aimed to reveal whether the derivatives use of enterprises as a financial asset is affected by the Covid19 pandemic. For this purpose, the derivative instruments in the current assets section of the financial position statements of the communication sector companies traded in Borsa Istanbul were examined between the periods 2015Q1 and 2021Q1. In the study, Granger causality, regression and cointegration analyzes are performed between the variables using the panel data analysis method. According to the results of the analysis, a Granger causality relationship is found between the Covid19 pandemic and the use of derivatives by the companies examined, and it is determined that this relationship is unidirectional from Covid19 to the use of derivatives. The regression analysis shows that the use of derivative instruments by companies has increased with the effect of Covid19. It is thought that the situation of uncertainty caused by the effect of Covid19 may have caused the preference of derivative instruments that provide hedging feature by the enterprises with the effect of ambiguity avoidance and loss aversion behavioral finance biases. The study contains important results in terms of showing that businesses may have preferred derivative instruments in order to avoid risk in times of crisis such as Covid19. These results

are important in terms of their potential as evidence of the existence of behavioral finance biases in corporate financial decisions. From this point of view, it is thought that the study can contribute to corporate behavioral finance research. In order to increase the validity of the results and to examine the dynamics of derivative markets with the behavioral finance dimension, it is recommended to analyze the use and volume of net derivatives, to investigate other sectors, to include other systematic and non-systematic risk factors in the analysis, and to expand the analysis to include wider time intervals.

Keywords: behavioral finance, derivative instruments, Covid19, risk, corporate finance

GİRİŞ

Risk ve belirsizlik, günümüzün küresel finans piyasalarında etkili ve kaçınılmaz faktörlerdir. Frank Knight, 1921 yılında gerçekleşme olasılıklarının dağılımı bilinen durumları riskli ve bilinmeyenleri ise belirsiz olarak tanımlamıştır (Hogarth ve Kunreuther, 1989).

Risk ve belirsizlik faktörleri dikkate alındığında, döviz kurlarında, emtia fiyatlarında ve faiz oranlarında meydana gelen beklenmeyen değişimlerin, kazançları ve varlıklar üzerindeki alacakların geri ödenme durumlarını etkilemesi kaçınılmazdır. Yüksek maliyet verimliliğinin sağlandığı, son teknoloji üretim tekniklerinin kullanıldığı ve üstün yönetim faktörlerinin yönetim sürecine dahil edildiği yaklaşımlar uygulansa dahi, riskin ve belirsizliğin olduğu bir ortamda uzun vadede firma karlılığını sağlamak ve devam ettirebilmek için yeterli olmayabilir. Bu nedenler yüzünden riskin ve belirsizliğin yönetimi firmalar için oldukça önemli hale gelmektedir. Risk ve belirsizliğin yönetiminde ve bu faktörlere ait istenen dönüşümlerin sağlanabilmesi aşamasında türev ürünlerden yararlanılabilmektedir.

Finansal türev ürünler, değerleri, ayrı ayrı işlem gören dayanak finansal varlıkların değerlerine bağlı olan sözleşmelerdir (Raines ve Leathers, 1994). Türev araçlar, değeri başka bir temel işlemin değerine bağlı olan veya bu değerden türetilen gecikmeli teslimat sözleşmesi olarak tanımlanabilmektedir. Herhangi bir malın veya finansal aracın belirlenen ileri bir tarihte teslim edilmesi veya nakit uzlaşısı yapılmak üzere işlemin veya sözleşmenin yapıldığı tarihte alım veya satım faaliyetlerinin gerçekleştirilmesi işlemleri türev ürün piyasalarında yapılmaktadır. Buradaki tanımın en önemli noktası, ürünün tesliminin gelecekte bir zamana kadar ertelenmesidir. Ekonomik koşulların zaman içerisinde gösterebileceği değişimler ve bunun beraberinde ortaya çıkabilecek risk ve belirsizlik durumları, türev ürünlerin tercih edilmesine neden olabilecektir. Riskin yönetilmesinin ve transferinin Türev araçlar yardımı ile mümkün hale gelebilmesi, Türev araçların daha çok tercih edilmesine neden olmaktadır (Quail ve Overdahl, 2010:3-6).

Ülkemizde Türev araçlar, Borsa İstanbul (BİST) bünyesinde Vadeli İşlem ve Opsiyon Piyasası'nda (VİOP) işlem görmektedir.

Türev piyasaların gelişimi ile birlikte risk ve belirsizlik yönetiminde türev ürünlerin kullanımının artması sonucunda, türev ürün seçimine etki eden faktörleri inceleyen çalışmalar önem kazanmıştır.

Carroll, O'Brien ve Ryan (2017) finans sektöründe bulunmayan Avrupalı firmalarda, döviz ve faiz oranı türev ürünlerinin kullanımının belirleyicilerini araştırmışlardır. Döviz türev ürünlerinin kullanımının büyüklük ve döviz riskinden ve faiz türevlerinin ise firmaların borcunun büyüklüğünden ve yapısından etkilendiği bulguları çalışma sonuçları olarak paylaşılmaktadır.

Firmaların türev ürün kullanımına etki eden faktörler, Durmuş ve Coşkun (2019) tarafından araştırılmıştır. Bulgular, firma büyüklüğünün türev araç kullanımını etkilediğini, uzun vadeli borcu yüksek olan şirketlerin daha fazla türev araç kullandığını, döviz kuru ve faiz oranı hareketlerine daha duyarlı şirketlerin daha fazla türev araç kullandığını ve büyüme potansiyeli ile faiz türevlerinin kullanımının aynı yönlü gelişim gösterdiğini işaret etmektedir.

Aksoy (2021) çalışmasında, borç, cari oran, büyüklük ve aktif karlılığı faktörlerinin türev ürün kullanımına etkisini araştırmıştır. Çalışma sonuçlarında, türev araç kullanımı ile borç, cari oran,

ve aktif karlılığı faktörleri arasında ters ve büyüklük ile aynı yönlü değişim gösteren ilişkiler tespit edilmiştir.

Malezya'daki ticari ve İslami bankaların verimliliğine yönelik türev araç kullanımlarını Alwi, Salleh, Malan, Aslam, Alpandi ve Daud (2021) çalışmaların analiz etmişlerdir. İncelenen bankaların, kârlılık, riske maruz kalma ve makro çevre açısından verimliliklerini artırmak için türev araçları bir dereceye kadar kullandıkları sonucunu elde etmişlerdir.

Bachiller, Boubaker ve Mefteh-Wali (2021) meta analizi yöntemini kullanarak türev araç kullanımı ve firma değeri ilişkisini araştırmışlardır. Çalışma bulguları olarak, döviz türevlerinin tek başına veya diğer türev türleriyle birlikte kullanılmasının firma değerini olumlu yönde etkilediğini ve riskten korunmanın tüm firmalar, özellikle de ortak kanun ve gelişmişlik seviyelerindeki ülkelerden için ekonomik bir avantaj sunduğu paylaşılmaktadır.

Covid-19 salgınının da bir risk ve belirsizlik faktörü olarak finansal piyasalarda etkilerini göstermesi, özellikle bu süreçte işletmelerin finansal bir varlık olarak türev araç kullanımlarının etkilenip etkilenmediğinin ve eğer etkileniyorsa bu etkinin nasıl olduğunun araştırılması bu çalışmanın amacını oluşturmaktadır.

2. YÖNTEM

Borsa İstanbul'da işlem gören haberleşme sektörü firmalarının finansal durum tablolarının dönen varlıklar bölümünde bulunan türev araçlar 2015Q1 ile 2021Q1 dönemleri arasında incelenmiştir. Çalışmada panel veri analizi yöntemi kullanılarak değişkenler arasında Granger nedensellik, regresyon ve eş bütünleşme analizleri yapılmıştır. Covid-19 değişkenine ait değerler, pandemi öncesi için 0 ve sonrası için 1 olarak belirlenerek analizlere dahil edilmiştir.

3. BULGULAR

Çalışmanın ana araştırma konusu olan, Covid-19'un firmaların türev araçları üzerinde bir etki yaratıp yaratmadığı Granger nedensellik analizi ile incelenmiş ve Tablo 1'de verilen sonuçlara ulaşılmıştır. Tablo 1'deki olasılık değerinin 0,01 düzeyinde anlamlı olduğu bulgusuna ulaşılmıştır.

Tablo 1. Granger Nedensellik Analizi Sonuçları

	Obs	F-İstatistiği	p
Bağımlı değişken: Covid-19	48	9,51	0,0034***
Bağımsız değişken: Türev Araç Büyüklüğü			

not: p : olasılık. *** %1 düzeyinde.

Eş bütünleşme analizi, Pedroni Panel testi ile analiz edilmiştir. Analizde Schwarz bilgi kriterine göre ve maksimum gecikme uzunluğu 4 olarak belirlenmiş ve tekil kesişim ve trend seçimleri ile yapılan analiz sonucu Tablo 2'de verilmiştir. Olasılık değerleri incelendiğinde, eş bütünleşmenin olduğu görülmektedir ($p < 0,10$).

Tablo 2. Eş bütünleşme Testi Sonuçları

Pedroni Panel Eş bütünleşme Testi				
Alternatif hipotez: ortak AR katsayıları, (boyut içi)				
	t-istatistiği	Olasılık	Ağırlıklı t-istatistiği	p
Panel v- istatistiği	1,4197	0,0778*	1,7429	0,0407**

Panel rho- istatistiđi	-1,7867	0,0370**	-2,4625	0,0069***
Panel PP- istatistiđi	-2,0901	0,0183**	-2,7846	0,0027***
Panel ADF- istatistiđi	-1,7844	0,0372**	-1,5089	0,0657*
Alternatif hipotez: bireysel AR katsayıları, (boyutlar arası)				
	t-istatistiđi	Olasılık		
Grup rho istatistiđi	-2,5965	0,0047***		
Grup PP- istatistiđi	-3,2759	0,0005***		
Grup ADF- istatistiđi	-1,0452	0,1480		

not: H₀: Eş bütünleşme yok. p : olasılık. *** %1 düzeyinde, ** %5 düzeyinde, * %10 düzeyinde anlamlı.

Türev araç kullanım miktarını ve Covid-19 ilişkisini inceleyen geleneksel regresyon modeli analiz sonuçları Tablo 3'deki şekilde elde edilmiştir. Olasılık değerleri incelendiğinde, tüm değişkenlerin 0,01 düzeyinde anlamlı olduğu görülmektedir.

Tablo 3. Türev Araç Miktarına Ait Panel En Küçük Kareler Yöntemi Tahmin Sonuçları

Değişken	katsayı	Standard hata	t-İstatistiđi	p
c	808299,1	186186,8	4,341335	0,0001***
Covid-19	568328,6	74474,70	7,631163	0,0000***
R ²		0,281944		
Düzeltilmiş R ²		0,266985		
Regresyonun Standart Hatası		482651,2		
Artık Kareler Toplamı		1,12E+13		
Log olabilirlik		-724,2789		
F-İstatistiđi		18,84719		
Olasılık (F-istatistiđi)		0,000073		
Bağımlı Değişkenin Aritmetik Ortalaması		697656,4		
Bağımlı Değişkenin Standart sapması		563737,5		
Akaike Bilgi Kriteri		29,05115		
Schwarz Kriteri		29,12764		
Hannan-Quinn Kriteri		29,08028		

not: p : olasılık. *** %1 düzeyinde, ** %5 düzeyinde, * %10 düzeyinde anlamlı.

SONUÇ

Analiz sonuçlarına göre, Covid19 pandemisi ile incelenen işletmelerin türev araç kullanımları arasında Granger nedensellik ilişkisi bulunmuş ve bu ilişkinin Covid19'dan türev araç kullanımına doğru tek yönlü olduğu tespit edilmiştir. Regresyon analizi, firmaların türev araç kullanımının Covid19 etkisi ile artış gösterdiği sonucunu göstermektedir.

Covid19 etkisi ile oluşan belirsizlik durumunun, belirsizlikten kaçınma ve kayıptan kaçınma davranışsal finans eğilimlerinin etkisi ile işletmeler tarafından riskten koruma özelliği sağlayan türev araçların tercih edilmesine neden olmuş olabileceği düşünülmektedir. Çalışma, Covid19 gibi kriz dönemlerinde işletmelerin riskten kaçınmak amacıyla türev araçları tercih etmiş olabileceklerini göstermesi açısından önemli sonuçlar içermektedir.

Bu sonuçlar, kurumsal finansal kararlarda davranışsal finans eğilimlerinin varlığının kanıtı olabilme potansiyeli açısından önemlidir. Bu yönden bakıldığında çalışmanın, kurumsal davranışsal finans araştırmalarına katkıda bulunabileceği düşünülmektedir.

Sonuçların geçerliliğini artırabilmek ve türev piyasalara ait dinamikleri davranışsal finans boyutu ile inceleyebilmek için net türev kullanımı ve hacminin incelenerek analizlerin yapılması, diğer sektörlerin araştırılması, sistematik ve sistematik olmayan diğer risk faktörlerinin analizlere dahil edilmesi ve analizlerin daha geniş zaman aralıklarını da içine alacak şekilde genişletilmesi sonraki çalışmalar için önerilmektedir.

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Alan Sensin Atan Sensin! Acaba İşten Çıkması Gereken Sen misin? İlaç Mümessilleri Üzerine Mikro Anlatılar

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ÖZET

İşletmelerde insan kaynakları yönetimi işlevi iş faaliyetlerini destekleyen ve kolaylaştıran bağlamsal bir fonksiyon olarak değer bulmaktadır. Bu değere bağlı olarak insan kaynakları yönetimi uygulamaları işletmenin performansı üzerinde olumlu bir etkiye sahiptir. İnsan kaynakları uygulamaları içerisinde işe alma ve işten çıkarma önemli olarak görülmektedir. Bu çalışma işe alma ve işten çıkarma süreçlerinin dinamiklerini anlamaya yönelik bir araştırmadır. Bu kapsamda ilaç pazarlaması alanında çalışan ve işe alma ve işten çıkarma uygulamalarıyla sık sık karşılaşan ilaç mümessilleri üzerinde nitel bir araştırma yapılmıştır. Araştırmaya katılanlara bağlı olarak üretilen sonuçlar iş/işletmecilik faaliyetlerine ve insan kaynakları yönetimi uygulayıcılarına önemli fikirler sunmaktadır.

Anahtar Kavramlar: İnsan Kaynakları Uygulamaları, İşe Alma, İşten Çıkarma, İlaç Mümessilleri, Nitel Araştırma.

You Are The Recruiter, You Are The Dismissal! I Wonder Are You The One Who Needs To Dismissal? Micro Narratives On Pharmaceutical Representatives

ABSTRACT

The human resource management function in businesses finds value as a contextual function that supports and facilitates business activities. Depending on this value, human resource management practices have a positive effect on the performance of the business. Hiring and firing are seen as important in human resources practices. This study is a research aimed at understanding the dynamics of hiring and firing processes. In this context, a qualitative research was conducted on pharmaceutical representatives who work in the field of pharmaceutical marketing and frequently encounter employment and dismissal practices. The results produced depending on the participants of the research offer important ideas to business/business activities and human resource management practitioners.

Keywords: Human Resources Practices, Recruitment, Dismissal, Pharmaceutical Representatives, Qualitative Research.

1. GİRİŞ

İşletmeler kar elde etmek ve varlıklarını sürdürmek için hareket eden kuruluşlardır. Bu kuruluşlar hareketlerini sürdürülebilir kılmak için insan kaynaklarını önemsemeleri ve etkin bir biçimde kullanmaları gerekmektedir. İşletmelerin sürdürülebilirliklerini korumak ve rekabet ortamlarında başarılı olmaları için doğru insan kaynağına sahip olmaları ve bu insan kaynağına sahip çıkmaları önemli bir işletmecilik davranışı olarak ifade edilmektedir. Nitekim bu işletmecilik davranışını etkin bir şekilde sergilemek için işletmelerin önemli sayılabilecek insan kaynakları uygulamaları yaptıkları yazında sıklıkla ifade edilmektedir (Şimşek ve Öge, 2010; Barutçugil, 2005). Ancak bu çalışma işletmelerin insan kaynakları uygulamalarında arka sokaklarında kalan ve/veya etkinliği her zaman tartışmalı olan işe alma ve işten çıkarma süreçlerinin dinamiklerini anlamaya yönelik bir bağlamı kendisine araştırma zemini içinde ele almayı değer bulmuştur. Bu noktada araştırma zeminini ilaç sektörünün satış işini gerçekleştiren ilaç mümessillerini araştırmaya dahil etmiştir. Onlar üzerinden “Alan sensin atan sensin! Acaba işten çıkması gereken sen misin?” sorusu/sorununu ortaya koymaya çalışmıştır. Çalışma nitel bir araştırma olarak gerçekleşmiş ve yönetim araştırmalarında nitel araştırma çeşitliliğinin artması (Bettis vd., 2015) vurgusuna bağlı olarak ortaya konulmaya çalışılmıştır. Çalışma üç ana bölümden oluşmaktadır. İlk bölümde konu ile ilgili araştırmalar, araştırma zenginliği temelinde, benzer ve ayrı sonuçlar üreten çalışmaların izinde özetlenmiştir. İkinci ana bölümde ise araştırma yöntemi ortaya konulmuştur. Üçüncü ve son ana bölümde ise araştırma bulguları ortaya konulmakta ve sonuç ve öneriler ile araştırma tamamlanmaktadır.

2. KAVRAMSAL ÇERÇEVE VE İLGİLİ/İLİŞKİLİ YAZIN

İnsan kaynakları uygulamaları açısından değerlendirildiğinde işe alma ve işten çıkarma aynı işlev içerisinde biri istihdam yaratma ve sürdürme etkinliği olarak olumlu bir unsur iken diğeri işten çıkarma olarak negatif bir eylem olarak görülmektedir (Çelik ve Şimşek, 2016: 14-16). İnsan kaynakları uygulamaları olarak ifade edilen işe alma ve işten çıkarılma üzerine yazında birçok çalışma bulunmaktadır. Yazındaki çalışmalar araştırma zenginliği temelinde değerlendirildiğinde benzer/aynı yönlü çalışmalar ile farklı bağlamı olan ve ayrı sonuçlar üreten çalışmalar olduğu görülmektedir.

Yapılan bir araştırmada kimya fabrikası/sektörü örneklemini üzerinde yaptığı bir araştırmada kadın çalışanların işten çıkarılma riskinin erkek çalışanlara kıyasla daha yüksek olduğunu tespit etmiştir. Yine aynı çalışmada üniversite eğitim düzeyi ile işten ayrılma davranışı arasında ters bir ilişki olduğuna, üniversite mezunu olmayan çalışanların üniversite mezunu olan çalışanlara kıyasla daha fazla işten ayrılma davranışı sergilediklerine dikkat çekilmiştir (Akgeyik, 2019: 11-28). Yazındaki araştırmalar izlendiğinde, yaş ve cinsiyet faktörünün işten ayrılma ve işten çıkarılma davranışını etkileyen önemli bir diğer değişken olduğu görülmektedir. Sözelimi, Heyman (2010) çalışmasında erkek çalışanların işten ayrılma davranışının kadın çalışanların işten ayrılma davranışından daha yüksek olduğunu; genç yaştaki çalışanların ise, işten ayrılma davranışının yaşlı çalışanlar ve orta yaşlı çalışanlardan daha yüksek olduğunu tespit etmiştir (Heyman, 2010). Caparros ve Navarro (2005) İspanya’da gerçekleştirdikleri çalışmada cinsiyet farklılıklarının işten ayrılma ve işten çıkarılma arasındaki ayrımı etkilemediğine buna karşılık, erkeklerin bir işten başka bir işe geçme ve istifa eğilimlerinin kadınlara oranla daha yüksek olduğu sonucuna ulaşmışlardır. Çalışanların eğitim seviyesi arttıkça işten ayrılma davranışına

olan eğilimlerinin de arttığı belirlenmiştir. Ancak çalışana işletme tarafından verilen eğitimlerin işten ayrılma eğilimini azalttığı gözlemlenmiştir (Caparros ve Navarro, 2005).

Bu araştırmanın temelinde yer alan ilaç mümessilleri bağlamı çalışmaları yazında yer aldığı ve farklı bağlamlarda sonuçlar ürettiği ifade edilmektedir. Sözgelimi, Konya’da gerçekleşen bir çalışmada ilaç sektörü çalışanlarının örgütsel bağlılık ile iş tatmini duygularının işten ayrılmalarına etkisi araştırılmıştır. Çalışma sonucunda duygusal bağlılık ile işten ayrılma niyeti arasında anlamlı ve negatif yönlü bir ilişki olduğu; devam bağımlılığı ile işten ayrılma niyeti arasında anlamlı ve pozitif yönlü bir ilişki olduğu belirlenirken; iş tatmininin bir etkisinin olmadığı anlaşılmıştır (Varol, 2017: 200-208). Yanısıra benzer bir çalışmada ilaç sektörü çalışanlarının demografik özelliklerinin örgütsel bağlılık, iş tatmini ve işten ayrılma niyeti arasındaki ilişki ele alınmıştır (Varol vd., 2017: 279-302). Başka bir çalışmada ise insan kaynakları uygulamalarının ilaç mümessillerinde kısmen duygusal bağlılık geliştirdiği tespiti yapılmıştır (İpçioğlu ve Uysal, 2009: 113-148).

3. ARAŞTIRMA YÖNTEMİ

İlaç işletmelerinin araştırma ve geliştirme faaliyetleri sonucunda geliştirdikleri ürünlerin sektöre ulaştırılması ilaç mümessilleri ya da başka bir ifade ile tıbbi satış mümessilleri aracılığıyla gerçekleşmektedir (Alpkökin, 2008: 11). İlaç mümessilleri veya temsilcileri meslek standartları komisyonuna göre “kendi başına ve belirli bir süre içerisinde, ilaç tanıtımı ve satışını gerçekleştirmek amacıyla doktor ziyareti, eczane ziyareti, grup aktivitesi, ilaç alım ihalelerinin takibini yapma ve diğer işletme faaliyetlerini takip etme bilgi ve becerisine sahip nitelikli kişiler” olarak tanımlanmaktadır (Şeref, 2005a). İlaç sektöründe işletmeler arası rekabette ürün çeşitliliğinin sürekli artış eğiliminde olması ilaç mümessillerinin sahip oldukları bilgi ve becerilerinin önemini artırmakla birlikte; yoğun iş temposunda kendilerini yenilemeleri ve sürekli geliştirmeleri gerekliliğini de ortaya koymaktadır.

İlaç mümessillerinin işe alma ve seçme, eğitim, performans değerlendirme, ücretleme ve kariyer yönetim gibi uygulamalarla istenen niteliklere sahip olması ve beklenen başarıyı elde edebilmesinde en önemli sorumluluk işletmelerin insan kaynakları departmanına ait olmaktadır. İlaç mümessillerinin çalıştıkları işletmede kariyerlerine devam etme istekleri ilgili işletmenin amaçlarıyla bütünleşme içerisinde oldukları görülmektedir. Kendi bireysel hedeflerine ulaşma isteğinin örgütsel amaçlarla bütünleşmesi, ilaç mümessillerinin çalışma esnasında beklenen çaba ve performansı göstermesine neden olmaktadır. Bununla birlikte ilaç sektöründe ilaç mümessilleri işgören devir hızı (işe-giriş/çıkış oranı/turnover) oranı çok yüksektir (İpçioğlu ve Uysal, 2009: 113-148).

Araştırmanın verileri, Isparta ve Burdur ilinde ilaç mümessili olarak çalışan ve işten çıkarılan 18 kişi ile yapılan yarı yapılandırılmış görüşmelerden elde edilmiş verilere dayanmaktadır. Yazında bu yönde çalışmaların az olması özellikle nitel araştırmaların az olması ya da yeterince çalışılmamış olması çalışmanın yapılmasına gerekçe oluşturmuştur. Bu noktada çalışmanın amacı işten çıkarılan ilaç mümessillerinin çıkarılma nedenlerinin tespitini yapmaktır. Her bir görüşmeci ile yapılan görüşmenin süresi ortalama 30 ile 40 dakikadır. Araştırma niteliksel bir özelliğe sahip olması dolayısıyla, betimleyici bir özellik barındırmaktadır. Yapılan yarı yapılandırılmış görüşmeler, Ocak 2021 – Mart 2021 arasında gerçekleştirilmiştir.

Araştırmada örnekleme ulaşmada “kartopu tekniği” kullanılmıştır. Nitel araştırmalarda kartopu tekniği, uygun ve hazır bir liste olmadığı durumlarda kullanılan, örneklemin oluşumu katılımcıların önerileri ile şekillenen örneklem türüdür (Sığrı, 2018: 127). Öncelikle araştırma için çekirdek bir örneklem/çekirdek ilaç mümessili bulunmuş ve diğer örneklem çekirdek örneklem üzerinden giderek 18 kişiye ulaşmıştır. İlgili kişilere öncelikle çalışmanın konusu anlatılmış ve izin istenmiştir. Görüşmeler ilgililerin istedikleri ve müsait oldukları zaman diliminde gerçekleşmiştir. Görüşmeler sırasında ilgililere demografik bilgileri elde etmeye yönelik kapalı uçlu sorular sorulmuştur. Sorunlarını tespit etmeye yönelik ise açık uçlu sorular tercih edilmiştir. Kaydedilen görüşmelerin çözümü yapıldıktan, diğer görüşmeler görüşme sırasında alınan notlara dayalı olarak metinleştirildikten sonra, tematik olarak kodlanmış, kodlanan ifadeler bir araya getirilerek analiz edilmiştir.

4. ARAŞTIRMA BULGULARI

Araştırmanın bulguları iki ana unsur etrafında toplanmaktadır. Bunlardan birincisi katılımcıların demografik bilgilerini içeren kapalı uçlu soruların yanıtlarıdır. İkincisi ise ilaç mümessillerinin işten çıkarılma nedenlerinin tespitine yönelik yazına bağlı oluşturulan açık uçlu soruların yanıtlarıdır.

a. Demografik Bulgular

Araştırmanın bulgularının ilk kısmı demografik bulgulardan oluşmaktadır. Demografik bulguları belirlemeye yönelik kapalı uçlu sorular sorulmuştur. Kapalı uçlu sorularda katılımcıların yaşı, eğitim düzeyi, medeni durumu ve cinsiyetini belirlemeye yönelik sorular sorulmuştur. Aşağıdaki tabloda demografik bulgulara yönelik ayrıntılar yer almaktadır.

Tablo 1: Katılımcıların Profilleri

Katılımcılar	Yaşı	Eğitim Düzeyi	Medeni Durum	Cinsiyet
K1	34	Lisans	Evli	E
K2	38	Lisans	Evli	E
K3	34	Lisans	Bekar	K
K4	44	Lisans	Bekar	K
K5	38	Lisans	Evli	E
K6	36	Lisans	Bekar	K
K7	37	Lisans	Bekar	E
K8	37	Lisans	Evli	E
K9	33	Lisans	Evli	E
K10	34	Lisansüstü	Bekar	E
K11	31	Lisansüstü	Evli	K
K12	32	Lisans	Evli	E
K13	43	Lisans	Bekar	E
K14	42	Lisans	Bekar	K
K15	41	Lisans	Evli	E
K16	44	Lisans	Evli	K
K17	33	Lisans	Evli	E

K18	39	Lisans	Evli	K
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b. İşten Çıkarılma Bulguları

İlaç mümessillerine işten çıkarılma nedenleriyle ilgili sorular açık uçlu sorulardır. Bu sorular işten çıkarılmalarının nedenleri ve sorunları üzerine ilgili örneklemin yanıtlarından tespit yapmaya yöneliktir. Bu sorular mevcut olan yazına bağlı olarak oluşturulmuş ve bu soruların yanıtlarına bağlı olarak neden belirleme çalışması yapılmıştır. Görüşmelerde sorular önceden hazırlanmış olsa da araştırmacılar, görüşme yapılan kişinin açıklamalarına dayalı yeni sorular da sorarak görüşme sürecini aktif hale getirerek derinlemesine bilgilere/çıktılara ulaşmaya çalışmıştır. Yanıtlayan kişinin soruları detaylı biçimde açıklaması, araştırmacının katılımcıların verdikleri yoğun açıklamalardan yeni fikirler sahip olmasını sağlamıştır. Kaldı ki, bu tür bir yöntem/teknik derinlemesine bilgiye ulaşmayı amaçlamaktadır. Yarı yapılandırılmış görüşme tekniği soruların açık uçlu olduğundan görüşme yapılan kişilerin yanıtlarını çoğu zaman doğru oran veya rakamlarla hesaplamak zordur. Bu nedenle, sorulara verilen yanıtların bazıları çalışmada alıntı olarak gösterilmiştir.

Yazında yer alan çalışmalar incelendiğinde ilaç mümessillerinin işten çıkarılma nedenlerine yönelik teorik gerekçeler oluşturulduğu görülmüştür. Bu gerekçeler ve yazın taramasının genişletilmesiyle birlikte temel gerekçelerin işten çıkarmanın demografik belirleyicileri ve işten çıkarmanın işle ilgili belirleyicileri şeklinde 2 alt kümede yer aldığı ifade edilmektedir. Yazındaki bu teorik gerekçelere bağlı olarak işten çıkarılma ile ilgili soruların demografik belirleyicisi olan ilk kümede sorulardan elde edilen bulgularda yaş ve kıdemin ağırlıklı olarak ifade edildiği görülmüştür. Nitekim işten çıkarma ile ilgili yazınla örtüştüğü ifade edilebilir (Grund ve Schmitt, 2013: 5; Kim ve Philips, 2012; Campbell, 1997: 1071; Akgeyik, 2019: 11-28). Katılımcılardan alınan alıntılar bu yaş ve kıdemi destekler niteliktedir.

Katılımcılardan K 1; "...performansım değil yaşım çıkardı işimden beni..."; K 4; "İşe girmeden yaşımın gelecekte beni bu kadar yoracağını bilmiyordum, okulda öğretilmemişti..."; K 18; "...yaşım ve kıdemim yüksekti ama işime devamlılığım için başka faktörlerin gereksiz olduğunu anlamak acı bir deneyim oldu..."

İşten çıkarma ile ilgili ikinci kümede yer alan sorularda üç sorunun ön plana çıktığı ifade edilmektedir. Bu sorunların kota ve/veya hedeflendirme sorunları, gözetim ve kontrol sorunları ve interaktif iletişim sorunları olarak tespiti gerçekleşmiştir. Nitekim hedeflendirme sorunları ilaç mümessillerinin kutu/ünite kotaları, pazar kotaları ve ciro kotaları olarak ifade edilmiştir. En önemli işten çıkarma nedenleri olarak ifade edilen hedeflendirme sorunlarında ilaç mümessilleri kotaların sürekli değiştiğini ve sürekli olarak yükseltildiğini ifade ederek; aslında işin doğasının buna uygun olmadığını ifade etmişlerdir. Katılımcılardan alınan aşağıda yer alan alıntılar destekler niteliktedir.

Katılımcılardan K 4; "...Hedeflendirildiğim kotalar başta ulaşılabilir seviyede idi. Ancak her ay artmaya başladı, artışa ulaşabileceğimi düşündüm ama sonra imkansız hale gelmeye başladı..."; K 8; "...Kotalar gelişimimi engelledi bana fırsat vermedi; eğitim almak imkansızlaştı, yeni becerilerden mahrum kaldım..."; K 11; "Hedeflendirmelerim imkansızlaştığının ve işten çıkarılacağımın belirtisi idi, o hedeflere ulaşmak her geçen gün zorlaşıyordu..."

İkinci kümede yer alan işle ilgili sorunlarda gözetim ve kontrol sorunları da önemli bir işten çıkarma sorunları olarak ifade edilmiştir. Hedeflendirmeye birlikte sürekli gözlem ve kontrol yapılması ilaç mümessillerinin işten çıkarılması gerekçelerini oluşturmaktadır. Gözlemlerin

sektörde yoğun olarak kullanılan günlük ziyaret, pazar payı gelişimi kontrolü ve evrak düzenine uyum, raporlama ve toplantı gözlemlerinin sıklıkla olduğu ifade edilmiştir. Katılımcılardan alınan aşağıda yer alan alıntılar destekler niteliktedir.

Katılımcılardan K 7; "...Sürekli gözetim belli bir süre sonra işim üzerindeki kontrolü kaybetmeme neden oldu...Hatta evrak düzenine uyamamaya, toplantılarda sorun yaşamaya başladım...; K 17; "...Kontrol o kadar yoğundu ki bazı zamanlar raporlama yapacak zamanım kalmıyordu, gün bana yetmemeye başladı..."; K 14; "...Günlük ziyaretlerimi aksatmıyordum ama bu kural sürekli olarak toplantılarımı aksattı; online toplantılar bile işten çıkarmamı kurtarmadı maalesef..."

İkinci kümede yer alan işle ilgili sorunlarda interaktif iletişim sorunları da son neden olarak ifade edilmiştir. İlaç sektörü kendi içerisindeki özelliğine bağlı olarak ilaç mümessillerinin sürekli olarak doktor ve eczacılarla interaktif iletişim içinde olacağı/olduğu bir sektördür. Ancak sektörel özellik aynı zamanda işten çıkarılma gerekçesini üretmektedir. Katılımcılardan alınan aşağıda yer alan alıntılar destekler niteliktedir.

Katılımcılardan K 2; "...Ziyaretlerin sık olması benden de kaynaklı olabilecek sorunlara neden olmaya başladı ve bu sorunlar gün geçtikçe arttı..."; K 9; "...Ziyaretler ve bu yöndeki iş kuralları bendeki stres seviyesini artırdı ve özellikle yasaklardaki ziyaret edememe ama etme kuralı işten çıkarılmama zemin hazırladı..."

5. SONUÇ ve ÖNERİLER

Bu çalışmada öncelikle işten çıkarılma ile kavramı genel anlamıyla ifade etmiş ve sonrasında yazına bağlı olarak konu irdelenerek değerlendirilmiştir. Araştırmanın Isparta ve Burdur illerinde gerçekleştirilmiştir. Isparta ve Burdur ilinde ilaç mümessili olarak çalışan ve işten çıkarılan 18 kişi ile yapılan yarı yapılandırılmış görüşmelerden elde edilmiş verilere dayanmaktadır. Yazında bu yönde çalışmaların az olması özellikle nitel araştırmaların az olması ya da yeterince çalışılmamış olması çalışmanın yapılmasına gerekçe oluşturmuştur. Bu noktada çalışmanın amacı işten çıkarılan ilaç mümessillerinin çıkarılma nedenlerinin tespitini yapmaktır. Araştırmada bulgulara ulaşmak için demografik bilgiler odaklı olarak kapalı uçlu sorular sorulurken; sorunları tespit etmeye yönelik açık uçlu sorular sorulmuştur. Araştırmanın sonucunda demografik veriler ve işten çıkarma ile ilgili verilere ulaşılmıştır.

Bu araştırmanın en önemli kısıtı coğrafi kısıttır. Araştırma sadece Isparta ve Burdur ilinde gerçekleştirilmiştir. Gelecek çalışmalar farklı coğrafyalarda ve karşılaştırmalı olarak gerçekleştirilebilir. Bir başka kısıt ise çalışma nitel araştırma olarak planlanmış ve yarı-yapılandırılmış görüşme tekniği kullanılmıştır. Dolayısıyla bu araştırma yöntemi ve tekniği ile sınırlıdır. Başka çalışmalarda bu yöntem ve tekniğe ilave unsurlarla karma araştırmalar yapılabilir. Araştırmanın son kısıtı ise örneklem kısıtıdır. Kar topu tekniğine bağlı olarak oluşturulan örneklemle araştırma kısıtlıdır. Katılımcıların görüşleri ile sınırlanan araştırma bu bağlamda yorumlanmaktadır. Araştırmanın kısıtlara bağlı önerilerinin dışında geliştirilebilecek öneriler de bulunmaktadır. Gelecekte bu yönde farklı meslek gruplarına yönelik araştırmalar karşılaştırmalı olarak yapılabilir. Böylelikle hem farklı konular bağlamalı araştırmalar farklı sonuçlar ve karşılaştırmalar içerebilir.

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Koronavirüs (COVID-19) Sürecinde Dijitalleşme ve Gerçek Zamanlı Pazarlama Uygulamaları

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ÖZET

Teknolojinin gelişmesiyle beraber ortaya çıkan yenilikler ve dijitalleşme pazarlamanın odak noktası haline gelmeye başlamıştır. 2019 yılının sonlarında ortaya çıkan COVID-19 salgınının etkileri ile oluşan kriz ortamı pazarlamadaki süregelen dijitalleşme sürecini hızlandırmıştır. Pandeminin etkisiyle işletmeler rekabet ortamında pazar paylarını korumak ve öne geçmek için yeni pazarlama yol, yöntem ve yaklaşımlarına yönelerek çeşitli pazarlama stratejileri uygulamak zorunda kalmıştır. Bunlardan biri de gerçek zamanlı pazarlama uygulamalarıdır. Gerçek zamanlı pazarlama bir işletmenin görünürlük, etkileşim ve satış elde etmesi amacıyla, dijital kanallar başta olmak üzere, hızlı bir şekilde, birçok kanaldan açıklama, yorum ya da aksiyon yoluyla gündemi meşgul eden güncel bir konuyla kendi markasını veya ürününü ilişkilendirme gayretleri şeklinde tanımlanabilir. Başka bir ifade ile gerçek zamanlı pazarlamayı, gündemi oluşturan konjonktürel gelişmeler ve günlük olayların yaratmış olduğu rüzgardan yararlanarak işletmenin ürün ve markasının pazardaki görünürlük ve tüketici farkındalığını artırmaya yönelik girişimler olarak da ifade etmek mümkündür. Bu çalışmanın amacı, COVID-19 sürecinde, işletmelerin dijital pazarlama kanalları üzerinden gerçek zamanlı pazarlama uygulamalarını incelemek ve uygulamalara yönelik değerlendirme ve çıkarımlarda bulunmaktır. Bu bağlamda işletmelerin COVID-19 ekseninde paylaştıkları reklamlar ve kurumsal logolarında yaptıkları değişiklikler betimsel araştırma yöntemi ile incelenmektedir. Araştırma sonucunda, COVID-19 sürecinde sosyal medyada kullanıcı sayısının arttığı, kullanıcıların sosyal medyada en çok haber ve güncel olaylardan bilgi almak için zaman geçirdiği, işletmelerin sosyal medya odaklı dijital reklam harcamalarının arttığı, gerçek zamanlı pazarlama için kullanılan en yaygın aracın sosyal medya olduğu görülmektedir. İşletmelerin COVID-19 sürecinde gerçek zamanlı pazarlama uygulamalarını sosyal medya platformları üzerinden tüketicilere, ulaştırdıkları dikkat çekmektedir. Ayrıca işletmelerin bu dönemde gerçek zamanlı pazarlama örnekleri ile müşterilerde COVID-19 sebebiyle oluşan endişeyi gidermeye, müşterileri ile azalan iletişimi dijital kanallar aracılığıyla arttırmaya, toplum sağlığını önemseyen çalışmaların ön plana çıkarılmasına ve müşterilerin güven duygusunu arttırmaya odaklandıkları görülmüştür.

Anahtar Kelimeler: Pazarlama, Dijital Pazarlama, Gerçek Zamanlı Pazarlama, COVID-19, Koronavirüs

Digitalization and Real-Time Marketing Applications in the Coronavirus (COVID-19) Process

ABSTRACT

The innovations and digitalization that emerged as a result of the development of technology have started to become the focus of marketing. The crisis environment created by the effects of the coronavirus epidemic that emerged at the end of 2019 has accelerated the ongoing digitalization process in marketing. With the effect of the pandemic, businesses have had to apply various marketing strategies by turning to new marketing ways, methods and approaches in order to maintain their market shares in the competitive environment and to stay ahead of the competition. One of them is real-time marketing applications. Real-time marketing is the act of responding quickly to a current issue through explanation, comment or action through many channels, especially through digital channels, in order for a business to gain visibility, interaction and sales. In other words, it is possible to express real-time marketing as initiatives to increase the visibility and consumer awareness of the company's product and brand in the market, by taking advantage of the cyclical developments that set the agenda and the wind created by daily events. The aim of this study is to examine the real-time marketing practices of enterprises through digital marketing channels and to make evaluations and inferences for the applications during the coronavirus pandemic process. In this context, the advertisements shared by the businesses in the context of the Coronavirus and the changes they made in their corporate logos are examined with the descriptive research method. As a result of the research, it is seen that the number of users in social media has increased during the COVID-19 pandemic process, users spend most of their time on social media to get information from news and current events, social media-oriented digital advertising expenditures of businesses have increased, and the most common tool used for real-time marketing is social media. It is noteworthy that businesses deliver real-time marketing applications to consumers through social media platforms during the COVID-19 pandemic. In addition, it has been seen that businesses focus on eliminating the anxiety caused by the COVID-19 pandemic in customers, increasing the decreasing communication with their customers through digital channels, highlighting the works that care about public health, and increasing the sense of trust of the customers with real-time marketing examples during the pandemic period.

Keywords: Marketing, Digital Marketing, Real Time Marketing, Covid-19, Coronavirus

GİRİŞ

İşletmelerin tüketicilere yönelik iletişim kurma çabaları zaman içerisinde mevcut teknoloji, imkân ve araçlara göre değişiklik göstermektedir. 1990 yıllarda, işletmelerin müşterileri ile sosyal ilişkilerini geliştirme ve marka bilinirliğini arttırmaya odaklanma çalışmalarıyla ortaya çıkan gerçek zamanlı pazarlama dijitalleşme ve özellikle COVID-19 etkisiyle günümüzde daha çok ön plana çıkmıştır. COVID-19 salgını dönemini içine alan 2019 yılından 2020 yılının sonuna kadar dünya genelinde sosyal medya kullanıcı sayısının %13 arttığı belirtilmektedir (<https://wearesocial.com>). Türkiye’de ise internet sağlayıcılarınca pandemi döneminde gündüz saatlerinde internet kullanım oranlarında %50 oranında bir artışın olduğunu ifade edilmektedir (<https://www.haberturk.com/turkiye>). İşletmeler tüketicilere yönelik ürün ve hizmetlerinde işlemlerini kolaylaştırmak, ürünlerinin tanıtımını yapmak ve satın alınmasını teşvik etmek için teknolojiyi iyi kullanarak dijitalleşme sürecinin sunduğu fırsatlardan yararlanmak zorundadır. Gerçek zamanlı pazarlama faaliyetleri işletmelere dijitalleşmenin sunduğu yeni seçenekler ve araçlar ışığında yeni stratejiler geliştirerek ürün ve hizmetlerin etkili tanıtımına imkân vermektedir. Özellikle sosyal medya mecraları, işletmelerin ürün ve hizmetlerini tanıtmaya gerçek zamanlı fırsatlar sunmaktadır.

2019 yılının son döneminde ortaya çıkarak bireysel temaslı iletişimi durma noktasına getiren COVID-19 salgını, işletmelerin müşterilerine geleneksel yöntemlerle ulaşmasına büyük oranda engel olmuştur. COVID-19 etkisiyle dijitalleşme ve elektronik ticaret büyük bir ivme kazanmıştır. Dünya genelinde 2020 yılında sosyal medya kullanan bireylerin sayısının bir önceki yıla göre 490 milyon kişi arttığı belirtilmektedir (<https://wearesocial.com>). Bu sebeple işletmeler müşterileri ile iletişim gereksinimlerini gidermek için sosyal medya mecralarının sunmakta olduğu fırsatlara yönelmektedir. Tüketicilerin gündeminde olan konulara dâhil olma fırsatı veren, genellikle dijital kanallar aracılığıyla oluşturulan gerçek zamanlı pazarlama, işletmelere tüketiciler üzerinde olumlu bir izlenim oluşturulmasına fayda sağlamaktadır. Gerçek zamanlı pazarlama uygulamaları ile işletmeler toplumsal gündemi meşgul eden güncel olaylar ve bunlara ilişkin haberler üzerinden müşterilerle etkileşime girme ve müşterilerle bir diyalog başlatma gayreti içine girmektedirler. Bu çalışmanın amacı, COVID-19 sürecinde, işletmelerin dijital pazarlama kanalları üzerinden gerçek zamanlı pazarlama uygulamalarını incelemek ve uygulamalara yönelik değerlendirme ve çıkarımlarda bulunmaktır. Çalışmada COVID-19 sürecinde işletmelerin gerçek zamanlı pazarlama örnekleri betimsel araştırma yöntemi ile analiz edilmektedir. İkincil kaynaklardan elde edilen veriler sonucunda elde edilen bulgular, gerçek zamanlı pazarlama bakışı açısından değerlendirme yapılmış olup çalışma kapsamında işletmelere ve gelecek araştırmacılara önerilerde bulunmaktadır.

Literatürde gerçek zamanlı pazarlama ile ilgili yapılmış olan çalışmaların sosyal medya paylaşımları üzerinde ve genellikle hızlı tüketim markalarının örneklerinin incelendiği görülmektedir. COVID-19 sürecinde gerçek zamanlı pazarlama örneklerini inceleyen çalışmalarının sınırlı olduğu bu nedenle bu çalışmanın literatüre ve pazarlama sektörüne katkı sağlayacağı düşünülmektedir.

1. KAVRAMSAL ÇERÇEVE

1.1. COVID-19 Sürecinde Dijitalleşmenin Yükselişi

Yeni Koronavirüs (COVID-19) Hastalığı ilk olarak 2019 yılı Aralık ayının son günlerinde Çin'in Wuhan kentinde görülmüş ardından hızlı bulaşıcı etkisiyle tüm dünyaya yayılmıştır. COVID-19, virüs taşıyan bireylerin öksürmeleri ve aksırmaları ile ortama saçılan damlacıklar ile bulaşmaktadır (www.saglik.gov.tr). COVID-19'un bireyler arasında temasla hızla bulaşmasından dolayı, tüm dünyada başta izolasyon ve karantina tedbirleri olmak üzere birçok koruyucu tedbirler alınmıştır. Alınan tedbirlerin genel amacı bireyler arası teması engellemek olmuştur. Bu süreçte hükümetlerce özellikle kafeler, restoranlar, eğitim kurumları ve eğlence mekânları gibi işletmeler geçici olarak kapatılmıştır. İşletmelerin birçoğu ise, esnek çalışma ve dijital platformlar aracılığıyla uzaktan çalışmayı tercih etmiştir. COVID-19 pandemisinin birçok olumsuz etkisi ve hayatı durma noktasına getirmiş olmasıyla "Coronavirüs, Corona ve Covid-19" kelimeleri yaşamın merkezine yerleşmiştir. Bu durum We Are Social Dijital 2020 ve Dijital 2021 raporlarında belirtilmiştir. 2020 yılı Dünya geneli Google'da en çok aranan kelimelerin yer aldığı araştırma Tablo 1'de gösterilmektedir.

Tablo-1: 2020 yılı dünya geneli Google'da en çok aranan kelimeler

1 OCAK – 31 MART 2020 TARİHLERİ ARASI)		1 OCAK 2020- 31 ARALIK 2020	
1. Google	8. Translate	1. Google	8. Whetaher
2. Facebook	9. Amazon	2. Facebook	9. Amazon
3. Coronavirüs	10. Instagram	3. Youtube	10. Translate
4. Youtube	11. Gmail	4. Video	11. Instagram
5. You	12. Mp3	5. You	12. Corona
6. News	13. Clima	6. Coronavirüs	13. Whatsapp
7. Weather	14. Whatsapp	7. News	14. Gmail

Kaynak: We Are Social Dijital 2020 ve 2021 raporundan esinlenerek yazarlar tarafından düzenlenmiştir.

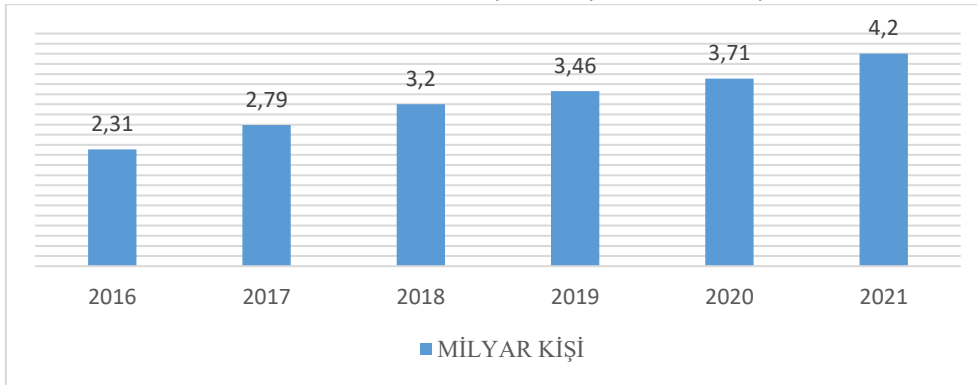
Tablo 1'de görüldüğü üzere, Dünya genelinde en çok arama motoru olarak tercih edilen Google'da kullanıcılar tarafından en çok aranan kelimeler listesinde tüm dünyayı etkisi altına alan "Coronavirüs" kelimesinin We Are Social Nisan Dijital 2020 Raporunda yer alan listede 3. sırada yer aldığı görülmektedir. 2020 yılının geneline bakıldığında ise her ne kadar "Coronavirüs" kelimesinin 6. sırada yer aldığı görülse de "Corona" kelimesinin de listeye dâhil olduğu görülmektedir.

İşletmelerin geçici olarak kapatılması, esnek ve/veya evden çalışma, sosyal mesafe, sokağa çıkma kısıtlaması, maske kullanma zorunluluğu gibi tedbirlerin alınması tüketiciler ve genel olarak toplum açısından yepyeni deneyimlerin yaşanmasına ve yeni sorunların ortaya çıkmasına yol açtığından işletmeler açısından dijital pazarlama uygulamalarında bu değişikliklerin yansımalarının görülmesi kaçınılmazdır. İşletmeler dijital pazarlama çalışmalarını etkili bir biçimde yürütmek ve hedef kitlesi ile iletişimde kalabilmek için gerçek zamanlı olarak etkileşim imkânı sağlayan uygulamalara yönelmeyi tercih etmektedir (Kallier, 2017). İşletmeler pazarlama faaliyetlerinde dijital içeriklerin tercih edilmesiyle hedef kitlelerin marka ve işletmeye yönelik ilgilerini çekmek, ürün/hizmetleri cazip hale getirmek, işletmenin markasının sürekli konuşulan ve gündemde kalmasını sağlayarak ölçülebilirlik açısından daha güvenilir, gerçekçi ve güncel sonuçlar elde edilebilir. Bu noktada tüketicinin ihtiyaç duyduğu

ve tüketici yapısına uygun olan bilgileri içinde barındıran dijital içeriklerin oluşturulması ve dijital kanallarla dağıtılması bu çabaları olanaklı hale getirmektedir (Penpece, 2013: 54).

İnternetin gelişmesiyle birlikte dijital pazarlamada en büyük pay sahibi sosyal medya platformlarıdır (Sarukkai, 2013). 2020 yılında Dünya genelinde 4,20 milyar kişinin sosyal medya kullanıcısı olduğu belirtilmektedir. Başka bir deyişle Dünya nüfusunun %54'ü sosyal medya kullanıcısıdır (<https://wearesocial.com>). Aşağıdaki Grafik 1'de sosyal medya kullanıcı sayılarının yıllara göre dağılımı yer almaktadır.

Grafik-1: Yıllar içinde sosyal medya kullanıcı sayıları

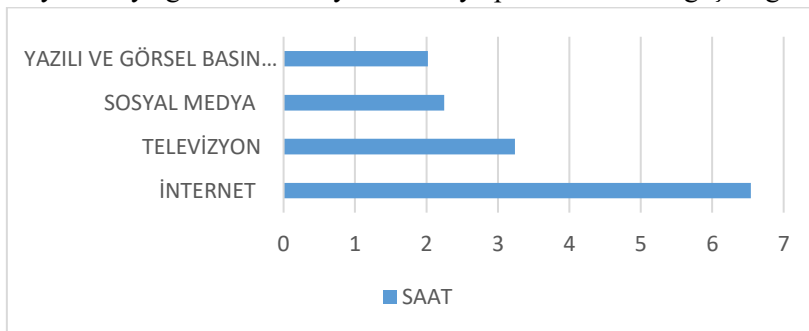


Kaynak: We Are Social Dijital 2021 raporundan esinlenerek yazarlar tarafından düzenlenmiştir.

Sosyal medya kullanıcısı sayılarını gösteren Grafik-1 incelendiğinde; 2016 yılından itibaren düzenli bir artışın olduğu görülmektedir. COVID-19 virüsünün Dünya Sağlık Örgütüncü pandemi olarak ilan edildiği 11 Mart tarihini içine alan 2020 yılından 2021 yılına sosyal medya kullanıcı sayısı 490 milyon kişi artmıştır. Bu artış ile beraber 2021 yılı sosyal medya kullanan birey sayısı 4,2 milyara ulaşmıştır.

Teknolojinin hızlı gelişmesiyle birlikte artış gösteren sosyal medya kullanıcı sayısı gibi bireylerin günlük sosyal medya kullanım sürelerinde de artışlar meydana gelmiştir. Grafik 2'de 2020 yılında Dünya genelinde bireylerin günlük aktivitelerinde tercih ettiği medya platformlarında geçirdikleri süreler belirtilmektedir.

Grafik-2: 2020 yılı dünya genelinde bireylerin medya platformlarında geçirdiği zaman dağılımı



Kaynak: We Are Social Dijital 2021 raporundan esinlenerek yazarlar tarafından düzenlenmiştir.

Grafik-2’de görüleceği üzere, bireyler günün çoğu zamanını çevrimiçi olarak geçirmektedir. Ortalama bir bireyin 7 saat uyuduğu varsayıldığında uyanık kalınan dönemin yaklaşık yarısı internet kaynaklı uygulamalar ile zaman geçirildiği söylenebilir. Dijitalleşmeyle ve pandeminin etkisiyle bireylerin günlük hayatlarını çevrimiçi geçirmesinden dolayı pazarlama faaliyetleri de bu durumdan etkilendiği söylenebilir.

Tablo 2’de dijital reklamcılığın Dünya genelinde 2019 ve 2020 yıllarındaki pazar değeri rakamları belirtilmiştir.

Tablo-2: Dijital reklam pazarının değeri

	2019 yılı	2020 yılı
Toplam dijital reklam harcaması	334 Milyar \$	355 Milyar \$
Dijital araştırma reklamları harcaması	127 Milyar \$	152 Milyar \$
Sosyal medya reklamları harcaması	89 Milyar \$	97 Milyar \$
Dijital afiş reklamı harcaması	59 Milyar \$	53 Milyar \$
Dijital video reklamları harcaması	35 Milyar \$	33 Milyar \$
Dijital sınıflandırma reklamları harcaması	21 Milyar \$	18 Milyar \$

Kaynak: We Are Social Dijital 2020 ve Dijital 2021 raporlarında esinlenerek yazarlar tarafından düzenlenmiştir.

Tablo 2’de görüleceği üzere, dijital reklam pazarı 2019 yılından 2020 yılının sonuna kadar toplamda 21 Milyar \$ büyüme göstermiştir. Ayrıca sosyal medya odaklı dijital reklam harcamasının 25 Milyar \$ büyümesi dikkat çekicidir. Dijital reklamcılık alanında 2019 yılından 2020 yılının sonuna kadar tüm unsurlarda bir düşüş görülmüş fakat tek artışın görüldüğü alan sosyal medya reklamları olmuştur. Sosyal medya kullanıcı sayısının artması ve bireylerin zamanlarının büyük çoğunluğunu sosyal medya ve internette geçiriyor olması dijital reklam payının da sosyal medya üzerinde arttırıcı bir etkisinin olduğu söylenebilir. Sosyal medya kullanan bireylerin bu durumun ağırlıklı olarak uygulama alanının sosyal medya olduğu gerçek zamanlı pazarlama uygulamalarını arttırıcı bir etki gösterebileceği değerlendirilebilir.

1.2. Gerçek Zamanlı Pazarlama

Gerçek zamanlı pazarlama kavramı, toplumun günlük hayatı içerisinde gündeminde olan olaylar üzerinden sosyal medya mecralarında işletmelerce içerik üretilerek uygulanan bir pazarlama iletişim sürecidir (Clow ve Baack, 2016: 265). Gerçek zamanlı pazarlama bir işletmenin görünürlük, etkileşim ve satış elde etmesi amacıyla, dijital kanallar başta olmak üzere, hızlı bir şekilde, birçok kanaldan açıklama, yorum ya da aksiyon yoluyla gündemi meşgul eden güncel bir konuyla kendi markasını veya ürününü ilişkilendirme gayretleri şeklinde tanımlanabilir. Bir başka ifadeyle, bilgiye ulaşmanın hızlı olduğu günümüz internet teknolojisi ile birlikte ortaya çıkan yeni pazarlama eğilimlerinden biri olan gerçek zamanlı pazarlama anlayışı, dijital platformlar üzerinden işletmelerin hedef kitleleri ile etkili bir iletişim kurabilmesini sağlayan yeni nesil bir dijital pazarlama iletişimi stratejisidir (Scott, 2011).

Gerçek zamanlı pazarlama faaliyetleri ile işletmeler, tüketicilerin yer aldığı sosyal medya ortamlarında müşterilerin isteklerine gerçek zamanlı olarak cevap verme imkânına sahip olabilmektedir (Kallier, 2017: 131).

İşletmeler tarafından gerçek zamanlı reklam çalışmalarına ağırlık verilmesinin önemli nedenleri ise gerçek zamanlı reklam çalışmalarıyla, markanın yaşayan, kişilik sahibi bir insan gibi müşteriye samimi olarak algılanmasına fayda sağlamasıdır. Gerçek zamanlı reklam çalışmalarıyla insani bir kişiliğe sahip olarak tüketicilerle bağ kurmayı sağlayan markalar tüketicilerden kolaylıkla yorum alabilmektedir. Çünkü tüketiciler bu şekilde markaları daha yakın, samimi ve gerçekçi olarak algılamaktadır (Hakansson ve Bengtsson, 2015).

Gerçek zamanlı pazarlama dijital pazarlama stratejilerinde işletmeye sağladığı avantajlar sağlamasından dolayı birçok işletme tarafından gün geçtikçe daha fazla tercih edilmektedir (Kerns, 2014). Gerçek zamanlı pazarlama uygulamalarının avantajları Tablo 3’de gösterilmektedir.

Tablo-3: Gerçek zamanlı pazarlama uygulamalarının avantajları

Sürpriz ve Haz	Marka ile tüketici arasında kurulan doğaçlama iletişim ile müşterinin markaya duyduğu haz artabilir.
Doğru zaman ve doğru mesaj	Tüketicie uygun özel mesajlarla tüketicinin etkileşim sağlanabilir.
Markaya Uygunluk	Trend olan içeriklerle markanın örtüşmesi sonucu başarıya ulaşma fırsatı sağlanabilir.
Süreklilik	Markaların gelişmeleri aktif olarak takip etmesiyle, markalara sürekli görünür olma imkanı sağlanabilir.

Kaynak: (Lieb, 2014)

Gerçek zamanlı pazarlama kendine has bazı önemli özellikler barındırmaktadır. İşletmeler gerçek zamanlı pazarlama faaliyetlerinde bulunmadan önce, bu konunun önemli özelliklerini bilmeleri gerekmektedir. Tablo 4’de gerçek zamanlı pazarlamada bulunması gereken önemli özellikler ve etkisinin ölçülmesinde yer alan önemli faktörler yer almaktadır.

Tablo-4: Gerçek zamanlı pazarlamada bulunması gereken önemli özellikler ve etkisinin ölçülmesinde yer alan önemli faktörler

Gerçek Zamanlı Pazarlamada Olması Gereken Önemli Özellikler	Gerçek Zamanlı Pazarlamanın Etkisinin Ölçülmesinde Dikkate Alınması Gereken Faktörler
Hız	Sosyal medya etkileşimi
Yaratıcılık	Marka bilinirliği ve beğenisine katkısı
İçeriğin doğru zamanda kullanılması	Birim zamandaki popülerlik
Farklılık	Oluşturulan çevrimiçi yayılma etkisi
Konuya uygunluk	
Şaşırtma	
Mizah	
Anlamlılık	

Kaynak:(Aydın vd., 2019)

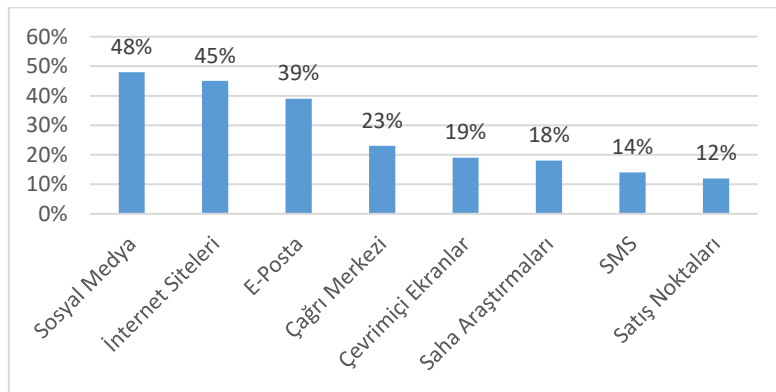
Gerçek zamanlı pazarlama, tüketici ile tüketici için uygun bir zamanda ve yerde etkileşim kurmak için birden fazla kanalın kullanılmasını ve bunu gerçek zamanlı olarak yapmayı kapsar. Aynı zamanda tüketicileri dinlemeyi ve onların çıkarlarını öngörmeyi de içermektedir (Lieb, 2014: 3). Çünkü gerçek zamanlı pazarlama, müşterilerle etkileşim kurmanın, müşteri ilişkilerini geliştirmenin ve müşterilere özelleştirilmiş pazarlama hizmetleri sağlamanın bir sonraki adımudur (Kallier, 2017: 128)

Gerçek zamanlı pazarlama, doğruluğundan emin olunan bilginin üzerinde tasarlanmalıdır. Bu konuda çeşitli teknoloji ve yazılımlardan faydalanılabilir. Ayrıca uygulamalar istek ve talepleri analiz edilmiş doğru müşteriye doğru zamanda doğru mesaj içeriğiyle yapılmalıdır. (Kallier, 2017: 127). Tüketiciler interneti kullanarak ve sosyal medya ağlarına girerek hangi bilgileri görmek istediklerine karar verebilmektedirler (Pelsmacker ve Neijens, 2012). İşletmelerde bu bilgilere ulaşarak tüketicinin gündeminde yer alan unsurları takip etmelidir.

Gerçek zamanlı pazarlama ile markalar, bireysel tüketicilerin tercih ettiği kanalları kullanabilmekte ve ihtiyaçlarına gerçek zamanlı olarak cevap verebilmektedir. Bir gerçek zamanlı pazarlama kampanyasının başarısı için doğru pazarlama iletişim kanalını kullanmak önemlidir. Mesaj göndermek ve tüketicilerle gerçek zamanlı olarak etkileşim kurmak için kullanılacak çeşitli çevrimiçi ve çevrimdışı pazarlama kanalları bulunmaktadır (Kallier, 2017: 128).

Grafik 3'te gerçek zamanlı pazarlama kampanyaları için kullanılan en yaygın pazarlama kanallarını göstermektedir.

Grafik 3: Gerçek zamanlı pazarlama kampanyaları için kullanılan en yaygın pazarlama kanalları



Kaynak: (Kallier, 2017: 128)

Grafik 3'de görüldüğü üzere, gerçek zamanlı pazarlama kampanyaları için kullanılan en yaygın araç sosyal medyadır. Sosyal medya, sosyal ağ oluşturma siteleri (Facebook, Twitter, Instagram vb), video paylaşım siteleri (YouTube, dailymotion vb), bloglar, mobil ve yerel arama motorları gibi mecraları içermektedir. Sosyal medya kanalları, işletmenin müşteriyle gerçek zamanlı

olarak etkileşim kurmasına ve müşteriden geri bildirim alınmasına imkân vermektedir (Kallier, 2017: 128).

Dünya genelinde dijitalleşme üzerine araştırmalar yapan We Are Social'ın Dijital 2020 ve 2021 raporlarında sosyal medya kullanan bireylerin sayılarına yer verilmiştir. Tablo 5'te Dünya genelinde 2019 ve 2020 yıllarında sosyal medya kullanımına dair bilgiler yer almaktadır.

Tablo-5: Dünya geneli sosyal medya kullanımı

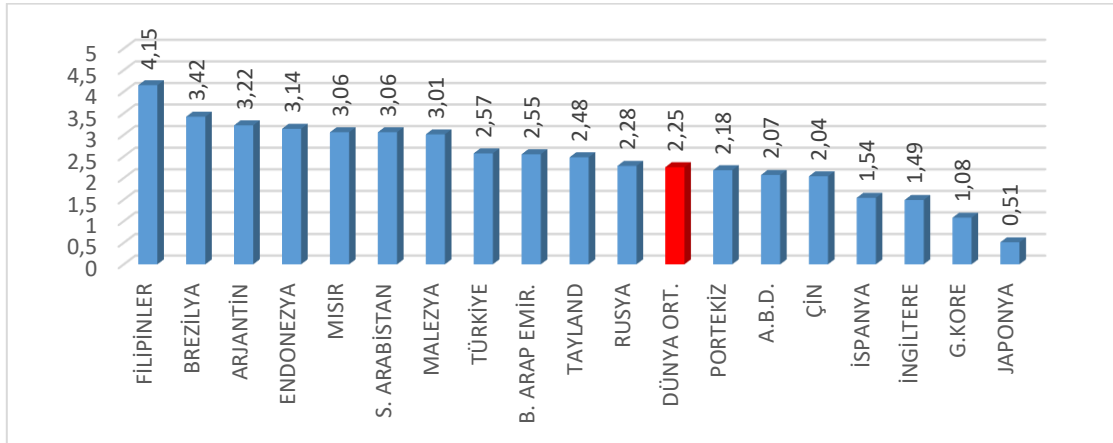
	2019	2020
Toplam Aktif Sosyal Medya Kullanıcı Sayısı	3,80 Milyar Kişi	4,20 Milyar Kişi
Sosyal Medya Kullanıcılarının Dünya Nüfusuna Oranı	% 49	% 53
Geçen Yıla Oranla Sosyal Medya Kullanıcılarının Sayısındaki Büyüme Oranı	% 9,2	% 13,2 (490 milyon kişi artmıştır)
Mobil Cihazlardan Erişen Toplam Sosyal Medya Kullanıcı Sayısı	3,75 Milyar Kişi	4,15 Milyar Kişi
Mobil Cihazlarla Erişen Bireylerin Toplam Sosyal Medya Kullanıcılarına Oranı	% 99	% 98,8

Kaynak: We Are Social Dijital 2021 raporundan esinlenerek yazarlar tarafından düzenlenmiştir.

Tablo 5'te görüldüğü üzere, 2020 yılı sosyal medya kullanıcı sayısının bir önceki yıla oranla % 13 arttığı görülmektedir. Bu durum 2020 yılı için yıl boyunca ortalama her gün 1 milyon 350 bin civarında bireyin yeni kullanıcı olarak sosyal medyaya katıldığı şeklinde yorumlanabilir.

Grafik 4'te We Are Social Dijital 2021 raporuna göre, ülkelerin ortalama sosyal medya kullanım süreleri (saat) gösterilmektedir.

Grafik 4: Ülkelere göre sosyal medya kullanım süreleri (Saat)



Kaynak: We Are Social Dijital 2021 raporundan esinlenerek yazarlar tarafından düzenlenmiştir.

Grafik 4'te görüldüğü üzere, Dünya genelinde bireyler ortalama 2 saat 25 dakikalık vakitlerini sosyal medya uygulamalarında harcamaktadır. Bu süre Türkiye için Dünya ortalamasının 32 dakika üstünde belirlenerek 2 saat 57 dakika olarak tespit edilmiştir. Grafiğe göre sosyal medya kullanım süresi en az olan ülke günlük 51 dakika ortalama ile Japonya'dır. Tablo 6'da We Are Social Dijital 2021 raporuna göre, bireylerin 2020 yılında sosyal medya kullanım tercihlerinin ana sebepleri yer almaktadır.

Tablo-6: Bireylerin 2020 yılında sosyal medya kullanım tercihlerinin ana sebepleri

Haber ve güncel olaylardan bilgi alabilmek	% 36,5
Komik ve eğlenceli içerik bulmak	% 35
Boş zaman doldurmak	% 34,4
Arkadaşlarla temasta kalmak	% 33
Video ve fotoğraf paylaşmak	% 27,9
Satın alınacak ürünleri araştırmak	% 27,5
Diğer insanlarla genel ağ kurabilmek	% 26,8
Birçok arkadaşın sosyal medya platformlarında yer alması	% 25,1

Kaynak: We Are Social Dijital 2021 raporundan esinlenerek yazarlar tarafından düzenlenmiştir.

Tablo 6’da görüldüğü üzere, sosyal medyada zaman geçiren bireylerin ilk sıradaki amacının %36,5 oranla haber ve güncel olaylardan bilgi almak olduğu tespit edilmiştir. İkinci sırada %35 ile komik ve eğlenceli içerik bulmak ve 3. Sırada %34,4 oranla boş zaman doldurmak yer almaktadır. Ayrıca sosyal medya kullanıcıları satın alınacak ürünleri araştırmak için %27,9 oranında sosyal medya kullanmak için sebep görmektedirler. Sosyal medyanın kullanım sebepleri arasında yer alan bu maddeler aynı zamanda gerçek zamanlı pazarlamanın genellikle güncel olaylar karşısında planlanmasından dolayı gerçek zamanlı pazarlamanın yapısıyla örtüştüğü söylenebilir.

Tablo 7’de We Are Social Dijital 2020 ve 2021 raporlarına göre, bireylerin marka araştırmaları için kullandıkları kaynaklar ve oranları yer almaktadır.

Tablo-7: Marka araştırmaları için kullanılan kaynaklar

	2019	2020
Arama Motorları	% 35	% 34
TV. Reklamları	% 34	% 32
Ağızdan Ağıza Tavsiye	% 29	% 29
Sosyal Medya Reklamları	% 27	% 29
Marka veya Ürün Web Sitesi	% 25	% 28
Web Sitesi Reklamları	% 25	% 25
Sosyal Medya Tavsiye Ve Yorumları	% 23	% 25
T.V. Şovları veya Filmler	% 25	% 24
Müşteri İnceleme Siteleri	-	%24

Kaynak: We Are Social Dijital 2021 raporundan esinlenerek yazarlar tarafından düzenlenmiştir.

Tablo 7’de görüldüğü üzere, 2019 yılına oranla arama motorları, televizyon reklamları ve televizyon şov ya da filmlerin etkenliği azalırken, sosyal medya reklamları, sosyal medya tavsiye ve yorumları, marka ya da ürün internet sitesi unsurlarının marka araştırma kaynak seçimindeki oranının arttığı görülmektedir. Bu durum gerçek zamanlı pazarlamanın uygulama mecralarına bir uyum gösterirken aynı zamanda gelişimine de fayda sağlamaktadır.

2. YÖNTEM

COVID-19 sürecinde özellikle dijitalleşmenin artması, tüketicilerin beklentilerinin değişmesi, işletmelerin pazarlama iletişimde değişikliği gitmesinin zorunlu kıldığını söylemek mümkündür. Bu çalışmanın amacı, COVID-19 sürecinde, işletmelerin dijital pazarlama kanalları üzerinden gerçek zamanlı pazarlama uygulamalarını incelemek ve uygulamalara yönelik değerlendirme ve çıkarımlarda bulunmaktır. Çalışmada betimleyici (tanımlayıcı) araştırma yöntemi kullanılmıştır. Betimleyici araştırma bir olguyu belirlemek, tanımlamak ve vurgulamak için bir nitelendirme çalışması olarak tanımlanabilir (Ethridge, 2004: 24). Betimleyici araştırma modelinde, araştırmacı durum ve olayları gözlemleyerek tespitlerini tanımlamaktadır (Gürbüz ve Şahin, 2016: 103). Betimsel analiz, çerçeve oluşturma, verilerin işlenmesi, bulguların tanımlanması ve yorumlanması şeklinde dört aşamadan oluşmaktadır (Altunışık vd., 2012: 324).

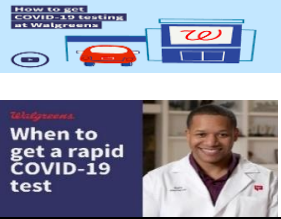
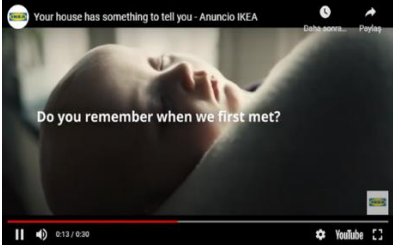

3. BULGULAR

3.1. Dünyadan COVID-19 Sürecinde Gerçek Zamanlı Pazarlama Örnekleri

3.1.1. İşletmelerin Dijital kanallarından Paylaştıkları Reklamlar

Tablo-8: Dünya genelinde işletmelerin COVID-19 ekseninde paylaştıkları reklamlar

<p>1. COTTONELLE</p>  <p>Büyük memnuniyet başkalarıyla paylaşmaktan gelir. Lütfen tuvalet kağıdını istiflemeyin. #shareasquare {Ses Açık} pic.twitter.com/fg6NVL2Q5I — Joy Bella (@joybellabella) 26 Mart 2020</p>	<p>COVID-19'un etkilerini azaltmak için hükümetlerin sokağa çıkma yasağı kararlarından endişe duyan birçok birey temel ihtiyaçlarını stoklama gereksinimi duymuştur. ABD. merkezli tuvalete kağıdı üreticisi markası bu durumu markanın erişebilirliğine zarar verebilir düşüncesi ile müşterilerine yönelik yeterli tuvalet kağıdı olduğuna dair güvence vermek, stokcuları fazla stoklarını komşularıyla paylaşmaya teşvik etmek ve Covid-19'dan etkilenen bireyler için adım atmak adına gerçek zamanlı pazarlama kapsamında kampanyalar düzenlemiştir. Marka öncelikli olarak #ShareASquare (#PaylaşBirYaprak) adında bir reklam kampanyası düzenlemiştir. Marka bu şekilde bilinirliğini de arttırmış ve birçok eve girme fırsatı bulmuştur. Ayrıca marka bu çalışmanın yanında insanların yardımlaşmayı teşvik etmesi amacıyla United Way Worldwide Covid-19 Topluluk Müdahale ve Kurtarma Fonu'na 1 milyon rulo tuvalet kağıdı bağışladığını ve müşterilerin de "#ShareASquare" etiketiyle sosyal medya mecralarında paylaşım yapması durumunda her müşterisi için 100.000\$'a kadar ek 1\$ bağışlayacağını duyurmuştur. Kaynak: https://www.ama.org/marketing-news/cottonelle-helps-consumers-roll-with-covid-19-challenges/</p>
<p>2. FORD</p>  <p>We also will leverage our in-house 3D printing capability to produce disposable respirator masks for health care workers.</p> <p>BUYFORDNOW.COM</p> <p>Built to Lend a Hand</p>	<p>Otomotiv sektöründe küresel ölçekte faaliyet gösteren Ford 2. Dünya savaşı gibi Dünyayı etkisi altına alan küresel krizlere nasıl yanıt verdiğini ve COVID-19 ile mücadele sürecinde de gerektiğinde tıbbi ürünlerde üretebileceğini düzenlediği gerçek zamanlı pazarlama kampanyası ile müşterileri ile paylaşmıştır. Covid-19 sürecinde tasarlanan yeni "Built to Lend a Hand" (El Uzatma Maksudıyla Tasarlandı) ve "Built for Right Now" (Mevcut Koşullar İçin Tasarlandı)" reklamlarıyla tarihten günümüze işletme- müşteri paydaşlığına vurgu yapılmıştır. Kaynak: https://tr-tr.facebook.com/ford/(ford)resmi facebook hesabı</p>
<p>3. WALGREENS</p>	<p>A.B.D'nin en büyük eczane zincirlerinden biri olan Walgreens daha önce başlatmış olduğu "Ask a Pharmacist" (Eczacıya Sor) kampanyasını Covid-19 salgınına uyarlamıştır. Marka bu süreçte müşterilerin Covid-19'la ilgili merak</p>

	<p>ettiği soruları kısa ve bilgilendirici cevapları içeren videoları sosyal medya mecralarından yayınlamıştır (Walgreens youtube hesabı).</p> <p>Ayrıca Walgreens COVID-19 testlerine ulaşmada yaşanan zorluğa çözüm bulmak ilk müdahale ekipleri için otomobile servis test hizmetini kullanıma sunmuş ve bu hizmet ile ilgili de reklam kampanyası düzenlemiştir.</p> <p>Kaynak Wallgreens Youtube Resmi Kanalı https://www.youtube.com/user/walgreens</p>
<p>4. İKEA</p> 	<p>İkea İspanya, Covid -19 virüsünün temasla bulaşmasından dolayı müşterilerinin evde kalmaya teşvik etmek için, müşterilerinin evlerine olan bakış açısını geliştirmek için "#YoMeQuedoEnCasa (#EvdeKalıyorum) sloganıyla evlerin değerini hatırlatan duygusal içerikli bir reklam filmi yayınlamıştır.</p> <p>Reklam filmi, İkea İspanyanın tüm resmi sosyal medya kanallarında paylaşılmıştır. Bu reklam filmiyle bir mobilya ve ev gereçleri satıcısı olan İkea bireylerin evlerine farklı bakış açılarıyla bakması gerektiğine ve pandemi döneminde aile üyelerinin yeni deneyimler kazanabileceğine vurgu yapmıştır.</p> <p>Kaynak: https://www.youtube.com/watch?v=VaMQe0RO5PM</p>
<p>5. FACEBOOK, YOUTUBE VE GOOGLE</p> 	<p>İnternette en yoğun kullanılan platformlardan olan Youtube, Google ve Facebook pandemi döneminde maske satış reklamlarının halkı paniğe sürükleyebilir düşüncesi ile platformlarında maske satış reklamlarının engellediklerini duyurmuştur (https://pazarlamaturkiye.com/corona-virusu-ve-dunyadan-reklam-orneklere/)</p> <p>Facebook ayrıca pandemi sürecinde müşterileri paniğe sevk edecek ya da aciliyet hissettirecek tıbbi veya ana tedarik ürünleri ile ilgili reklamlara da sınırlılık getirebileceğini kullanıcılarıyla paylaşmıştır (https://pazarlamasyon.com/facebook-yuz-maskesi-reklamlarini-yasakladi/).</p> <p>Google da Dünya gündeminde yer alan gelişmelere göre logosunda değişiklik yaparak ismini doodle verdiği uygulamasında maske ve aşı vurgusu yapan görseller paylaşmıştır.</p> <p>Kaynak: https://gadgets.ndtv.com/internet/news/google-doodle-covid-19-vaccine-awareness-encourage-mask-wearing-2425839</p>

Kaynak: İşletmelerin resmi sosyal medya kanallarından taranılarak yazarlar tarafından düzenlenmiştir.

3.1.2. İşletmelerin COVID-19 Ekseninde Kurumsal Logolarında Yaptıkları Değişiklikler

İşletmeler açısından kurumsal kimliğin temel öğelerinden olan logolar, markaların rakiplerinden farklılaşmasını sağlamaktadır. Logo, markaları başka markalardan ayıran ve müşteriler nezdinde marka bilinirliğini ve farkındalığını arttıran önemli bir unsurdur (Öztürk, 2006: 16). COVID-19 döneminde işletmelerin logolarında değişikliğe giderek özellikle sosyal mesafenin önemine vurgu yapan logo tasarımlarını da çeşitli dijital mecralarda kullandıkları görülmektedir. Aşağıdaki tabloda Dünya genelinde COVID-19 pandemisi ile sosyal mesafe kavramının gündeme gelmesinin hemen ardından logoları aracılığıyla farkındalık oluşturmaya çabalayan işletmeler ve logo tasarımları yer almaktadır.

Tablo-9: Dünya genelinde işletmelerin COVID-19 ekseninde kurumsal logolarında yaptıkları değişiklikler

MARKA	COVID-19 ÖNCESİ LOGO	COVID-19 ETKİSİYLE KULLANILAN LOGO
1. MC DONALD'S		

2. HYUNDAİ		
3. MERCEDES		
4. VOLKSWAGEN		
5. AUDİ		
6. TIME OUT		
7. PİZZA HUT		
8. MERCADO LIBRE		
9. LATAM AIRLINES		
10. COCO COLA		


Kaynak: İşletmelerin internet siteleri taranarak yazarlar tarafından düzenlenmiştir.




Tablo 9’da görüldüğü üzere, işletmeler COVID-19 salgınının temasla bulaşmasına vurgu yaparak logolarında yer alan unsurlar arasında mesafe koyduğu görülmektedir. Bu amaçla tüketicilere sosyal mesafenin önemi logolar aracılığıyla anlatılmaktadır.

3.2. Türkiye’de Faaliyet Gösteren işletmelerin COVID-19 Sürecinde Gerçek Zamanlı Pazarlama Örnekleri

3.2.1. Türkiye’deki İşletmelerin Dijital kanallarından Paylaştıkları Reklamlar

Tablo-10: Türkiye’de işletmelerin dijital kanallarından COVID-19 ekseninde paylaştıkları reklamlar

<p>1. ARÇELİK</p> 	<p>Tüm dünyayı etkisi alan COVID-19 salgınının etki alanlarının bilimsel çalışmalarla belirlenmesi ve özellikle 65 yaş üstü vatandaşlarda virüsün daha ölümcül sonuçlara neden olduğu bilgisinin birçok mecrada yer almasıyla Türkiye’de 21 Mart 2020 tarihinde 65 yaş ve üstünde yer alan bireylerin sokağa çıkması tedbirler kapsamında yasaklanmıştır. Arçelik markası bu yasak ilan edilmiş hemen ardından kendi sosyal medya kanalları ve birçok platform üzerinden 26 MART 2020 tarihinde “#ÖnceBüyükler” etiketiyle bir reklam kampanyası başlatmıştır. Marka yayınladığı 50 saniyelik reklam filmde bu süreçte aile büyüklerimize dikkat edilmesi gerektiğini ve büyüklerimizin çocukları için her zaman fedakarlık yaptığını artık fedakarlık yapmanın gençlerde olduğunu duygusal bir müzik eşliğinde vurgulamıştır. Marka ayrıca COVID-19 sürecinde servis önceliğinin her zaman 65 yaş ve üstü bireylerde olacağını ve talep gelmesi durumunda bu kişilerin market alış-verişlerini servis hizmeti için gelirken yapacağını vaat etmiştir. Marka reklam kampanyası ile müşterileri için bir değer oluşturmaya, birliklilik vurgusu oluşturmaya ve aynı zamanda sosyal sorumluluk bilincinde olduğunu vurgulamayı amaçlamıştır. Kaynak: https://www.youtube.com/watch?v=GsnGBYA7NuY</p>
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<p>2. ARÇELİK</p> 	<p>Arçelik, Türkiye’de ilk COVID-19 vakasının görüldüğü ve Dünya Sağlık Örgütü’nün salgını pandemi ilan etmesinden bir ay sonra, kendi sosyal medya hesapları başta olmak üzere birçok mecrada 10 Nisan 2020 tarihinde “Her Nefeste Umut Var” adlı 60 saniyelik bir reklam filmi yayınlamıştır. Söz konusu dönemde ülkede tüm yazılı ve görsel medyada COVID-19 öldürücü etkisi, ekonomiye getireceği zararlar ve insanların karantina uygulamak zorunda kalmalarına yönelik haberler yayınlanmaktadır. Arçelik markası vatandaşların bu haberlerden dolayı kaygılarını giderebilmek için gerçek zamanlı pazarlama örneğiyle yayınladığı reklam filminde kötü günlerin birlikte atlatılacağı ve tüm bireylerin güçlü kalmasının gerekli olduğuna vurgu yapmaktadır. Ayrıca “ Biz kalbimizi ülkemize verdik” cümlesiyle markanın zor süreçlerde her zaman müşterilerinin yanında olduğu birliktelik mesajı verilmektedir. Kaynak: https://www.youtube.com/watch?v=9wJG-VdMdU4</p>
<p>3. AKBANK</p>  <p>Bu ülke her zamankinden daha fazla hayal edecek, üretecek, büyüyecek.</p>	<p>Akbank, COVID-19 vakalarının Türkiye’de görülmeye başlamasının 17. Gününde “Güzel Günler Yakın” ismini verdiği bir reklam filmi yayınlamıştır. Reklam filminin fon müziğinde “Güzel günler bizi bekler” sözlerini içeren bir şarkı yer alırken ülke insanların umutlu olması gerektiği vurgulanmıştır. Ayrıca “O özlediğimiz günler çok yakında yeniden gelecek. O günler gelene kadar Akbank sağlam dijital altyapısı ve binlerce özverili çalışanıyla yanında olacak” umudun yanında markanın dijital alt yapıya sahip olduğu belirtilmektedir. Marka reklam filmiyle COVID-19 dijitalleşmeye etkisine ve markanın bu dijital alt yapıya 72 yıldır önem verdiği belirtilerek gerçek zamanlı pazarlama uygulaması örneği göstermiştir. Kaynak: https://www.youtube.com/watch?v=tBzew86_24c</p>
<p>4. KUVEYT TÜRK</p>  <p>Bu aylık geçici, #iyiliklerkalcı askıda pide-ekmek bırakalım</p>	<p>Türkiye’de katılım bankacılığı sektöründe faaliyet gösteren Kuveyt Türk Bankası 24 Nisan 2020 tarihinde kurumsal sosyal medya hesaplarından paylaştığı reklam filminde Ramazan ayı ile birlikte ülke halkını iyiliklere davet etmiş ve virüsün geçici iyiliklerin ise kalıcı olduğu vurgulanmıştır. Markanın 30 saniyelik reklam filminde; “Gelin, bu Ramazan’da mesafeleri sevgiyle aşalım. Komşularımızla ayrı olsak da oruçlarımızı balkonlarımızda açalım, selamlaşp sohbet edelim. Bu ayrılığın geçici olduğunu yaptığımız iyiliklerle anlatalım ve #iyiliklerkalcı hashtag’inde buluşalım” cümleleriyle COVID-19 sürecinde iletişimin önemini anlatmaya ve belirlenen hashtag ile de hem iyiliğin yayılmasını hem de marka-müşteri bütünleşmesini amaçladığı söylenebilir. Kaynak: https://www.youtube.com/watch?v=VxVVsmBL_NE</p>
<p>5. KUVEYT TÜRK</p> 	<p>Kuveyt Türk Bankası 22 Mayıs 2020 tarihinde kendi sosyal medya kanalları üzerinden virüsün geçici iyiliklerin kalıcı olduğu mesajını içeren bir Ramazan Bayramı kutlama videosu/reklamı yayınlamıştır. 2020 yılında Ramazan Bayramı 24-26 Mayıs tarihlerini kapsamaktadır. Türk halkının manevi yönden önemli gördüğü Ramazan Bayramı pandemi şartlarında yaşanmıştır. Marka tüm ülke halkının gündeminde Ramazan Bayramı ve COVID-19 olmasından dolayı gerçek zamanlı pazarlama uygulamasında salgın etkisiyle ayı geçirmek zorunda kalınan ilk Ramazan Bayramı olduğunu vurgulamış ve sevginin tüm mesafeleri aşacağını belirterek ülke halkını umuda ve iyiliklere davet etmiştir. Kaynak: https://www.youtube.com/watch?v=ucA1ima97N8</p>
<p>6. TÜRKCELL</p>  <p>#EvdeHayatVar</p>	<p>Türkiye’nin en büyük GSM operatörlerinden biri olan Türkcell yazılı ve görsel basında sürekli COVID-19 gündemi ile ilgi yer alan haberlerden endişe duyan halka moral vermek ve salgın sürecinde tedbirlerin önemine vurgu yapmak için 24 Mart 2020 tarihinde bir reklam filmi yayınlamıştır. 56 saniye süren reklam filminde marka arka fonda duygusal müzik paylaşmıştır. Sarkının sözlerinde “Vız gelir dağlar denizler, Vız gelir dağlar denizler yaban eller, Sevmeye engel değil mesafeler. Geçici bu ayrılık bir rüya farzet. Sonunda zafer bizim olacak sabret, geçici bu ayrılık bir rüya farzet sonunda zafer bizim olacak sabret” sözleriyle ülke halkına umutlu olması gerektiği vurgulanmıştır. Reklam filminde sürekli olarak ev, evde kalınmasının iyi olduğu, evde hayat olduğu vurgulanarak müşterilerin temastan uzak olması gerektiği belirtilmiş ayrıca ilgili reklamda bu süreçte Türkcell’in ülkenin iletişimi için var gücüyle çalışacağı vaat edilmiştir. Marka reklamın Kaynak: https://www.youtube.com/watch?v=8PgwWc7nHTk</p>

<p>7. TÜRKCELL</p> 	<p>Türkcell COVID-19 döneminde önemli hale gelen dijitalleşme ile birlikte, dijital eğitim uygulamalarını ücretsiz olarak müşterilerine sunmuştur. Düzenlediği kampanyayı 29 Mart 2020 tarihinde yani virüsün Türkiye’de görülmesinin 18. Gününde sosyal medya mecralarında yayınladığı reklamlarla duyurmuştur. Marka düzenlediği reklam filminde eğitimin artık dijital platformlarda temassız bir şekilde yapılmasının gerekliliğini vurgulayarak Türkcell markasının sağlam dijital alt yapıya sahip olduğunu altını çizmektedir. Türkcell bu uygulamasıyla sosyal sorumluluk örneğinin yanında pandemi döneminde müşterilerinin yanında olduğu mesajını vermiştir.</p> <p>Kaynak: https://www.youtube.com/watch?v=Gp1XIU1QKps</p>
<p>8. TÜRKCELL</p> 	<p>Bilimsel çalışmalar ve araştırmalar sonucu COVID-19’un dijitalleşmeyi ve uzaktan çalışma yöntemlerini artırdığı haberlerinin ülke basınında yer almasının ardından Türkcell 10 Nisan 2020 tarihinde bünyesinde yer alan dijital iş servisleri ürünlerini tanıtan bir reklam yayınlamıştır. Reklam filmiyle marka dijital alt yapısının müşterilerinin temastan uzak kalabilmesi için yeterli olduğu belirtilerek bir yandan markanın dijital yetkinliğine vurgu yapılmakta bir yandan da müşterilerin temastan kaçınması gerekliliği ifade edilmektedir. Kaynak: https://www.youtube.com/watch?v=8xRIRroNgdU</p>
<p>9. VODAFONE</p> 	<p>Türkiye’de faaliyet gösteren GSM operatörlerinden biri olan Vodafone COVID-19 birlikte sağlık sektöründe hizmet veren çalışanların zor şartlarda çalıştıkları, ailelerini göremedikleri ve yoğun risk grubunda oldukları haberlerinin hemen ardından gerçek zamanlı pazarlama örneği ile sağlık çalışanlarına moral ve motivasyon mesajları içeren bir reklam filmi yayınlamıştır. 23 Mart 2020 tarihinde yayınlanan söz konusu reklamda marka, müşterilerinden sağlık çalışanlarına teşekkür ifadeleri içeren videoları toplamış ve COVID-19 döneminde yoğun mesai harcayan sağlık çalışanlarına duyduğu minnetin anlatıldığı bir video haline getirmiştir. Böylece samimiyet, doğallık ve iş birliği mesajı verilmiştir. Reklamda ayrıca sağlık çalışanlarının yükünü azaltmak için ülke halkına #EVDEKALTR etiketiyle temastan uzak kalınmasının gerekliliği anlatılmıştır.</p> <p>Kaynak: https://www.youtube.com/watch?v=axkML2nMxRU</p>
<p>10. TÜRK TELEKOM</p> 	<p>COVID-19’un sağlık çalışanları üzerinde etkisinin yer aldığı haberlerin Mart ayının ortalarında artmasıyla Türkiye’de bir diğer GSM operatörü olan Türk Telekom da 23 Mart 2020 tarihinde yanı rakip firma olan Vodafone ile aynı tarihte sağlık çalışanlarına teşekkür ve minnet duygusu içeren 43 saniyelik bir reklam filmi yayınlamıştır. Marka ayrıca sağlık çalışanlarının yanında iletişiminin devam etmesi için var gücüyle çalışan şekilde nitelendirdiği Türk Telekom saha çalışanlarına da teşekkür etmiştir. Ayrıca reklam filmi ev ortamında çekilmiş olup ülke halkına da evde kalmaları ve temastan uzak olmaları konusunda mesajlar verilmiştir.</p> <p>Kaynak: https://www.youtube.com/watch?v=CAJO1VbQk-k</p>
<p>11. TÜRK HAVA YOLLARI</p> 	<p>Türkiye’nin uluslararası platformda en değerli markaları arasında yer alan Türk Hava Yolları, Ramazan Bayramında seyahat ve sokağa çıkma yasağı kararları olduğundan 23 Mayıs 2020 tarihinde müşterilerini özlediğini belirten bir reklam yayınlamıştır. Ülkede yaşayan bireylerin manevi günlerde aile büyüklerini ziyarete gidememesi ve COVID-19 tedbirleri bu süreçte ülkenin ana gündemidir. Marka bu gündem üzerinden gerçek zamanlı pazarlama uygulamasıyla 1 dakika 17 saniyelik yayınladığı reklam filminde “Hababam Sınıfı” müziğinin duygusal versiyonlu müziği ile COVID-19 öncesi yaşanan diyaloglara yer verirken havaalanının boş olduğu görülmektedir. Müziğin hızlı versiyonu ile birlikte ise müşterilerin özlediği ve yeniden kavuşulacağı günlerin yakın olduğu belirtilerek kısıtlamalar nedeniyle zor günler yaşayan bireylere umut verici mesajlarla bayram tebriki yer almaktadır.</p> <p>Kaynak: https://www.youtube.com/watch?v=2dzyDsE7yGg</p>

<p>TRENDYOL</p>  <p>KOBİ'lerimiz için hazırladığımız Trendyol Destek Paketi'ni başlatıyoruz</p>	<p>Türkiye’de faaliyet gösteren en büyük dijital alışveriş platformlarından biri olan Trendyol, 8 Nisan 2020 tarihinde “TRENDYOL KOBİ DESTEK PAKETİ” adlı reklam filmini sosyal medya mecralarından paylaşmıştır. Söz konusu reklamda arka fonda yer alan müzik “Sana söz yine bahar gelecek” sözleri ve görüntüleri ülke halkına umut, birliklilik mesajları verilmektedir. COVID-19 etkisiyle gelişen elektronik ticarete vurgu yapılan reklam filminde “Ülkemizin can damarı KOBİ’lerimizin yanındayız! #BirliktenKuvvetDoğar diyerek, pazaryerindeki 45 bine yakın KOBİ iş ortağımız için finansman, eğitim ve pazarlama desteği içeren toplam 80 milyon TL’lik “Trendyol KOBİ Destek” paketini başlatıyoruz” ifadeleriyle müşteri – işletme işbirliğiyle COVID-19 etkilerinin azalacağı vurgulanmıştır. Ayrıca reklam filminde yer alan bireylerin maske ve mesafe kurallarına uyan görüntüleriyle, vatandaşların COVID-19 tedbirlerine uyması gerektiğinin mesajı verilmektedir.</p> <p>Kaynak: https://www.youtube.com/watch?v=s-Jm5ouHmCA</p>
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Kaynak: İşletmelerin resmi sosyal medya kanallarından taranılarak yazarlar tarafından düzenlenmiştir.

3.2.2. Türkiye’de Faaliyet Gösteren İşletmelerin COVID-19 Ekseninde Kurumsal Logolarında Yaptıkları Değişiklikler

COVID-19’un bulaşıcı etkisi ve temasla bulaşması üzerine Türkiye’de faaliyet gösteren bazı işletmeler de logoları aracılığıyla hem sosyal mesafe kavramına dikkat çekmiş hem de farkındalık oluşturmaya çalışmışlardır.

Aşağıdaki tabloda Türkiye’de faaliyet gösteren işletmelerin COVID-19 pandemisiyle birlikte gündeme gelen sosyal mesafe kavramını, logoları aracılığıyla müşterilerine yönelik farkındalık oluşturma çalışmaları yapan işletmeler ve logo tasarımları yer almaktadır.

Tablo-11: Türkiye’de faaliyet gösteren işletmelerin COVID-19 ekseninde kurumsal logolarında yaptıkları değişiklikler

MARKA	COVID-19 ÖNCESİ LOGO	COVID-19 ETKİSİYLE KULLANILAN LOGO
1. MALTEPE ÜNİVERSİTESİ		
2. GALATASARAY SPOR KLÜBÜ		
3. POELSAN		
4. DHL LOJİSTİK TÜRKİYE		
5. ARAS KARGO		

6. HOPI		
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Kaynak: İşletmelerin internet siteleri taranılarak yazar tarafından düzenlenmiştir.

Tablo 10’da görüldüğü üzere, Türkiye’de faaliyet gösteren işletmelerin küresel ölçekte faaliyet gösteren işletmeler gibi COVID-19’un temasla bulaşmasına vurgu yaparak logolarında yer alan unsurlar arasında mesafe koyduğu görülmektedir. Bu amaçla tüketicilere sosyal mesafenin önemi logolar aracılığıyla anlatılmaktadır.

SONUÇ

COVID-19 ilk ortaya çıktığı 2019 Aralık ayından günümüze tüm dünyayı etkisi altına almış ve virüsünün yayılmasıyla birçok sektör olumsuz etkilenmiştir. Bu süreçte, neredeyse her sektör için dijitalleşme önemini arttırmıştır. Yine bu süreçte işletmelerin pazarlama faaliyetlerinde ve dolayısıyla reklam kampanyaları da bu dijitalleşmeden etkilenmiştir. 2019 yılından 2020 yılının sonuna kadar dünya genelinde toplam dijital reklam harcamaları 334 Milyar Dolar’dan 355 Milyar Dolar düzeyine yükselerek %7 bir artış görülmektedir. Bu artışta en büyük pay sosyal medya reklamlarındadır. Sosyal medya reklamları 2019 yılından 2020 yılının sonuna kadar 89 milyar dolar seviyesinden 97 Milyar dolar seviyesine yükselmiştir. Sosyal medya reklamlarındaki artış oranı %10 civarındadır.

COVID-19 gibi ani gelişen kriz süreçlerinde bazı işletmeler pazarlama harcamalarında azaltmayı tercih ederek reklam harcamalarını durdururken bazı işletmeler ise reklam stratejilerini değiştirmektedir. Birçok işletmenin ekonominin kötüye gittiği dönemlerde harcamalarını azaltmayı tercih ettiklerinde ilk olarak reklam giderlerini azalttıklarını belirtmektedir.

İşletmeler ürünlerini ve hizmetlerini pazarlama konusunda birçok yolu tercih etmektedir. Dijitalleşme kavramının hayatın akışını yoğun bir şekilde etkilemesinden dolayı bu süreçte gerçek zamanlı pazarlama kavramının da bu eksende önem kazanması kaçınılmaz olarak değerlendirilmektedir. Gerçek zamanlı pazarlama, bir işletmenin görünürlük, trafik veya satış elde etmek amacıyla bir açıklama, yorum veya eylem yoluyla güncel bir olaya hızla yanıt verme eylemi olarak nitelendirilmektedir.

COVID-19 ile ilgili her gün yeni istatistikler ve bilgiler ortaya çıkmakta ve işletmelere sürekli olarak gerçek zamanlı pazarlama stratejilerini kullanma fırsatı ortaya çıkmaktadır. Doğru uygulanan gerçek zamanlı pazarlama uygulamaları bünyesinde çift taraflı bir etkileşim barındırdığından COVID-19 etkilerinin azalmasından sonra ya da post-covid döneminde bile işletmeleri hedef kitleleriyle iletişimini sürdürmeye yardımcı olabilir. İşletmelerin COVID-19 gibi salgın hastalıklarla mücadelede çevik davranmaları gelecekleri için önem arz etmektedir. Her yıl ocak ayında Dünya Ekonomik Forumu(W.E.F) tarafından açıklanan Küresel Riskler Raporunda COVID-19 salgını öncesinde, salgın hastalıklar listenin sonlarında yer alırken,

salgının yaşanmasının ardından 2021 yılı Küresel Riskler raporunda bulaşıcı hastalıklar en olası risk sıralamasında dördüncü ve en etkili risk sıralamasında ise ilk sırada yer almaktadır. Ayrıca raporda COVID-19 neden olduğu finansal, dijital ve itibara yönelik baskılar, birçok şirketi ve iş gücünü geleceğin pazarlarında geride bırakma tehdidini de beraberinde getirmedir ifadeleri yer almaktadır. İşletmelerin bu süreçlerde dijital kaynakları kullanarak ve daha az maddi kaynaklarla pazarlama faaliyetleri yapmaları süreklilikleri açısından da önem arz etmektedir. Gerçek zamanlı pazarlama uygulamaları ülke gündemine hakim olan işletmeler açısından bedelsiz bir sosyal medya paylaşımı sayesinde bile işletmenin tanınırlığına ve itibarına katkı sağlayabilir.

Bu çalışmanın amacı, COVID-19 sürecinde, işletmelerin dijital pazarlama kanalları üzerinden gerçek zamanlı pazarlama uygulamalarını incelemek ve uygulamalara yönelik değerlendirme ve çıkarımlarda bulunmaktır. Araştırmada COVID-19 ile ilgili güncel bilgileri kullanarak reklamlarında gerçek zamanlı pazarlama örnekleri gösteren işletmelerin reklamları analiz edilmiştir. Çalışmada ikincil verilerden elde edilen bulgulara göre, işletmeler için dijitalleşme COVID-19 ile birlikte önemini oldukça arttırdığı görülmüştür. İşletmelerce sosyal medya reklamları yatırımları daha ön plana çıkmıştır. Dünya’da ve benzer şekilde Türkiye’de birçok işletme sosyal medya kanallarından COVID-19 ekseninde paylaşımlar yaparak müşterileri ile aynı kaygı ve aynı düşüncelerde olduklarını belirtmeye çalışmışlardır. Birçok işletme kurumsal kimliği olarak değerlendirilen logolarını müşterilerine sosyal mesafe mesajı vermek amacıyla revize ederek sosyal medya unsurlarında paylaşmıştır. Güncel konular ekseninde yapılan paylaşımların işletmeleri hedef kitleleriyle daha yakınlaştırdığı şeklinde yorumlanabilir. Nitekim logoları ile müşterilerine sosyal mesafe mesajı vermek için logolarında yer alan simgeleri ayıran işletmeler birçok haber mecrasında olumlu anılarak yer almıştır.

Dünya’da ve Türkiye’de benzerlik gösteren reklam filmleri ve kampanyaların genellikle güncel veriler ışığında düzenlendiği görülmektedir. COVID-19 sürecinde gerçek zamanlı pazarlama uygulamaları yapan işletmelerin düzenledikleri reklam kampanyaları ile müşterilerinin COVID-19’dan dolayı kaynaklanan endişelerini gidermeye, müşterilerine sosyal mesafe ve izolasyon kurallarına uymaları konusunda uyardıklarına, işletme-müşteri birlikteliği imajı çizmeye ve genellikle markalarının dijital alt yapılarına vurgu yaptıkları söylenebilir.

Gelecekte araştırmacılara, nicel araştırma teknikleri kullanarak, COVID-19 sürecinde işletmelerin uyguladığı gerçek zamanlı pazarlama uygulamaları karşısındaki müşterilerin tutum ve/veya algılarını araştırmaları önerilebilir. Ayrıca yapılacak çalışmalar sektör ve işletmelerin mali durumları temel alınarak da kurgulanabilir. Bu ekseninde yapılacak bilimsel araştırmaların işletme ve pazarlama alan yazınına katkı sağlayacağı düşünülmektedir.

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Kamu - Özel Ortaklığı (PPP) İş Modelinin Yönetsel Sorunları: Türkiye’den Örnek Bir Vaka

“...Burada her gün Kamu-Özel savaşları yaşanmakta...”

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ÖZET

Bu çalışmada Kamu-Özel ortaklığı çerçevesinde modellenen şehir hastanelerinde kamu ve özel tarafın çalışma kültürlerinden doğan karşıt görüşlerin günlük iş pratiği içerisinde nasıl tezahür ettiği ve özel tarafın temsilcisi olarak yüklenici firmaların söz konusu kültürden kaynaklanan karmaşıklıkla nasıl başa çıktıkları sorularına Türkiye bağlamında cevap aranmaktadır. Çalışmanın temel motivasyonu, şehir hastanelerinde Kamu-Özel ortaklığının batı yazınında kavramsallaştırıldığı biçimde sözleşmeye bağlı kalmamayabileceği ve yüklenici firmanın kamu ve tıp profesyonellerinin talepleri ile başa çıkma stratejilerinin Türkiye bağlamına özgü olacağını ampirik olarak göstermektir. Bu amaç ve motivasyon doğrultusunda çalışma kültürlerinin analizine uygun olmaları nedeniyle hibrid örgütler olarak kamu-özel ortaklığına dayalı örgütlenme formu olan şehir hastaneleri üzerinde nitel araştırma teknikleri kullanılarak görgül bir çalışma yapılmıştır. Doküman incelemeleri, saha gözlemleri ve görüşmeler yoluyla elde edilen verilerin analizi kamu ve yüklenici tarafın kendi inanç ve çıkarları dışında hareket ettiklerini göstermiştir. Araştırma bulguları, hibrit bir örgüt olan şehir hastanelerinde yasal düzenlemelerin kamu ve yüklenici taraf aktörlerinin pratiklerini şekillendirmediği, buradan hareketle sözleşmeye bağlı hukuki form yerine kamu ile informal ilişkilerin belirleyici olduğu bir yapının varlığına işaret etmektedir.

Anahtar Kelimeler: Hibrit Örgütler, Kamu-Özel Ortaklığı, Şehir Hastaneleri

Managerial Pitfalls Steam From / Arising PPP Model: A Case From Turkey

ABSTRACT

In this study, in the context of Turkey, it is aimed that how multiple organizational culture are enacted in the daily work practice routine regarding city hospital which are formed as a hybrid organizations and how the contractor companies, which are the private party of the public private partnership (PPP), deal with the paradoxical organization's culture and routine which expose conflicting demands. The main motivation of the study is to empirically show that the public-private partnership in city hospitals may not be able to conform to conceptualized western literature, and the strategies of the contractor firm to cope with the demands of public and medical professionals will be specific to the Turkish context. According to this purpose and motivation, an empirical study was conducted using qualitative research techniques on city hospitals, which are hybrid organizations based on public-private partnership (PPP), as they are suitable for the analysis of conflicting cognition and culture. Analysis of data, which are obtained through document reviews, field researches and interviews with city hospital managers, showed that the public service and the contractor manipulate different templates than their own beliefs and benefits. Research findings indicate the existence of a structure in which legal regulations do not shape the organizational practices and forms of public and contractor actors in city hospitals and in which informal relations with the public are more determinative than the contractual legal form.

Keywords: Hybrid Organizations, Public-Private Partnership, City Hospitals

AMAÇ VE MOTİVASYON

Bu çalışma, Türkiye’deki Kamu Özel Ortaklığı ile yönetilen şehir hastanelerinde kamu ve diğer kilit roldeki paydaşların arasındaki yönetsel sorunlara odaklanmaktadır. Söz konusu sorunların şehir hastanelerin günlük iş pratiğine nasıl tezahür ettiği ve özel taraf temsilcisi yüklenici firmaların bu sorunlarla nasıl başa çıktıkları sorularına Türkiye bağlamında cevap aranmaktadır. Kamu Özel Ortaklığı yapılanmalarında sağlık sektörünü inceleyen bundan önceki Türkiye çalışmaları (Akıncı, 2020; Karasu, 2011; Çınar vd., 2017; Öztürk, 2019) şehir hastanelerinin örgütlenme yapısı, finansal durumu, politik ve mevzuat yönünden değerlendirmiştir. Bu kapsamda çalışma, şehir hastanelerinin yönetsel problemlerine değinerek Türkiye literatürüne katkı niteliği taşımaktadır.

TEORİK ÇERÇEVE

Kamu- Özel Ortaklığına Dayalı Örgütlenme Formu

20. yüzyılın sonlarında neo-liberal politikaların etkisiyle devletlerin kamu hizmeti anlayışında değişiklikler meydana gelmiş, hizmet üreten ve işleten devlet anlayışından politika belirleyen ve düzenleyen devlet anlayışına doğru bir paradigma değişikliği yaşanmıştır (Salamon ve Elliott, 2002). Bu çerçevede kamu hizmetlerinin yerine getirilmesinde devlet, özel sektör ve sivil toplum kuruluşlarını bir araya getiren, mal ve hizmet üretimindeki maliyet, risk ve fayda gibi çıktıların tüm aktörlerce paylaşıldığı Kamu Özel Ortaklığı yöntemi geliştirilmiştir (Casady vd., 2020). Neo-liberal politikaların etkisiyle kamu hizmetlerinin yürütülmesinde ve finansmanında devletin etkisinin azaltılması anlayışı etkili olmuş ve 1980 öncesi kamu ve özel sektör birbirinin zıttı olarak görülürken, sonrasında Kamu Özel Ortaklığı ile birbirini tamamlar nitelikte görülmüştür (Casady vd., 2020; Salamon ve Elliott, 2002).

Kamu-Özel İşbirliği (KÖİ) ifadesi ilk kez 1970’lerde kullanılmış ve 1980’lerde bu tür işbirlikleri hakkında kitaplar yazılmaya başlanmıştır (Rose, 1986) ve 'PPP (public-private partnership)' kısaltması ortak bir notasyon haline gelmiştir (Bovaird, 2010). Birleşik Krallık bu modeli yaygın ve geniş ölçekli olarak kullanan ilk ülkedir. 1992’de Muhafazakâr Parti’nin başlattığı ve esas olarak İşçi Partisi’nin “Üçüncü Yol” politikalarıyla benimseyerek güçlendirdiği Özel Finansman Girişimi (Private Finance Initiative) modeli dünyada KÖİ modellerinin en önemli uygulamalarıdır (PPP Forum, 2021).

1990’lı yıllardan itibaren özellikle Avrupa merkezli bağımsız kuruluşlar, Kamu Özel Ortaklığı projelerinin kurulmasını koordine etmek, danışmak, toplamak ve teşvik etmek için hizmet vermişlerdir. Öyle ki bazı kuruluşlar mevcut uygulamaları değerlendirmek ve yasal değişiklikler için önerilerde bulunmakla görevlendirilmiştir. Bu kuruluşlar sayesinde Kamu Özel Ortaklığı yapılanmaları meşruiyet sağlayarak diğer ülkeler için izomorfizm etkisi yaratmıştır (Hammerschmid & Ysa, 2010).

Sağlık alanında KÖİ’lerin (i) altyapı tabanlı model – toplum sağlığı hizmetleri altyapısı oluşturma veya yenileme amaçlı-, (ii) klinik hizmetler modeli - hizmet sunum kapasitesini artırma veya genişletme amaçlı- ve (iii) entegre model - kapsamlı bir altyapı ve hizmet sunum paketi sağlama amaçlı- olmak üzere üç ayrı nitelik taşıyabildiği gözlenmektedir (World Bank Group, 2016).

Bu akım Türkiye’de 21. Yüzyılın başlarında sağlık sektöründe şehir hastaneleri ve entegre sağlık kampüsleri şeklinde kendini göstermiştir. Türkiye’de sağlık hizmeti sunum sektöründe

KÖİ, Entegre Sağlık Kampüsü modeli çerçevesinde yürütülmekte olup yüklenici firma hem kapsamlı bir altyapı inşa etme ve hem de tıbbi hizmet dışında kalan hizmetlerin sunumunu sağlama rolü üstlenmektedir. Türkiye’de uygulanan bu model “Şehir Hastaneleri” adı altında toplanmış ve planlanan 20 projeden 13’ü işletmeye alınmıştır (Sağlık Bakanlığı, 2021).

Kamu Özel Ortaklığı Örgütlenme Formu Yönetsel Sorunları

Visconti ve diğerlerinin (2017) çalışmalarında Kamu Özel Ortaklığı projelerinin üç ana zorluğundan bahsetmişlerdir. Bunlar; (i) Projenin ekonomik uygulanabilirliği ve finanslanabilirliğini sağlayan güçlü ve ayrıntılı planlama, (ii) projenin başarı kriterinin sağlık sonuçları odağını sürdürmek ve (iii) Kamu Özel Ortaklığı paydaşları arasındaki kaçınılmaz çıkar çatışmalarının etkin yönetimi sağlamaktır (OECD, 2014). İyi belirlenmiş sözleşmeler ve etkin iletişime yönelik uygulamalar ile yönetsel zorlukların aşılabileceği aksi takdirde iyi yapılandırılmış Kamu Özel Ortaklıklarının dahi başarısız olacağı vurgulanmıştır (European PPP Expertise Centre, 2015; Visconti vd., 2017).

Kamu Özel Ortaklığı yapılarında yönetsel sorunlarından bir diğeri ise temel hesap verebilirlik belirsizliğidir (Watson, 2003). Behn (2001) demokratik hesap verilebilirliğin temel soruları olarak: “Kimi neyden nasıl sorumlu tutacağız?” ve “Kim, kimin sonucundan nasıl sorumlu tutulacak?” belirlemiş ve bu soruların cevaplarının açık olması ve görev tanımlarının sözleşme hükümlerince net olması gerektiğini belirtmiştir.

Sürdürülebilirlik, genel olarak bir örgütün zaman içinde kendini sürdürebilme yeteneği olarak tanımlanır. Velotti ve diğerlerine (2012) göre meşruiyetin sürdürülebilirlik üzerindeki etkisi kamu özel ortaklığı yapılarında ortaklığın hayatta kalması ile ilgilidir. Bu çerçevede aktörlerin konumsal rolleri, iç veya dış meşruiyeti eksikliği nedeniyle hem ortaklığın hem de ilişkilerin sürdürülebilirliğini etkileyebilir. İç meşruiyet, bir örgütü temsil eden özne ile örgütün kendisi arasındaki iç çatışmanın olmaması veya yönetilmesidir. Bu çok önemlidir, çünkü çoğu zaman bu tür çatışmalar ortaklığı bozabilir.

Bir örgütün hayatta kalmasını sağlayan, ekonomik, ilişkisel ve diğer kaynakları edinme yeteneğidir (Provan & Milward, 1995). Söz konusu ilişki hem resmi hem de gayri resmi olabilir. Bir örgütün üyeleri arasındaki kişisel ilişkiler ortaklık bağlılığını yoğunlaştırabilir, ancak bu bağlılığın sürdürülebilirliğini garanti edemez (Provan vd., 2005) dolayısıyla gayri resmi ilişkilerin hakim olduğu kamu özel ortaklığı formlarında örgütler arasındaki gerilim nedeniyle başarısız olması beklenir (Velotti vd., 2012; Mendell ve Keast, 2008).

Ekonomik Kalkınma ve İşbirliği Örgütü’nün (OECD) Mısır, Ürdün, Fas ve Tunus gibi gelişmekte olan ülkeler üzerinde yaptığı araştırmada bu ülkelerde kamu özel ortaklığı yapılanmalarındaki başarısızlığın temel sebebinin hükümet yetkililerinin özel sektördeki karşı taraflarla düzgün bir şekilde ilişki kuracak deneyim ve uzmanlığa sahip olmadığından kaynaklandığı tespit edilmiştir (OECD, 2014; European PPP Expertise Centre, 2015). Bu durumu Meyer (2006) kamu ve özel sektör yöneticilerinin kimlik farklılıklarından kaynaklandığını açıklamış ve söz konusu kimlik farklılıklarının, Weber bürokrasilerinin dezavantajları olan yönetim açıklarına, strataeji eksikliğine ve kamu görevlilerinin kadrolu statüsüne işaret etmektedir.

Gelişmekte olan ekonomilerde, zayıf yargı sistemleri ve zayıf yasal yaptırımlar nedeniyle, özel kurumsal düzenlemelerin benimsenmesi yaygındır. PPP’ler söz konusu olduğunda, resmi kurumsal düzenlemelerin eksikliğini gidermek için benzer yönetim düzenlemeleri

uyarlanmıştır. Ancak, kurumsal boşluklar nedeniyle, özel kurumsal düzenlemeler bile ele geçirilmekte ve uygulamadan yoksun kalmaktadır (Maurya & Srivastava, 2018). Sonuç olarak, PPP'lerin yönetişiminin geliştirilmesindeki kilit görev, mali dürüstlüklerinden çok, çalışma tarzlarını daha geniş kamu hizmetinin temel demokratik değerleriyle uyumlu hale getirmektir (Skelcher, 2010).

Noble ve Jones (2006) Avustralya ve Birleşik Krallık'taki 10 Kamu Özel Ortaklığı yapılanmasında yapmış oldukları çalışmada, genel olarak sorunların yöneticilerin kendi kamu ve özel sektör kuruluşlarından almış olabilecekleri kültürel sosyalleşmenin bir sonucu olarak karşıt sektörden yöneticilere önyargı ve genelleştirilmiş kavramların etkisinden kaynaklandığını tespit etmişlerdir. Özellikle sektörler arasında oldukça belirgin bir sınır ile karakterize edilen birçok Avrupa ülkesinde, "Sınırları Genişletmek" (Noble & Jones, 2006) Kamu Özel Ortaklıkları için ana yönetsel zorluk olarak kabul edilebilir (Hammerschmid & Ysa, 2010).

Visconti ve diğerleri (2017) sağlık sektörüne yönelik Kamu Özel Ortaklığı yapılanmalarında kamu sektörünün projenin başarısı için kritik uygulamaların benimsenmesinden sorumlu ana faktör olduğunu ve Türkiye'de Sağlık Bakanlığının uluslararası kuruluşlardan mali ve yönetsel desteğe ihtiyaç duyduğuna değinmişlerdir.

YÖNTEM

Araştırma kapsamında doküman incelemesi, mülakat ve gözlemden oluşan çoklu bir metodoloji ile veri toplanmıştır.

- (i) Doküman incelemesi: Bu çalışma kapsamında Türk sağlık alanında Kamu-Özel Ortaklığı sistemine dair ilk düzenlemenin yapıldığı 3/7/2005 tarih ve 5396 sayılı "Sağlık Hizmeti Temel Kanununa Bir Ek Madde Eklenmesi Hakkında Kanun" ile başlanarak sırası ile ilgili alanı düzenleyen 285 sayfa doküman incelenmiştir.
- (ii) Mülakat: Türkiye'nin en büyük kapasiteye sahip şehir hastanelerinden ikisinde (A ve B Hastaneleri olarak anılacaktır.) yüklenici firma (A ve B Hastanesi) ve yüklenici firmayı idare adına denetlemek (B hastanesi) gibi kritik rollere sahip 3 yönetici ile mülakatlar yapılmıştır (Tablo 1). Mülakatlar yarı-yapılandırılmış olarak gerçekleştirilmiş ve ortalama 45 dakika sürmüştür. Sorgulanan meselenin hassasiyeti nedeniyle hiçbir denek ses kaydı yapılmasına izin vermemiştir. Sorular, sağlık alanında 10 yıllık deneyime sahip ve dolayısıyla meslekler- roller arasındaki güç ve statü ilişkilerini fiilen gözlemlemiş olan dördüncü yazar tarafından yürütülmüş ve her mülakatta araştırma ekibinden 2 kişi eş zamanlı olarak not almıştır.
- (iii) Saha Gözlemi ile Doğrulama Çalışması: Araştırma ekibinden bir kişi, B hastanesinde hasta refakatçisi olarak 17 gün boyunca saha gözlemi yaparak doküman inceleme ve mülakat bulguları doğrulanmaya (Yin, 2011; Flick, 2018) çalışılmıştır. Bu kapsamda, 1 başhemşire, 5 hemşire, 2 fizyoterapist, 2 radyolog, 1 şef ve 5 oda destek personeli günlük iş pratiği içerisinde gözlemlenmiş ve notlar almıştır.

Tablo 1: Görüşme Yapılan Aktörlere İlişkin Bilgiler

Yönetici Kodu	Unvanı	Geçmiş Görevleri
Y1	B Hastanesi – İdari ve Mali İşler Müdür Yardımcısı (Bakanlık Tarafı)	İşletme lisans mezunu, uzun yıllar kamu hastanelerinde yöneticilik yapmış B Şehir hastanesinin kuruluşundan beri bu hastanede görev yapmaktadır.
Y2	A Hastanesi – Operasyonlardan Sorumlu Müdür (Yüklenici Tarafı)	Uzun yıllar kamu ve özel hastanelerde sağlık çalışanı olarak görev yapmış olan ve sonrasında A hastanesi olarak kodlanan entegre sağlık kampüsü bünyesinde yer alan hastanelerin tüm saha operasyonlarından sorumlu üst düzey yöneticidir.
Y3	B Hastanesi – İşletme Müdürü (Yüklenici Tarafı)	Uzun yıllar kamu ve özel hastanelerde yöneticilik yapmış iki ayrı şehir hastanesinin kuruluş çalışmalarında ve yönetiminde üst düzey yönetici olarak görev almıştır. B hastanesinin kuruluşundan itibaren üst düzey yönetici olarak görev yapmaktadır. .

BULGULAR VE TARTIŞMA

Araştırmadan elde edilen bulguları aşağıdaki gibi özetlemek mümkündür:

(i) Araştırmanın sorunsal gereği merceğe altına alınan yüklenici firma ve kamu yöneticileri ile yapılan mülakatlar, kamu ve yüklenici taraf ilişkilerinde sözleşme hükümleri yerine informal ilişkilerin belirleyici olabildiğini; bakanlık ve hekimlerden gelen baskılarla sözleşme ihlallerinin ortaya çıkmasına rağmen yüklenici firmanın hukuk yoluna gitmediğini ortaya koymuştur. Örneğin sözleşme hükümlerine göre yüklenici firmaya bırakılan bir hizmet alanının, yapılan tıbbi cihaz ve insan kaynağı yatırımına rağmen bakanlık tarafından bir başka özel kuruluşa verilebildiği verisine ulaşılmıştır. Benzer şekilde bir şehir hastanesi bünyesinde toplanan bazı kamu hastanelerinin entegre sağlık kampüsüne taşeronlarıyla birlikte taşındıkları, sözleşmeye göre yüklenici firmaya bırakılan bu hizmet alanlarına faaliyette bulunmak üzere çok sayıda özel işletmenin hastaneye bakanlık eliyle yerleştirildiği tespit edilmiştir. Diğer taraftan, mevzuata göre yüklenici firmalar hasta bakım hizmetlerinde yer almadığı ve sözleşme hükümlerine göre hastabakıcı pozisyonu mevcut olmadığı halde başhekim, doktor ve hemşirelerin ısrarlı talepleri nedeniyle yüklenici firma temizlik personelinin hastabakıcı olarak çalıştırılabildiği görülmüştür. Saha gözlemleri bu mülakat bulgusunu doğrulamıştır. Son bir örnek olarak da doktorların bakanlık üzerinden yürüttükleri lobicilik faaliyetleri sonucunda, tıbbi olmayan hizmet alanları ve roller yüklenici firmaya bırakılmış olmasına rağmen bakanlık

tarafından işe alınan tıbbi sekreter / tıbbi kayıt elemanlarının şehir hastanelerde işe başlatıldığı bulgusunun altı çizilebilir.

(ii) Bulgular, yüklenici firmaların kamu ile uzlaşma stratejilerini pek tercih etmediklerini ve gelecek sözleşme döneminde çözümlenmek üzere geçici ateşkesler yapma yoluna gittiklerini göstermektedir. Diğer taraftan yapılan mülakatlar kapsamında, Meyer (2006), Noble ve Jones (2006) ve Hammerschmid ve Ysa (2010) çalışmalarında vurguladığı üzere kamu ve özel sektör arasındaki kimlik farklılıklarından kaynaklanan ön yargıların yönetsel sorunlara sebebiyet verdiği sonucuna varmak mümkündür.

(iii) Gelişmekte olan ekonomilerde Kamu-özel ortaklığı üzerine yapılan daha önceki çalışmalarda (OECD, 2014; Visconti vd., 2017; Maurya & Srivastava, 2018; Skelcher, 2010) yönetsel sorunların temel sebebinin kamunun gayri resmi ilişkiler ve özel sektörle çalışma tecrübesizliğinden kaynaklandığı belirtilmiştir. Ancak çalışmada yüklenici firma temsilcileri ile yapılan mülakat ve saha gözlemleri neticesinde, her iki tarafında kendi kimlikleri dışında eylemde buldukları ve kamunun olduğu kadar özel sektöründe gayri resmi ilişkilere uyum sağladığı tespit edilmiştir.

SONUÇ

Şehir Hastanelerinde yürütülen araştırma kapsamında ulaşılan sonuçlar çerçevesinde gelecek çalışmalar için önerileri aşağıdaki gibi özetlemek mümkündür:

Kamu-özel ortaklığı çalışmalarında bağlamın dikkate alınması önem taşımaktadır. Kurumsal yapı ve bu yapının aktör üzerindeki etkilerinin batı yazını referans alınarak yürütülmesi, gerçeğe ulaşılmasını engelleyebilmektedir. Diğer taraftan bu yaklaşımın bizim incelediğimiz bağlamın sunduğu özgün verilere rağmen kuramın gelişimine katkı yapacak çalışmaların ortaya konmasını güçleştirdiğini düşünmek de mümkündür.

Kamu-özel ortaklığı ile sağlık tesisi yenileme, onarımı ve yeni tesis yapılmasına dair mevzuat ile mülakat ve gözlem yoluyla elde edilen veriler çelişik görünmektedir. Çünkü bizim ülkemiz gibi ülkelerde taraflar arası ilişkiler mevzuat ve sözleşme hükümleri çerçevesinde yürümeyebilmektedir. Bu nedenle derinlemesine mülakatlar ve saha gözlemleri önemli görünmektedir. Deneklerin mensubu oldukları örgüt veya kendi pozisyonları açısından kritik önem taşıyan meselelerde detaylı bilgi/örnek vermektен kaçınmaları beklenen bir davranıştır. Bu problemin üstesinden gelebilmek açısından mülakatların doğrudan saha gözlemleri ile desteklenmesi önerilebilir.

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Determinations of Urban Migration: An Experimental Study of Urban Migration at Cumilla City in Bangladesh

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ABSTRACT

The study is done with an aim of exploring the factors of rural- urban migration in Cumilla city. 106 randomly selected migrants were interviewed and for this task we have used both open and closed-ended questionnaires. With the help of SPSS 21 Statistical tool we have analysis this raw data and describe the statistics. The well decorate data results show that the flow of movement of people from different areas of Bangladesh to Cumilla city area are mainly for living a better life, to earn more money, for employment opportunities educational facilities etc. The result shows that 80 % people who migrate their ages is between 20 to 40 years. Most of the migrated people come to Cumilla city from nearer district and urban villages of Cumilla. Here also found that both pull and push factors are causes for migration.

Keywords: Rural-urban Migration, Determinants, Migration Status, Cumilla City

INTRODUCTION

Human migration is the movement of people from one region to another. In modern times migration is a buzzword in worldwide. Today we have heard this word often in television news and find it in every day's newspapers. People of least develop and developing countries move to developed countries legally and most of time illegally as in legal process it requires huge money and there are lots of barriers will face if anyone wants to migrate another country. So, some people take risk for changing their luck and to bring prosperity in their life (Bouare, 2000). This type of migration is called external migration. There is another type of migration which is called internal migration which means people migrate within a country's geographical area (Nabi, 1981). Generally people leave his native locality and move to urban areas with some expectations. Not all people move with the same expectations but most of the people think that this movement will help them to overtake their bad days from their livelihood.

The recent economic performance shows that Bangladesh placed on developing market economy. In developing economic countries internal migration plays a crucial role for better economic growth (Boudreau et al., 2018). The geographical and economic condition is not similar in all regions of Bangladesh. Some parts of its region are well developed and industrialized where some are lack behind. As a result people of underdeveloped areas move to developed areas with an aim of better livelihood. Most of the northern part of Bangladesh is agricultural based economy so that there create seasonal unemployment of agricultural labor and they fall into extreme poverty. For the geographical situation of these areas it is more disaster prone area. People of this area are affected by flood, riverbank erosion, and drought frequently then the other region people of Bangladesh (Hossain, 2001). The south-west part of Bangladesh is low landed with compared to central region of the country. As these sites closed to ocean (Bay of Bengal) these areas mostly affected by natural calamities like storm, cyclone and spate etc. Transportation system of this area is river based and it is not well developed. The cost of transportation is high and it takes more time to move from one place from another place compare to road transportation. And it is one of the main reasons for lack behind this area's economy. Hence many people of these areas migrate urban areas like Dhaka, Chattogram, and Rajshahi city of the country.

1.1 Problem Statement

Whenever we talk about Bangladesh it seems a huge densely populated country with approximately 1168.32 million (2020) people live in 147,570 square kilometers areas. Poverty rate in Bangladesh at the beginning of 2020 is approximately less than 24 percent but in the rural areas the poverty rate is about 35 percent. Rural poverty rate is high as the rural people do not have enough assets which they can use to start a new business, less working and employment opportunities, income inequalities etc. all of this compelled them to migrate urban areas from their native village. They come in urban areas and seeking for job or a comfortable work but as they do not have proper education and have no working experience this migrate people do not get any well salaried job .Most of them worked as day laborers, pull rickshaw, garments workers, construction, transport or in hotel and restaurants (Ishtiaque & Ullah, 2013). Some are migrate during seasonal harvesting time.

1.2 Objectives of the Study

The general purpose of this study is to find out the determinants of urban migration. However, the specific objectives are:

- i. To identify the determinants of urban migration of Cumilla city
- ii. To identify the personal factors those prompted individuals for urban migration of Cumilla city

1.3 Significance of the Study

In Bangladesh there are some well-developed and industrialized areas like Dhaka, Narayanganj, Chattogram, Rajshahi city etc. Most of the people migrate in these cities as there creates employment opportunities. Here requires labor force for productive, maintenance or service purpose. Most of the labor supply is come from migrated people and they come from different region of Bangladesh. This study will help migrated people and administration authority for taking necessary policies and statement and helps to government to take proper strategies how they can slow down the migration rate. Furthermore, this study will be helpful for the future researcher who will research in this area.

1. Literature Review

Haider and Kabir (2010) selected 250 random sample of migrate people who migrated to Rajshahi city, Bangladesh and using this he examines the pattern of rural migration. The main push factor is the unavailability of job in rural areas and the main pull factor for urban migration is possibilities of higher income in city areas. They find out unemployment and poverty as the main socio-economic factor for migration to Rajshahi city. There are also cultural and demographic factor that influences poor people to migrate in Rajshahi city, Bangladesh. Istiaque and Ullah (2013) randomly selected 263 respondents who are the household head at largest slum of Bangladesh and it is selected on the basis of high concentration to examine the influential factor for Bangladesh in Dhaka city Bangladesh. They found that the migration status is influence by both push and pull factors and there are some other social and economic factors which also influence the migration status. Farid et al., (2006) conducted the study in the region of Cumilla-Dhaka migration. For conducting this study they randomly selected 90 respondents for interview and they examine 10 determents and personal factors for migration. The main determinants for migration to Dhaka City from the rural areas of Cunilla are opportunities of higher income in Dhaka city, lack of educational facilities of rural areas of Cumilla, and the worst individual condition. Hossain et al. (2016) and Alam and Islam (2014) gave the priority to study the family or household characteristics to get an in-depth idea about the selectivity of migration process. They showed that about 60% of the migrated household at the origin were benefited from the migration. Haque and Islam (2012) found that the percentage of the unemployment people to migration is 70.9% and agricultural or factory workers 31.9%, professional 1.8% and others 23.1%.

Mutandwa et al., (2011), found in their study that in Rwanda 17-35 years people were migrated most for the better opportunities of job. Louis (2013) showed the relationship between migration development and found social, economic and political factors for migration. Moreover he found the positive and negative result on the overall development on the impact of migration and remittances. Mitra and Murayama (2009) showed that in India the intra-state rates of migration is more than the inter-state rates and like the other single males migration singles females are also migrate for search of job. Sprenger (2013) found economic, demographic, social and cultural determinants for migration. Further per capita GDP and unemployment rate influence the migration rate. Byerlee (1974) defined some factors for migration in Africa. The factors are distortions in factor markets, capital transfer in migration, externalities of migration and income distribution.

Uddin and Firoj (2013) surveyed on 100 random selected migrants they found pull (easy access of information, higher income probability, better service quality) and push (poverty, job search, landlessness, homelessness, various natural disasters) factors for urban migration. Ullah (2004), selected 197 randomly migrated people for interview and found that the main reasons for migration was to failure to repay NGO loans and the others factors were searching for job, better live hood, landlessness, loss of income sources etc.

Moreover, there are also many papers can be found on rural-urban migration. They work on different areas of different countries. As far we know, there is no work specifically on urban migration of Cumilla city. To know the determinants for urban migration in Cumilla city the study is conducted.

2. Methodology of this Study

To fulfill our objective for data collection we have used primary sources. We have collected data through field survey for this study and before this we have prepared a standard questionnaire set. We have collected information from the respondent through interview technique. There are 106 randomly respondent from whose the data is collected.

3.1 Study Area

The general aim of this study is to find out the determinants for urban migration in Bangladesh. In this purpose, our study area is the whole Cumilla city, but due to time and budget constraint for this study we selected Kotbari, Kandirpar and Cumilla railway station as data collection area for this study as these regions are situated in Cumilla City Corporation area and most of the migrate people are found in these regions.

3.2 Data Analysis

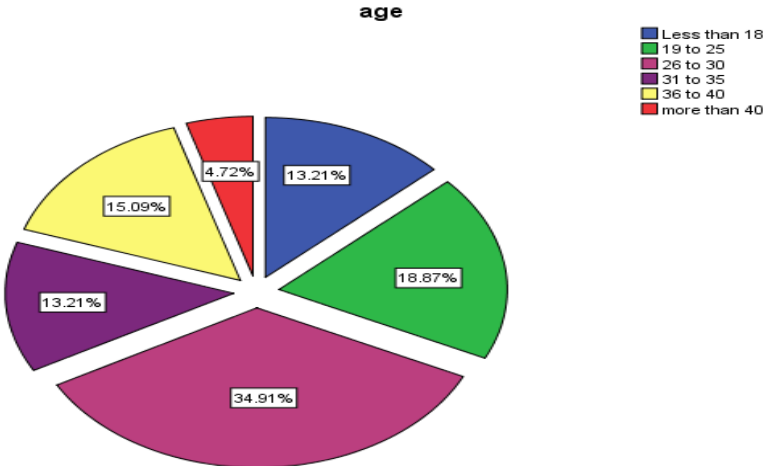
We have tabulated and analyzed the valid responses. Data was analyzing using by some statistical tools of SPSS 21. The analysis data is presented via table, graph and pie chart etc.

3. Results Discussion and Analysis

4.1 Age of the Respondent (During Migration)

Migration tendency of people varies with the ages of people. To see that, which ages people are migrate more. We categories 6 ranges of ages of the people to find out the of people during migration.

Figure 1: Ages of Respondent before Migration



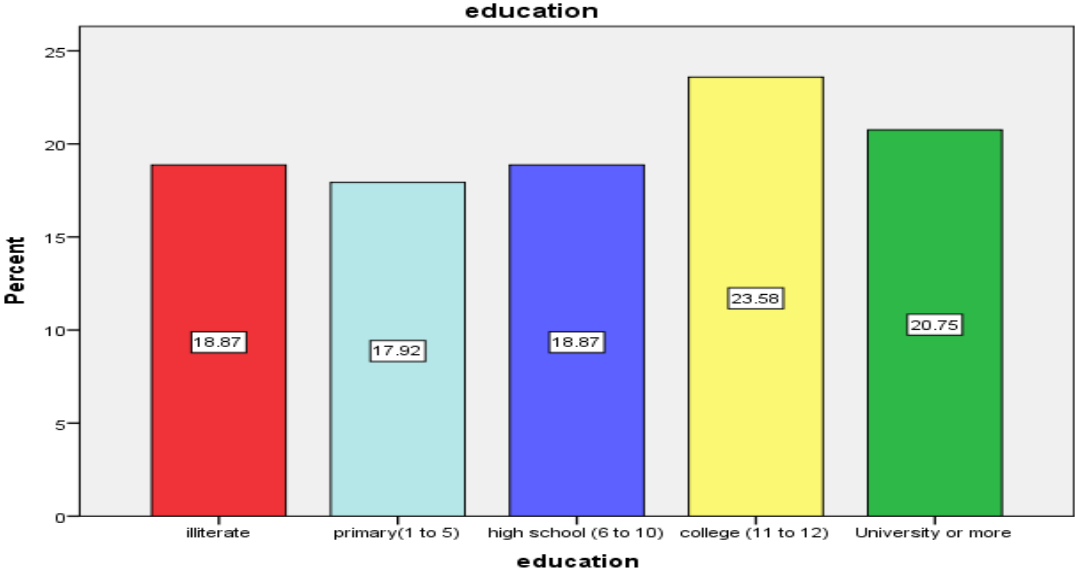
We found that 26 to 30 ages people migrate more and its about 34.9%, between 19 to 40 ages people it is above 80 percent people. As the ages of 19 to 40 ages people migrate more for work. Less than 18 percent people migrate about 13.2 percent were most and about 13.2 percent where most are migrate for education facilities and others for poverty and family movement. 19 to 25

years age's people migrate 18.9 percent, 31 to 35 years ages people 13.2 percent, 36 to 40 years people 16 percent and rest of 4.7 percent are above 40 years ages.

4.2 Education Qualifications (During Migration)

In the graph we see the education level of migrant before migration. From the study, we found that different educated people come to Cumilla city.

Figure 2: Education Level of Respondent Before Migration

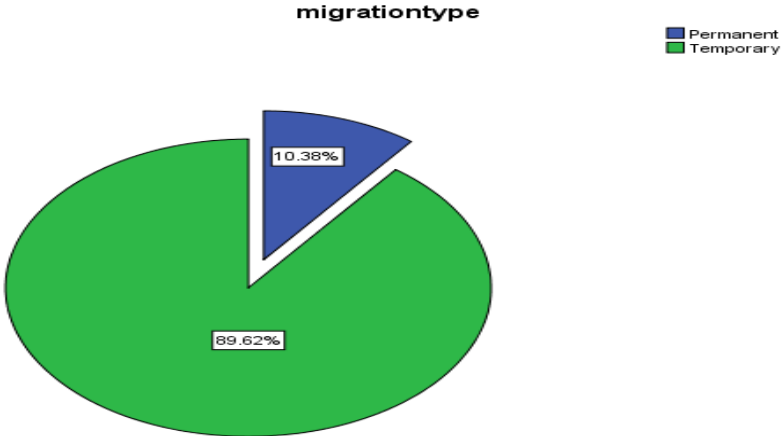


There are 20 percent people who are illiterate come to Cumilla many for searching the work like labour, Rickshaw puller ,drivers, hawker 50 percent people were passed PSC, SSC or HSC mainly to come Cumilla city for better education and some are for job. And 22 percent people come to Cumilla.

4.3 Migration Type and Marital Status

Migration can be temporary or permanently. Most people migrate temporary to fulfill their motives and go back to origin after fulfilling their motives.

Figure 3: Migration Type



In the Cumilla city there are only 10.4 percent .People migrate for permanently rest of 89.9 percent people migrate Cumilla city temporary. During the migration 23.4 percent people are unmarried and rest of 76.4 percent people are married which results are presented in Table 1.

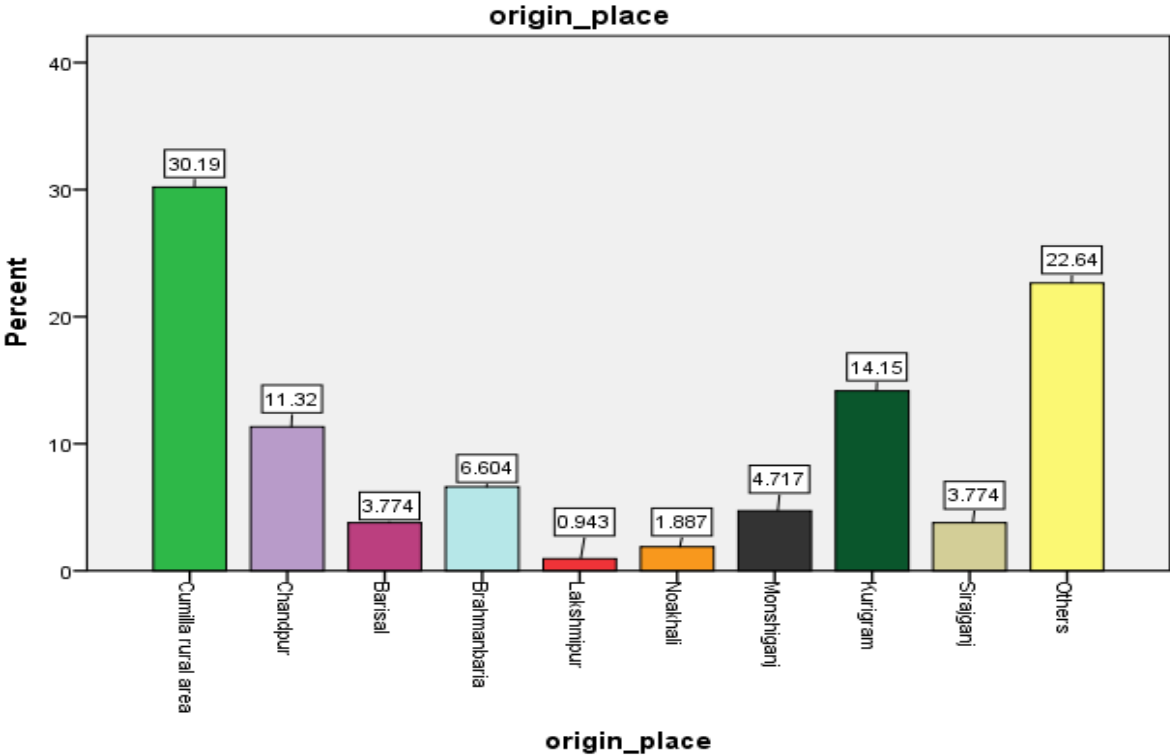
Table 1: Marital Status

Status	Frequency	Percent
Unmarried/Single	25	23.6
Married	81	76.4
Total	106	100.0

4.4 Place of Origin of the Migrants

Migrated people are found in all region of Bangladesh. They are come from different places of Bangladesh and people migrate to urban areas as there are huge surplus labors in the rural areas. So, there actually transfer of this labor from rural to city areas to earn more money than the rural areas and people is always concern about the distance of transference. If there is long distance between their native village and urban cities then they are less interest to migrate. They want to minimize the distance as it reduces the traveling cost. There are some other factors which influence to leave their place of origin like the capacity of living cost, chances of accident, extend of uncertainty, unavailability of work, landless, undeveloped transportation and communication systems.

Figure 4: Origin of the Respondent



Migrate people come to Cumilla city mainly from the nearest districts of Cumilla and from different rural area of Cumilla district. From the different rural area of Cumilla Upazila there are about 30.2% people come to Cumilla city for better life, job, education facilities. 22% come to migrants mainly for poverty and natural reasons.

4.5 Factors of Migration

Rural to urban migration decision is influenced by several factors and it can be varied by region to region, culture to culture and people to people. It is a very hard task to find out all of the reasons. So, we have tried to find out some important determinants for rural to urban migration. There are many reasons like natural, economic, social, political etc for urban migration. By analyzing the collected data from the field survey we have found various determinants of urban migration. These determinants are presented below:

4.5.1 Natural Factors

- i. **Seasonal Food Security:** Seasonal food security is one of the main causes for migration. Food security is the basic need for all humans. For the seasonal food insecurity due to drought, flood etc. about 5.7 % of people migrate to urban cities.
- ii. **Flood and Riverbank Erosion:** Flood and Riverbank erosion is a cause for migration in urban cities. Flood occurs almost every year in different regions in our country. Many families lost their households for flood and river bank erosion in every year in Bangladesh. They have lost their crops, land, domestic animals, plants and trees and many people died during the flood seasons. The situations of the flood-affected area after flood are also dangerous. So, people who live near river banks migrate to urban areas for flood and river bank erosion. We have found that 1.9 percent of people migrate to Cumilla city for flood and river erosion. They have lost everything that they have in the flood and river erosion and they were starved for a couple of days and lastly they are compelled to migrate to Cumilla city to change their fortune.
- iii. **Others Factors:** There are also some other natural calamities like natural storm, drought, and cyclones etc. which are frequently occurred in the south-east region of the country. For these causes 4.9 percent of people are migrated to Cumilla city from those regions. Poor people think that if they migrate to city areas they will earn enough money in city areas and by this they can fulfill their basic needs. 29.4 percent of people of different regions come to Cumilla city with this expectation.

4.5.2 Economic Factors

Economic condition is another main cause for migration. At the village if the economic condition of the people is well most of the people do not like to migrate to urban cities leaving from their native village. Here we will discuss two main economic factors for migration.

- i. **Poverty:** Poverty is one of the main problems in our country. For the financial crisis people cannot fulfill their basic needs. There is 29.2 percent of people who migrate to the Cumilla city for poverty reduction.
- ii. **Unemployment:** There is not so much scope for jobs in rural areas without agriculture, day laborer etc. Rural people think that in city areas there are various job opportunities. To work in city areas 24.5 percent of people migrate to Cumilla city.

4.5.3 Social Factors

There are many social factors for urban migration. In this study area we found that there are 2.8 percent people moves for family shift. 3.8 percent people move for that they don't get any opportunity for work at rural areas, 5.7 percent people move for that there is no good opportunities for educational facilities, 0.9 percent people move as they are worst off, For living luxurious life 2.8 percent left native village to urban cities and 8.5 percent people come to urban cities for employment.

4.5.4 Political Factors

- i. **Political Instability:** The political situation is not stable in our country. Village's politics is so much dangerous in our country. Sometimes innocent people fall in political clashes .As a result 5.7 percent move to city to avoid political clashes.
- ii. **Politically Concern:** The last general election (11th national election) of Bangladesh were held on 30 December 2018 and The Bangladesh Awami leage won majority of the total seat (267 seats from 300 seats) and successively take the power for third time in a row which indicates that the political situation of Bangladesh is now stable. But it was not like that before couple of years ago. Before 7/8 years often clashes were occurred between government party supporters with their opposite parties supporters. Sometimes people were killed in those clashes. People migrate to other areas when supported party defeated in the national election and there have been a chance of being torture by their opponent party supporters. 1.9 percent people migrate to Cumilla city for this reason.

Table 2: Determinants of Migration in Cumilla City

Factors	Reasons	Percentage
Natural	Seasonal food insecurity	5.7
	Flood and Riverbank Erosion	1.9
	Storm	1.9
	Drought	2.3
	Total	12.3
Economic	Poverty	29.2
	Unemployment	24.5
	Total	53.8
Social	Family shift	2.8
	No opportunity for poor	3.8
	Lack of educational facilities	5.7
	Worst off	0.9
	Living luxuries life	2.8
	Searching employment	8.5
	Total	24.5
Political	Political instability	5.7
	Involvement in politics	1.9
	Total	7.5
Total		100

4.6 Urban pull Factors

Table 3: Urban Pull Factors

Factors	Frequency	Percent
High income	46	43.4
Easy access of information sectors	1	.9
Available of job	47	44.3
Better service facility	5	4.7
For better education	7	6.6
Total	106	100.0

In choosing migration place people selected the place from where People get more facilities. There are many pull factors that attract the people to migrate that place. In this study we find that 43.4 % people migrate for higher income facilities. 44.3% people migrate for available of job and the percentage of easy access of information, better service facilities, for better education are respectively.9%, 4.7% and 5.7%, and those results are presented in Table 3.

4.7 Rural Push Factors

Table 4: Rural Push Factors

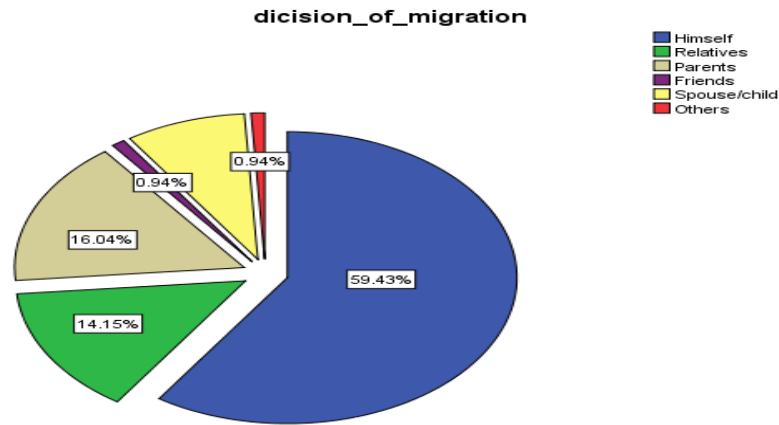
Factors	Frequency	Percent
Transfer of job	7	6.6
Homelessness	8	7.5
Less of income sources	27	25.5
Lack of employment opportunities	33	31.1
Financial Crisis	23	21.7
Job change	6	5.7
Less of educational facilities of child	2	1.9
Total	106	100.0

There are many push factors that influence to people migrate from their origin .In this study we found that Lack of employment opportunities are the main reasons (31.1%) for migration form native villages. For less of income sources people migrate 25.5 % and 21.7 % people migrate for financial crisis.

4.8 Decision of Migration

It is hard to decide to leave one's birth place but we have taken this type of decision for our better livelihood. Most of time migration is planned and decided by all the family members, relatives and the neighbors and sometimes decision is taken by individually them self.

Figure 5: Decision of Migration

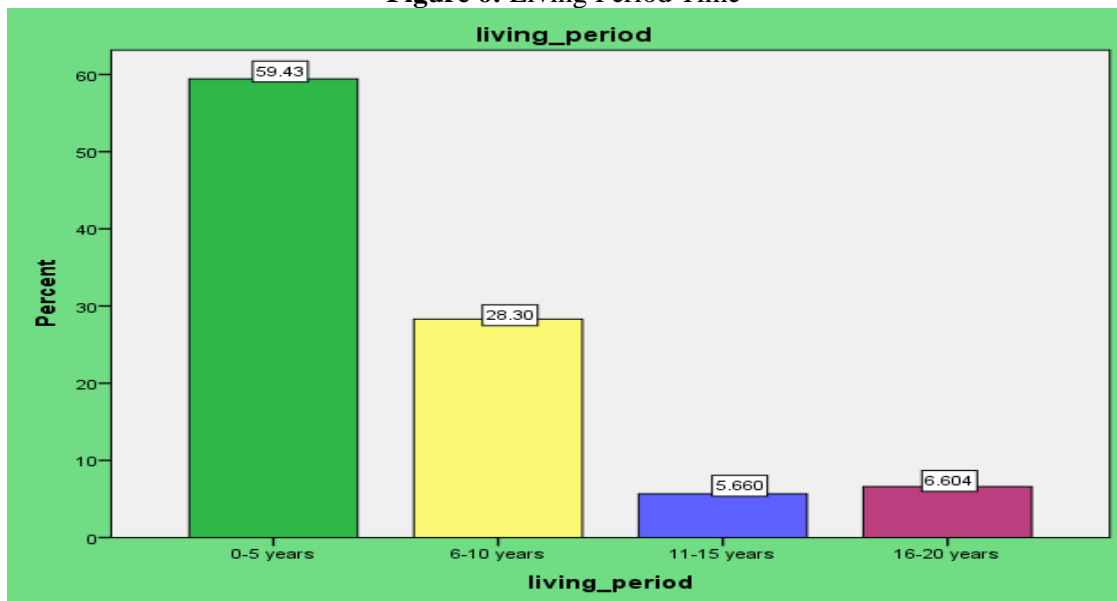


The graph shows that in this study 59.4% of migration is taken by himself, 16% decision is taken by parents, 14.24% decision is taken by relatives and rest of the decisions are taken by the friends, spouse and others.

4.9 Duration of Stay in Cumilla City

Duration of stay depends on the aim of the migrated people. If migrated people adjusted easily with city environment then they stay for a long time and if they cannot fulfill their objective they move to new place and sometimes people back to hometown after the fulfillment of their short time objectives. Information about duration of stay in Cumilla city in this study shows that 59.4 percent people have been living Cumilla city for up to five years and it is the highest percentage. That means people come to Cumilla city to full their short term objective and they move from Cumilla city. As there is lot of educational institution, training center, private and government institution are situated in Cumilla city. The highest percentage we found 0-5 year's duration of stay of migrated people in Cumilla city for this reasons. Some are stay for a long time for their jobs and some are permanently settled.

Figure 6: Living Period Time



From the bar graph 28.3 percent living for 6-10 years, the percentage of 11-15 years and 16-20 years are respectively 5.7 percentage and 6.6 percentage.

4.10 Reasons for Choosing Cumilla City

Before migration people think about more where he/she will migrate and people choose Cumilla city to migrate for various reasons. We know that in the villages there is less scope of working or earning sources.

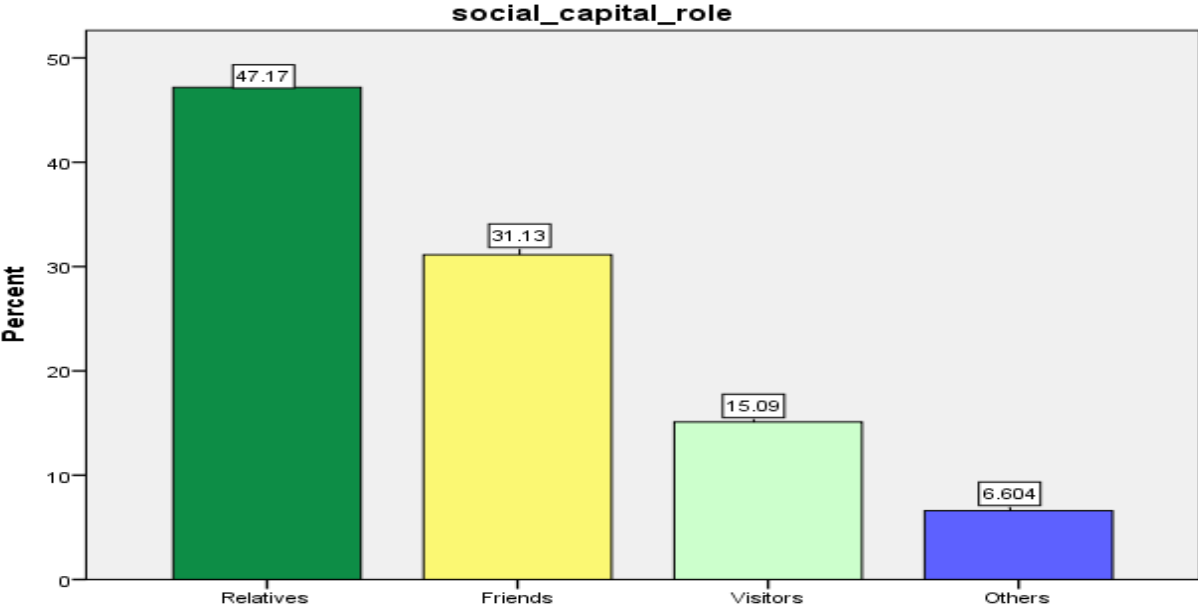
Table 5: Logics for Choosing Cumilla City

Arguments	Frequency	Percent
Availability of work	40	37.7
Short distance from origin place	23	21.7
Relative network	20	18.9
Better livelihood	18	17.0
Education facilities	5	4.7
Total	106	100.0

From Table 5, in this study we found that, people come to Cumilla city for work availability is 37.7 percent. If the migrated place is nearer from his/her household then people can easily move from their working place to their origin and this will reduce their transaction cost. For this reasons 21.7 percent people migrated to Cumilla district from the nearest district of cumilla. 18.9 percent people migrate to Cumilla city on behalf of their relatives.

4.11 Role of Social Capital on Migration Decisions

Social capital plays a crucial role on migration decision. Social can be defined as relationship network build up with the society people who live in that society and perform a particular task in that society. Social capital can influence the society by efficiently performing the function of the society activities.



Graph 7: Role of social capital in migration

It is easy to build up social capital with relatives and here in this reasons we have found that 47.2 percent people are influenced to migrate in Cumilla city by their relatives. 31.1% influence

by their friends and neighbors, 15% influence by visitors and rest of 6.6% are influence by religious affection, to take political shelter, or by hearing media news etc.

4.12 Motives of Migration

Different have people taken decision for migration with various motives. Some of the people can fulfill their motives and some of the people failed to fulfill their motives.

Table 6: Motives of Migration

	Frequency	Percent
All motives fulfill	30	28.3
All motives not fulfill	76	71.7
Total	106	100.0

As all dreams are not come true, it is not easy to fulfill all of the motives of a person. Only 28.3 percent people that we have found in our study that they can fulfill all of their migration's motives .And a huge large number of people and that is 71.1 percent migrated people answer that they cannot improve their livelihood or they cannot fulfill their mitigation's motives. Some people situation becomes worst off after migration but most of the people said that it was so difficult to survive if they do not migrate.

5. CONCLUSION

Migration is the movement of people to a new place from his/her origin or another place with an intention of permanent or temporarily settlement. People come to Cumilla city from the nearest districts and from the different semi-urban areas of Cumilla districts. Most of the people who migrate to Cumilla district are farmers or labors. This surplus labor is need for economic growth. For the better life acceptance, normally the surplus manpower release from the rural section to urban cities. In developing country like Bangladesh rural-urban migration is considered beneficial in socially and economically but unplanned migration creates environmental and health vulnerability. More surplus labour for migration has also bad impact on local labour. These migrate surplus labor reduce the price of city labour and increase the price of rural labour. Rural area also lost their skill labour. The existing migration and development policy of Bangladesh should be re-allocated. Government should give priority to rural areas as urban areas when the development strategy plan is taken and promote economic activities in small and intermediate cities for the discouragement of unnecessary migration.

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Advantages and Failures of Albanian Small and Middle Businesses in the Difficult Situation of Covid-19, Comparative Analysis and the Imperative Need for Strategic Changes

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ABSTRACT

All businesses are facing difficult economic and financial situations, many countries are facing bankruptcy situations of many activities, many economies are failing because they are unprepared for what awaits them. The COVID-19 situation brought the whole world to its knees. SMEs are most affected, as in the game of competition and market they fight for survival. Rightly, the question arises: When the whole globe is facing a new situation of economic change, when developed countries are looking for new ways out of the crisis, but Albanians who even in the conditions of their normality have difficulties, what should to do, how should they get out of this gap? Should they go bankrupt or find new ways and reorganize from managerial form, structural content and functional form?

These are the hypotheses that we will analyze in this scientific paper. We want to focus on a worrying issue for small Albanian businesses, and help these entrepreneurs find new ways and solutions to save them from bankruptcy.

In the analysis of our work we will focus on the concrete situation, as from the research we have seen that many small businesses (about 67% have gone bankrupt) Let us not forget that SMEs are the backbone of a country's national economy, and Albania is in great need of their economic and social impact.

Therefore, we as professors of these disciplines request that through this research to bring in the focus of analysis the emergency situation in our country with the desire to serve entrepreneurs in new ideas of reviving their businesses.

Keywords: Management, Structure of Small and Middle Enterprises, National Economy, Albania Economy, Covid 19 and Social Impact

GENERAL INTRODUCTION

Many specialists have agreed that SMEs create employment, they are a source of innovation and entrepreneurship, present flexibility and competitiveness in the economy. They create the most dynamic segment of a transition and developed economy. Unfortunately there is a lack of information on SMEs across different countries and the size of this sector are inversely correlated with the level of education. The lower the level of education the larger the informal sector. As revenues increase, firms migrate from the informal sector to the formal sector. Due to the fact that SMEs are not well understood, many wonder how financial institutions can move towards this sector without having at least a standard definition of these enterprises.

All organizations today exist to fulfill a key mission in their life cycle and a set of specific objectives. If an organization wants to fulfill its mission and objectives, it must first act. When organizations are large and complex, organizational activities are more difficult to define and coordinate. The analysis of this scientific paper that we are presenting, focuses on the role of SMEs in the economy of a country like Albania, its organization and its most important forms, bringing it with a practical case study. SMEs are the pillars of the economy, pose challenges for managers and are very important for those organizations that strive to achieve excellence in today's highly competitive environment and tomorrow's management.

The development of SMEs and their contribution to long-term economic stability depends on their size and structure. This allows them to have the flexibility and ability to adapt to the conditions of fierce competition in the conditions of well-developed markets. Small and medium business management enterprises are considered as the "Moving Force" of modern economies due to their multiple contribution in terms of technological innovations, job creation, export promotion, etc. In Albania, until recently there was no clear definition of micro-enterprises. Moreover, unlike many countries in Central and Eastern Europe which had a steady activity of the private sector, in Albania before the 90s there was no sign of this sector because it was prohibited by law. The birth and development of the private sector in Albania occurs with the collapse of the centralized economy system and the opening of the doors to the market economy. In this period, small and medium enterprises had a special development, which in the 20-year history of economic transition that our country has experienced, have played a crucial role in the economic development of the country. During the transition to a market economy, as for any other country, small and medium business is the backbone of the country's economy. Small businesses act as catalysts in terms of economic growth, as well as for the development of other such areas. such as arts, human resources, manufacturing and the sports sector.

Studies show that SMEs are important because their potential to create new jobs and distribute wealth, which has multiple effects on a country's socio-economic activities, ultimately results in socio-effects. -economic in the development of a country's activities. The development of the private sector is essential in ensuring the continuity of economic growth. Of course, given that the vast majority of the private sector consists of small and medium enterprises, it is understandable that the multidimensional support of their development is at the heart of the development philosophy of this sector. The development of small and medium

enterprises is a primary element for creating a sustainable economic development, reducing poverty and alleviating social problems by bringing about a more equal distribution of income and an increase in employment.

Small businesses are often very innovative companies. They can introduce new products, new management styles and new promotional strategies. A large number of new products are created precisely by small businesses. On the other hand, an increasing number of small businesses make society and the economy more flexible. This can facilitate technological innovations, provide new opportunities or ideas, and enable the development of skills for implementing these ideas. As in many countries of the world and especially in transition countries like Albania, small businesses constitute the main pillar of the economy. Small and medium enterprises in Albania occupy over 98% of enterprises and employ about 80% of the workforce.

Small businesses face various problems, difficulties and challenges, ranging from lack of funding sources, difficulties in obtaining loans due to interest rates and documentation, high taxes and fees, business opening procedures and many other issues. Among the major challenges is securing external sources of funding compared to large enterprises. Small businesses find it more difficult to get credit due to information asymmetry, risk, transaction costs, lack of collateral and many other factors. Entrepreneurship and management of small and medium business have been and remain today promoters of generating sustainable economic growth, employment and poverty alleviation. Entrepreneurship and management of small and medium business are in the spotlight today by many management researchers. It is also the backbone of a country's economy, which makes business more successful.

The purpose of this paper is to analyze the financing strategies used mostly by small and medium businesses in the city of Tirana, Vlora, Durres, Fier, and to analyze the financing challenges that these businesses face most at a time when economic growth is negative.

More specifically the objectives of this study are:

- a. To present the financing methods which are mostly used by small businesses in the city of Tirana, Vlora, Durres Fier.
- b. To present the level of investments made by small and medium businesses.
- c. To present the challenges and barriers faced by small businesses in the city of Tirana, Vlora, Durres, Fier.
- d. To present the level of loans received by small businesses in the city of Tirana, Vlora, Durres, Fier.
- e. Analyze the impact that the tax burden has on credit to enable the expansion and incentive of businesses.

In the study hypothesis we will focus on the research question such as: What strategies do small businesses use in Albania in order to increase profit and attract new customers?

- a. What are the most successful SMEs in Albania and the strategies they use?
- b. What impact is the COVID-19 pandemic having on these businesses?

In order to fulfill the purpose of the study and return an answer to the research question, the hypothesis of this study is set out below:

Medium and small businesses (SMEs) create effective strategies for strengthening, financing and promoting them.

The Quantitative methodology was used to conduct this study as the analyzed data to derive the results and conclusions of the study are numerical data. The resources used are primary and secondary. Primary data were collected through questionnaires, while secondary data were obtained from the Bank of Albania, Institute of Statistics Albania (INSTAT), World Bank, Municipalities of Tirana, Vlora, Durres and Fieri regions and for the literature part books and other materials were used by foreign authors and Albanian authors.

1. LITERATURE REVIEW ON SMES AND THEIR CHARACTERISTICS

1.1 Definition of SMEs

By "SME" we understand Small and Medium Enterprises, which have limited liability status which can be classified in several ways to clearly define the grouping to which they belong. They contribute to economic development by creating jobs, providing flexibility and innovation through entrepreneurship, and increasing international trade by diversifying economic activity. SMEs represent the engine of growth and prosperity in the economies of countries around the world. The role of SMEs in developing countries such as Albania is essential for revenue generation and economic growth. The definition of SMEs is important for two reasons. First, researchers need to make sure that the issue they are studying is the same as that of other researchers in the field. Second, small and medium-sized government policy makers need to have a clear and concise definition in order to ensure that all funds spent are properly oriented. For example, if a government policy could be to help small businesses with their health insurance problems, a business with 100 employees would have very different problems compared to a business with no employees, except owner. (Osteryoung & Derek, 1993)

Definitions of SMEs vary from country to country. Different countries may have different official classifications of SMEs, and even different institutions display different classifications as well (such as the World Bank, UNDP and OECD). The size of the Albanian economy is very small compared to the average size of other European countries, and consequently we have considered as large enterprises those which on average employ over 50 people. The category of micro and small and medium enterprises (SMEs) includes those enterprises where less than 250 people are employed and which realize a business figure and / or a total annual balance not exceeding 250 million ALL.

“Small enterprise” is called an enterprise where less than 50 people are employed, and which has a business figure and / or total annual balance not exceeding 50 million ALL.

“Microenterprise” is called an enterprise where less than 10 people are employed, and which has a business figure and / or total annual balance not exceeding ALL 10 million. We will see the following table more explained in this paper research in which we talk about SMEs in Albania.

Category	Employees	Total in the Annual Balance Sheet
Small and medium Enterprices	< 250	≤ 250 mln ALL (1,8 mln Eur)
Small Enterprices	< 50	≤ 50 mln ALL (0.37 mln Eur)
Micro Enterprices	< 10	≤ 10 mln ALL (0.07 mln Eur)

Figure 1-Categorization according to Albanian law of small and medium enterprices

SMEs are considered key factors for the regional development of the country. The importance of SMEs in economic stability derives from their size and structure, which under the right conditions such as market development allow them flexibility and ability to withstand deteriorating economic conditions. SMEs are more based on human labor and have low costs in creating new jobs.

They play an important role in strengthening economic stability, facilitating technological innovation and providing opportunities for new ideas and skills to implement, use and develop mainly internal technologies and skills. They can be an important factor in fostering competition, and market efficiency. SMEs also improve the efficiency of local markets and productively use limited resources such as capital. Small and medium enterprises are very important for the Albanian economy. They make up about 99% of all companies registered in the country. They contribute to increasing competition and the presence of Albanian product in European markets. SMEs are the leading private enterprises that continuously generate employment and contribute to sectoral restructuring, service development and the production of goods.

2. METHODOLOGY

In some studies, based on the methods used, the information obtained may be of a qualitative and quantitative nature. The study is based on obtaining information through questionnaires, which are constructed with closed-ended questions. The data obtained from them are quantitative and qualitative in nature, therefore statistical techniques can be used for their processing based on the objectives of the study. Quantitative research is pervasive in nature and is used by researchers to understand the effects of various promotional inputs on the consumer, enabling marketers to "predict" consumer behavior. etc. This type of search addresses questions about who, what, when and where consumers buy.

Research can be considered exploratory or confirmatory. Confirmatory research tests hypotheses. The results of these tests aid in decision making, suggesting a specific course of action. Exploratory research takes different approaches. They may be needed to develop ideas, leading first to the development of research hypotheses.

Some researchers often discover the reactions and activities of respondents using marketing research methods. Marketing research is a systematic process of planning, collecting, analyzing and interpreting data and information related to marketing problems. There are various methods that enable researchers to "enter into the mind of the consumer", through primary data.

In this paper, the basic methods of conducting research are the combination of quantitative method and qualitative method. Qualitative research generally includes data in the form of words, descriptions, while quantitative research uses numbers and measures things. The decision to choose between quantitative research, qualitative research, or both depends on a number of factors, but the most important are: the field of research, the problem of research, and the perspective of the researcher. In the case of this paper, this combination has been realized as the analysis of the literature and the evaluation of the measures by the Albanian government towards university education requires the qualitative method. On the other hand, quantitative methods are needed to measure the effectiveness of these measures.

The reason for choosing research methods is directly related to the purpose of the study.

The purpose of this topic is to analyze the sources of financing used mostly by small and medium businesses in Albania, specifically in the city of Tirana, Vlora, Durres, Fier, as well as to analyze the financing challenges that these businesses face the most. Therefore, a combination of two methods has been realized, where the qualitative method will assess, and on the other hand, the quantitative method will measure the impact of pandemic on small and medium businesses in Tirana, Vlora, Durres, Fier.

Consideration should be given to how questions should be formulated, given the objectives of the research. Developing a questionnaire is both an art and a science. Questions should be carefully designed to specifically address research questions. The vocabulary used in the construction of the questions should be familiar and understandable to the respondents, the way of writing and the appearance of the questionnaire should be professional, easy and convenient to follow.

A questionnaire consists of a set of questions which are presented to the respondents. Because of its flexibility, the questionnaire is the most common instrument used to collect primary data. Before completing them in the field, researchers develop and test to all small and medium businesses in the city of Fier, Vlora, Tirana, Durresi, them to adjust the questionnaires from uncertainties. The form, wording and sequence of the questions can affect all the answers.

The closed questions give all the possible answers to be interpreted and organized in tables easily. For this study, a questionnaire structured by me was developed and implemented, with the help of the leading pedagogue, and was addressed to all small and medium businesses in the city of Fier, Vlora, Tirana, Durresi, which include questions in which information was collected based on objectives, questions. research and hypotheses raised in this study.

In this study, due to the nature of the research, structured questionnaires were used in the survey, which were completed through social networks, where the interviewer is not in front of the respondent and thus the respondents are explained in advance in the initial description of the questionnaire which is its purpose and the reason why we chose that citizen. In the case of my paper, the respondents are students as they are affected by this situation.

Secondary data. For the realization of this study a methodology was used that combined primary data with secondary ones. Among the secondary data, an important place is occupied by the contemporary literature on the impact of the pandemic in the world and its impact on businesses, especially SMEs, taking Albania as a concrete case. This literature served to formulate the hypotheses and theoretical model presented and tested in this paper. Also, in the study, other sources of secondary data were used such as: reports of international organizations; various publications and articles. to serve the chapters that deal with the panorama of this issue. Some of the secondary data were provided through the use of electronic libraries of American and European universities.

Primary data. Special attention was paid to the primary research conducted online which is a novelty for this study. Often times the information needed to solve the problem is not found in the internal or secondary data so we have to rely on the primary data. The research was designed in such a way as to ease the cost of gathering information and at the same time to achieve satisfactory results that would help to draw the most accurate conclusions. Primary data include the questionnaire conducted with the help and advice of the lead lecturer. After structuring it and working on Google Dosc, it was possible to provide primary data.

The questionnaire, as explained above, was piloted, so there was no ambiguity regarding the questions posed in the completed questionnaires. It was then built into Google Forms and distributed electronically to applications such as: email, linkedin, facebook, instagram, whatsapp. The disadvantage of this technique was that the owners / managers could not be contacted in shopping malls, supermarkets, markets, streets, houses, workplaces as the situation itself does not allow us to be close to other people and have close contact with them. Maybe this was a limitation to fill out more questionnaires, but the important thing was that his goal was achieved.

Before developing a questionnaire, regardless of the target population, it should first be tested on a designated sample to assess that the questions asked are understandable to that target, to see if it is understandable, accurate, relevant. samples and sample conditions, and whether the concepts are understandable and appropriate to them or not and whether a prior explanation of each question is needed. Specifically, it was piloted to 89 small businesses in the city of Tirana, Vlora, Durres, Fier, divided according to the type of industry in which they operated, namely: 18 self-services, 21 travel agencies, 12 bakeries and 32 hairdressers, 6 artizan. The piloting took place with the face-to-face method.

3. DATA ANALYSIS

This study, by its very nature, has focused on descriptive analysis. The most basic statistical analysis is descriptive analysis. Through this analysis we make the initial transformation of the data, in order to describe the basic characteristics such as: central tendency, distribution and

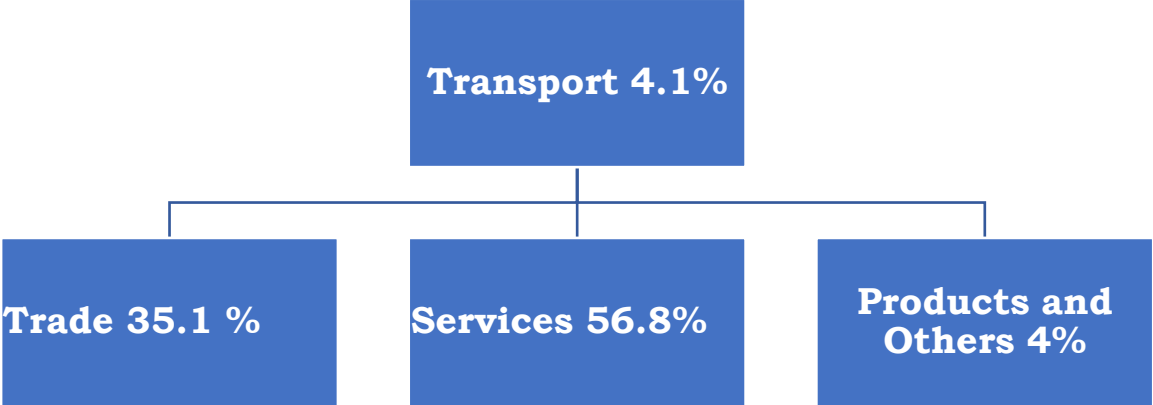
densities. One of the most effective ways of presenting information, especially numerical ones, is to construct and present the data obtained through graphs. This, also because many people are confused by the appearance of numbers.

This study, by its very nature, is focused on descriptive analysis. Descriptive analyzes focus on measuring, estimating values, quantities, and distributing the characteristics of the variables taken into the study. Descriptive analysis is advisable to be used for processing data of measurements and observations performed in order to assess the manner and / or extent of reaction and / or dependence of an economic indicator, economic phenomenon, consumer behavior.

Below is the data analysis of the distributed questionnaires.

In the first question the respondents were asked what kind of activity their SME takes place. In the following graph we notice that the activity which predominates more in the city of Tirana, Vlora, Durres Fier, is the activity of services. Knowing that this city is held for tourism, we can say that the answer was expected.

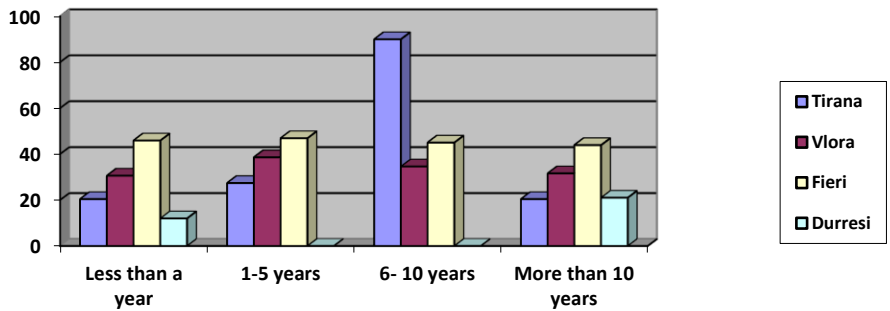
See Tab 1 below:



Tab1: The percentage of activities according to the field of activity of SME perform

In the following question we want to know the contribution that SMEs make in our country. We saw it in the third chapter where SMEs in Albania served as catalysts and regulators of the Albanian economy. Also their indicators were more positive sides and opportunities, than negative sides and threats. Therefore, in the second question of the questionnaire, the respondents were asked how many years they have been operating in the Albanian market. From the graph below we see that the highest percentage is occupied by the period 1-5 years with 51.4%.

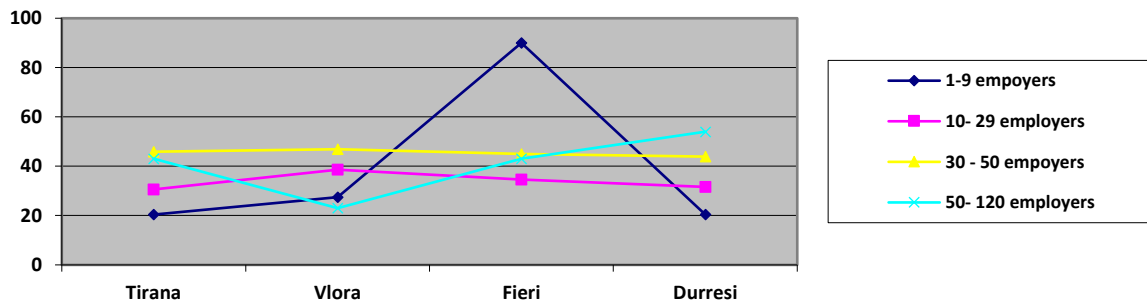
See Graph 1 below.



Graph 1: Separation of group activities according to the time created

In the next question, respondents were asked about the number of employees in their business. What we notice is that the highest percentage is occupied by the group 1-9 employees. We can say that it is an appropriate number and expected response given that the activity exercised were mostly service.

See Graph 2 below.

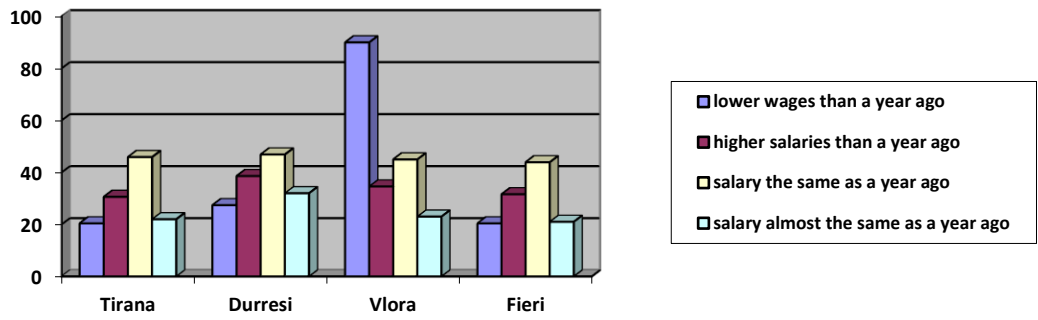


Graph 2 Number of employees in the cities where the study is conducted. Division into categories with maximum density.

The next question belongs to the second section called “Financial Performance of SMEs. The impact of SMEs on the economy is very high so they are a very important link, but what can we say about the financial resources of businesses in Tirana, Vlora, Durrës, Fieri? We will see the answers in the next questions.

In the first question of the second section, respondents were asked about their income, compared to the previous year. So how much was their income last year?

See Graph 3 below.



Graph 3 The indicators of wage movement during the covid- 19 situation

While in the following question they are asked about the current year. So how much are their sales this year? These questions are conducted in order to see the importance of SMEs in our country and the support that should be given to them by the government. From the figure below we see that the respondents have high confidence and have expressed that this year, despite the pandemic caused by COVID-19 their sales will increase.

See Figure below.

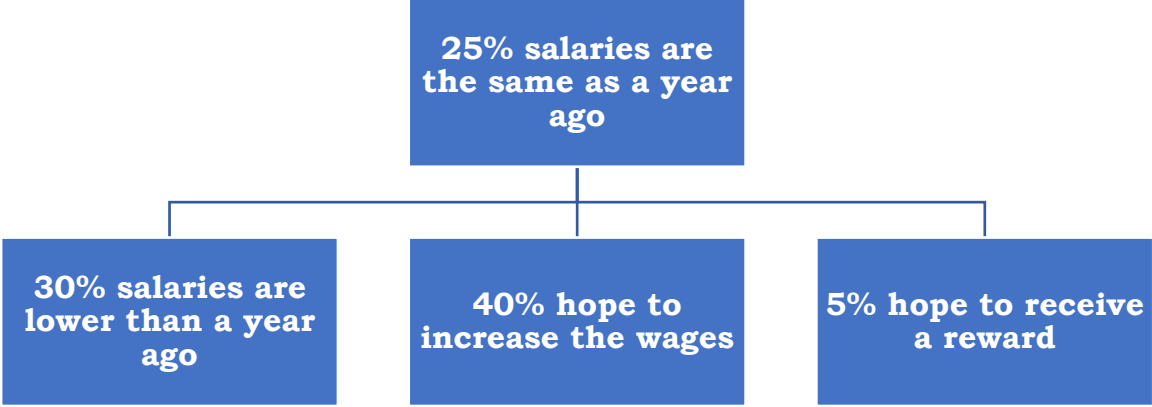
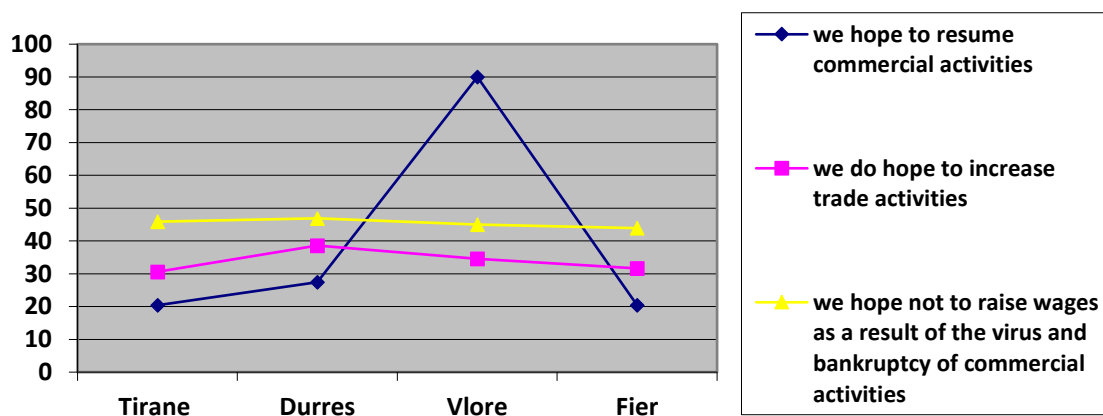


Figure 3: The indicators of changes in salaries and bonuses of employees analyzed in the study

What about employees have they laid off or hired? Given that sales this year are on the rise (according to respondents and their forecasts) even the number of employees will not change, at least it will not be reduced. But we see that there is a high percentage of alternatives "Lower than the previous year". This means that we will have less capacity and more working hours per employed individual.

See Graph 4 below.



Graph 4 The financial impacts of COVID-19, over commercial activities of SMEs and large businesses

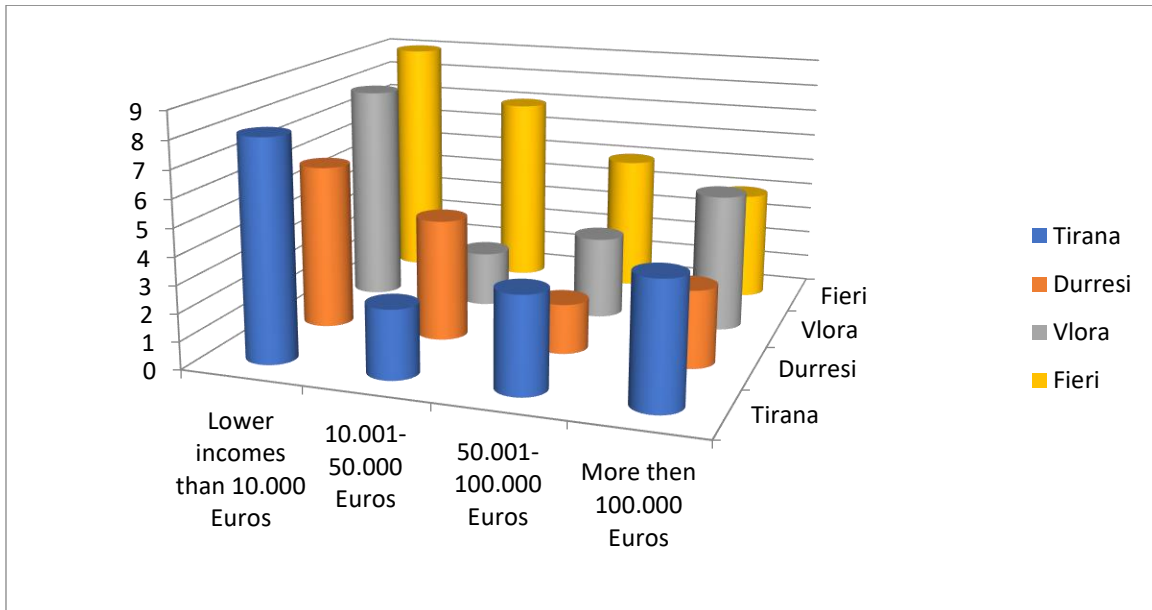
The next question is a very important question at least for the current situation in which we all find ourselves. Just as every individual and every household is affected by the severe financial impacts of COVID-19, so are SMEs, but also large businesses. This question therefore relates precisely to this pandemic. Are SMEs in the city of Tirana, Vlora, Durres, Fier affected by the COVID-19 pandemic? Below is a table with the most common answers given by the interviewees.

See the Table 2 below.

Answers	Density
Yes, sales reductions	15 answers
Yes, it is somewhat affected because the number of buyers has dropped due to the downturn in the overall economy	24 answers
Yes. Hotel reservations have dropped	39 answers
Yes, supermarket sales are rarer	11 answers

Tab2: The Number of respondents interviewed in this study

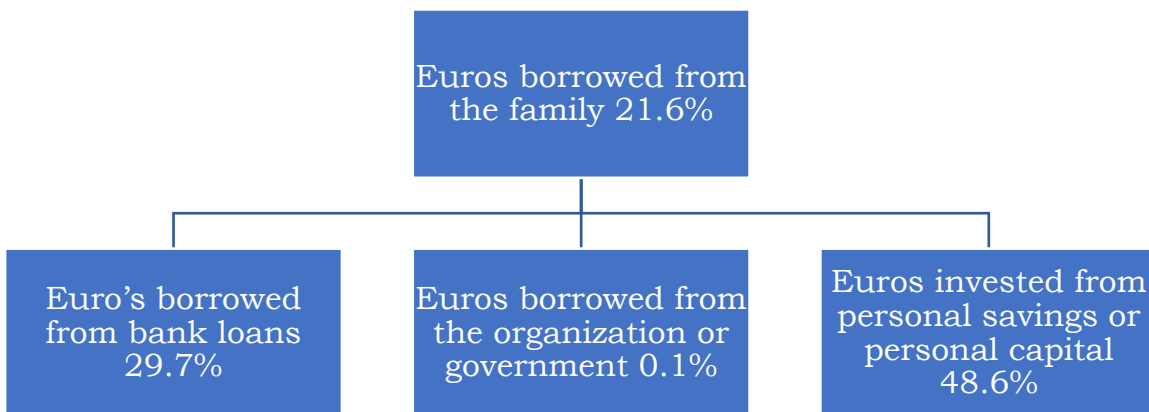
While in the next question, the respondents were asked about investing in their business after the pandemic. They have been given several alternatives of money in Euro currency, and the highest percentage is occupied by the group "less than 10,000 Euros". See Graph 5 below.



Graph 5 the interviewees source of fundings, less than 10.000 euros or more than 100.000 euros

In the next question, the interviewees were asked about the source of funding. What we see is that almost half of them 48.6% use equity, which may come from their SME, or may be savings over the years. What we see is that the Loan and Credit alternatives are close in percentage to each other. This means that SME owners in Fier, Vlora, Durrresi and Tirana do not prefer bank financing.

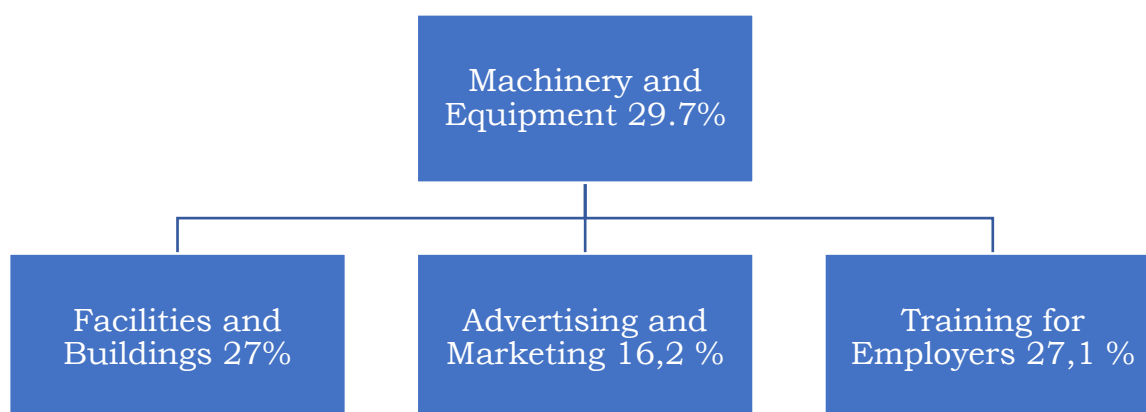
See Tab 3 below.



Tab3: The percentage of invested capital resources of SME in Albanian activities

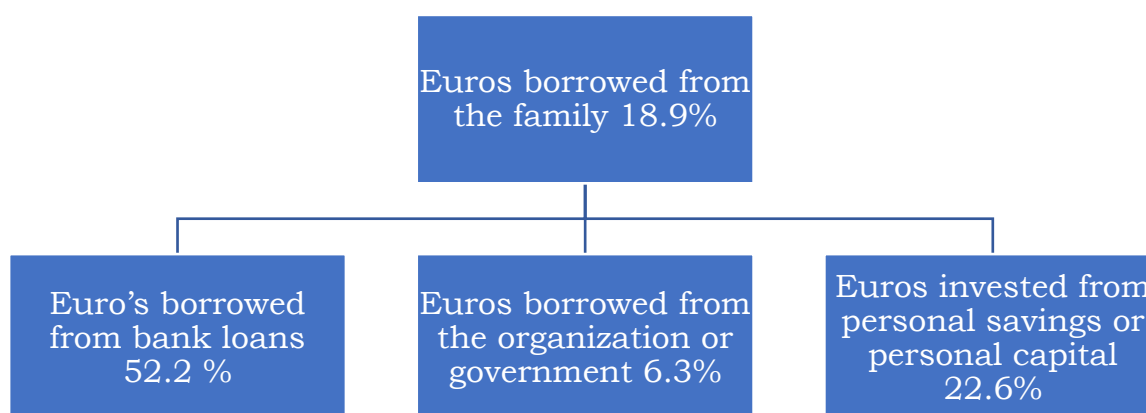
In addition to the question of the source of funding, they were further asked what they used those funds for. The most common answers were:

See Tab 4 below.



Tab4: The percentage of invested capital resources in sectors with urgent need

Below the respondents were asked what will be the source of their funding after the pandemic. What we see is that the Bank Loan alternative is the most selected with 63.2% while in the above question, they had not selected this alternative because before the pandemic they generated their own capital. This means that the finances and economic situation of SMEs in the city of Tirana, Vlora, Durres, Fier, but not only, are losing. See Figure below.



Tab5: The percentage of source of their funding after the pandemic capital resources during covid 19 situation

The following question is an open-ended question, so no alternatives are provided where respondents can select. It relates to the tactic of attracting new customers. SMEs in the city of Tirana, Vlora, Durres Fier responded that they used these tactics: See the following table where the respondents are 180 people.

Answers	Density
Marketing	21 answers
Reducing prices	25 answers
Maximum cleanliness conditions	12 answers
Hard work	18 answers
Menu expansion and service quality	4 answers
Communication and courtesy with the client	12 answers
To add products to my store	32 answers
To always be as close as possible to the customer by meeting his requirements for the service he requires, with new and quality goods	54 answers and 2 responses are indifferent

Table 6: Te new idesa and tactics of attracting new customers

4.ANALYSIS AND FINDINGS

From the analysis of the questionnaire data conducted in this scientific paper, we have reached the following findings: Albania is a former communist country whose economic transition is lasting about 30 years. The national economy, despite its difficulties and fragility, is being developed by entrepreneurial initiatives. In many cases with sources of personal financing, borrowed from families or relatives, but in the vast majority of banking and financial institutions of the country. Entrepreneurial activities achieved a significant increase in 2017-2018, but the covid situation 19 found them unprepared. Many enterprises closed down as shown in the analysis of the questionnaires, many others applied dismissals, losing staff or significantly reducing salaries. In our findings, 23.9% of entrepreneurial activities were subjected to the credit system, to use these funds, for non-bankruptcy, for the continuation of staff payments as they did not want to remove qualified staff from work. The departure of staff for these entrepreneurs is considered a greater loss than the pandemic situation.

5. CONCLUSION

By "SME" we mean Small and Medium Enterprises, which have limited liability status which can be classified in several ways to clearly define the grouping to which they belong. They contribute to economic development by creating jobs, providing flexibility and

innovation. SMEs represent the engine of growth and prosperity in the economies of countries around the world. Definitions of SMEs vary from country to country. SMEs in Albania are classified based on the number of employees and annual turnover and / or annual balance sheet. In terms of the economic importance that small and medium enterprises have, we can say that they have a great weight in the economy of a country. They contribute to growth, job creation and social development which is to be appreciated. They are considered the "locomotive of economic growth". Although the purpose and objectives of the goal have been of a different direction, based on the results and conclusions, we can say that the paper can be a good support base for policy-making on SMEs in this crisis period for all.

In addition, the paper can help both entrepreneurs and policy makers as follows:

Entrepreneurs:

- ✓ to reconceptualize their enterprises and to orient themselves by creating an ambitious environment for increasing the value of their businesses.

Policy-makers:

1. To make a more complete assessment of the situation and problems faced by the development of small business as a whole.
2. To suggest some actions that should be taken for the sustainable development of the most important sectors in the development of the country.
3. To evaluate data on current sources of financing, used by small business entrepreneurs and access to credit.
4. To serve as a basis to further give some suggestions for taking the necessary actions for the sustainable development of this sector, as well as to increase the level of welfare.

The future of Albania is promising, not only that the leaders are recovering from this situation of difficulty, but also that this situation will serve for the birth of new innovative ideas. In the practice of fair management, a very motivating expression has been used "After every failure and decline, there is a flourishing situation, after every crisis there is a new economic birth" and so it will happen in SMEs in Albania.

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Intention to use Virtual Reality (VR) Tourism: The Role of Digital Media Exposure (Evidence at Korean Media Viewers' Intention to use VR Tourism During the Covid-19 Pandemic in Jakarta)

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ABSTRACT

Due to the Covid-19 Pandemic, the tourism industry is experiencing the worst performance. The tourism industry is an important component of Indonesia's economy; however, social protocols deter Indonesian from traveling abroad and international tourist from visiting Indonesia. UNWTO (United Nation World Tourism Organization) suggests a new sustainable model of tourism. VR (Virtual Reality) tourism can be an alternative to actual tourism. Meanwhile, digital media businesses such as Netflix are expanding rapidly during the Covid-19 Pandemic. Despite the phenomena, few studies have applied digital media exposure to explore the intention to use VR tourism. This study aims to measure intention to use VR tourism by TAM (Technology Acceptance Model) in Indonesia, as well as to investigate the role of digital media exposure on TAM. The author used a survey based quantitative method and collected 300 samples from Korean media viewers in Jakarta. The findings show that digital media exposure affected perceived ease of use and usefulness. And perceived ease of use affected perceived usefulness. Finally, perceived usefulness and ease of use affected intention to use VR tourism. This study could provide several practical guidelines for the tourism industry in Indonesia, such as VR tourism developers and marketers. It can also theoretically contribute to TAM by adding digital media exposure as an external variable. The results can be applied to investigate digital media exposure as a hedonic factor on TAM in future studies.

Keywords: VR Tourism, Technology Acceptance Model, Perceived ease of use, Perceived Usefulness, Intention to Use, Digital Media Exposure, Covid-19 Pandemic

1. INTRODUCTION

Due to the Covid-19 Pandemic, the world tourism industry has experienced the worst record since 1950 and lost billions of dollars in revenue in 2020, reported by the United Nation World Tourism Organization (UNWTO). Most experts do not anticipate that people are going to resume travel in the near future. UNWTO suggested a guideline that countries relying on tourism as a source of income should begin developing a new model of sustainable tourism.

Tourism in Indonesia is an important component of Indonesia economy and millions of people are currently working in the tourism industry. International tourism outbound to abroad has grown rapidly with several factors. Indonesia's middle class is rapidly expanding resulting in an increase in the number of Indonesians who can afford to travel abroad. As a result of this trend, the more affluent segments of society, such as South Korea and Japan, have become a popular destination to Indonesian tourists. Many Indonesian travelers, however, have been forced to cancel trips abroad due to travel restrictions, and a number of airlines and tour operators have experienced losses as a result.

Meanwhile, VR (Virtual Reality) tourism is being spotlighted as a viable alternative to an actual tourism across the world. In essence, VR tourism enables a tourism experience without actually visiting somewhere. The number of VR headsets has been increasing to be a big market, and millions of users can be potential VR tourists. In Indonesia, VR tourism has recently sprouted. Jakarta Good Guide, a trip planner, provides VR tours to various destinations in Indonesia and abroad. The tourism industry expects that VR tourism will entice tourists and bring in new business.

While tourism is one of the lowest-falling businesses by the Covid-19 Pandemic, a digital media streaming service is one of the fastest-growing businesses. One of the ways to entertain people during the Pandemic is subscribing to a digital media streaming service such as Netflix. About 16 million people created Netflix accounts in the first quarter of 2020. Indonesia is among the top four countries in terms of weekly time spent, with 41.1 million Viu active subscribers at the end of 2019, 35% higher than 2018 (IndoTelko, 2021). With a rapid increase of the digital media industry, Korea (South Korea) media culture has grown and spread fast globally, which is called “Korean Wave” or “Hallyu”. Indonesia is the country where Korean media culture is a mega-hit. Indonesia was ranked the second country that streamed K-pop video on YouTube with 9.9%, while Korea was ranked first with a 0.2% gap from Indonesian viewers (K-pop trend report in koreaboo.com, 2020).

Previous studies have used TAM (Technology Acceptance Model, Davis, 1989) to explore an individual's intention to use new technology. Individuals' perceptions of usefulness and ease of use are two major factors that decide their adoption of new technologies. Huang et al. (2012) argued that perceived easiness and usefulness of VR tourism influence intention to use based on the TAM. Authentic experience, according to Myung Ja Kim et al. (2018), is a significant factor in VR tourism. Singh & Srivastava (2019) found that frequency of media usage directly affect perceived ease of use and perceived usefulness of a technology. Sangkyun Kim et al. (2018) investigated the effect of TV drama in explaining level of exposure, audience engagement, and audience behavioral intention to visit places in the media contents. However, there has been no research on the effect of digital media exposure on intention to use VR tourism

based on TAM. Therefore, the author aims to investigate intention to use VR tourism based on the TAM and the role of digital media exposure.

2. THEORETICAL FRAMEWORK

2.1. Technology Acceptance Model (TAM)

The TAM (Technology Acceptance Model) proposed by Davis (1989) appears to be the most commonly used innovation adoption model. The TAM has been confirmed with substantial empirical supports in explaining individuals' acceptance of various types of technology (Mohammadi, 2015; Venkatesh & Davis, 2000; Davis, 1989). According to the TAM, individuals' perceived ease of use and perceived usefulness are two cognitive factors that determine their acceptance of new technology, and external variables can affect those perceptions of new technology, as well as intention to use it. A recent research indicates that perceived ease of use and perceived usefulness are major factors of user adoption of virtual reality technology (Huang et al., 2012).

Perceived ease of use (PEU) was defined as "the degree to which an individual believes that using a technology would be free of effort" (Davis, 1989). Myung Ja Kim and C. Michael Hal (2018) used more detailed terms of perceived ease of use such as "easy to use", "easy to understand", "simple" and "mental effort" to measure intention to use VR technology. Casalo, L. V., Flavián, C., and Guinaliu, M. (2010) found that a user's participation in online travel applications is affected by perceived ease of use.

Perceived usefulness (PU) was defined as "the degree to which an individual believes that using a technology enhances his or her job performance" (Davis, 1989). Myung Ja Kim and C. Michael Hal (2018) used more detailed terms of perceived usefulness such as "knowledgeable", "informative", "beneficial" and "good for relationship" to measure intention to use VR technology. Casalo, L. V., Flavián, C., & Guinaliu, M. (2010) found that a user's participation in online travel applications is affected by perceived usefulness.

Intention to use was defined as "the extent to which an individual feels motivated to use the technology" (Davis, 1993). Myung Ja Kim and C. Michael Hal (2018) used more detailed terms of intention to use such as "tend to use", "continue to use", "search for further activity" and "willing to recommend" to measure intention to use VR technology. In tourism context, several researchers defined travel intention as the willingness of traveling to a destination (Ahn et al., 2013). Jang et al. (2009) said one's intention to travel is based on mental process and transformation of motivations into behavior which is related to the TCL model (Travel Career Ladder, Pearce, 1988). A number of studies have begun to examine the benefits of VR applications in the context of cultural tourism. (Huang et al., 2015). In this study, intention to use VR tourism (IVT) is a behavioral intention on using VR technology to visit a destination in order to learn cultural awareness.

2.2. Digital media exposure (DME)

Digital media is defined as any content that exists in the form of digital data. Digital media refers to popular media in public when viewed narrowly. As more people have access to digital devices and the Internet, digital media has become more popular to the public. Now, people can watch media contents more easily thanks to digitalization (Mullan & Eileen, 2011). TV

(Television) is one of the most popular and influential vehicles for attracting people's attention. A significant percentage of people intend to watch TV upon returning home from work or school. As IT develops, people can access TV media more easily through a variety of digital devices such as laptop computers, tablet computers and smartphones. The effect of digitized TV media on our daily routine became exceptionally significant (Samuel Seongseop Kim et al., 2007).

Slater (2004) defined media exposure as "the extent to which audience members have encountered specific media content". The measures of media exposure also tend to vary on several conceptual dimensions, including degree of content specificity, level of detail provided to help respondents remember exposure, and degree of obtrusiveness (Rebekah H. Nagler, 2017). Sangkyun Kim et al. (2019) said that the level of television media exposure significantly influenced on intentions to visit film places. In this study, digital media exposure (DME) is the extent to audience watch digital media such as drama, movie, and music video.

2.3. Hypothesis development

In Indonesia, VR tourism is also gaining attraction as a viable alternative to traditional tourism. Besides, there has been a drastic growth in the digital media streaming business recently. Korean media content such as K-drama, K-movie, and K-pop is becoming more popular in Indonesia, which may influence potential travel to Korea. Although the high demands for travel to Korea in Indonesia cannot be supplied because of the Covid-19 Pandemic, VR tourism may be able to meet the needs. On top of that, Jakarta has a high penetration of ICT (Information and Communication Technology) devices, with 97% of households having a television and a smartphone. The previous research also shows that a millennial age group accounts for 44% of those interested in purchasing VR devices (Nielsen, 2017). Considering growing interest in VR tourism and the high penetration of ICT devices, there may be a strong desire to use VR tourism in Jakarta. Therefore, the following hypothesis is proposed:

H1: The level of intention to use VR tourism in Jakarta is high ($\mu > 3.0$).

Perceived ease of use and perceived usefulness could be affected by the external variables considered in TAM. Lehto et al. (2006) said that digital media exposure makes people easier to use information technology. Singh & Srivastava (2019) found that frequency of digital media usage directly affect perceived ease of use and perceived usefulness of a technology. According to Hongmei Zhang et al. (2017), psychological variable often influences individuals' behavior towards a destination which leads to travel intention. Visual media audiences' behavioral intention to visit a film destination is likely to be affected by the level of exposure to their beloved TV drama. Sangkyun Kim et al. (2018) said that audience involvement with TV drama significantly influenced intentions to visit film places. As a result, digital media exposure can directly affect perceived ease of use and perceived usefulness, as well as indirectly affect intention to use VR tourism based on TAM. Therefore, the following hypotheses are proposed:

H2: Digital media exposure has a positive effect on perceived usefulness of VR tourism.

H3: Digital media exposure has a positive effect on perceived ease of use of VR tourism.

Perceived ease of use and perceived usefulness are basic variables in the TAM that constitute a significant effect on intention to use a technology (Davis et al., 1989). The former affects the latter, which means that if users feel the system is easy to use, they will feel that new technology

is useful and they will be prepared to use the technology. The causal relationship that exists between these two variables has been confirmed by a number of empirical studies (Davis, 1989, 1993; Venkatesh & Davis, 1996). In the context of VR tourism with TAM, when the system is easy to use, users will be less intimidated to use it (Namho Chung et al., 2015). This indicates that the perceived ease of use construct is likely to have a positive influence on users' perception of usefulness in their interaction with VR tourism, in addition to its direct influence on intention to use it. As a result, users will perceive VR tourism more useful if it is easy to use. Therefore, the following hypothesis is proposed:

H4: Perceived ease of use has a positive effect on perceived usefulness of VR tourism.

Perceived usefulness has been confirmed to be the prime influencer for intention to use a technology in the TAM (Davis, 1989, 1993; Venkatesh & Davis, 1996). The common belief is that individuals would make use of an application if they consider it as useful for achieving a specific result. A number of studies have shown that the primary importance of perceived usefulness as a basic component of technology adoption in tourism settings. Perceived usefulness plays an important role in understanding video gamers' behavioral intention to use VR technology, according to the hedonic-motivation device adoption model (Myung Ja Kim and C. Michael Hal, 2018). In VR tourism, perceived usefulness is a key variable to affect tourists' behavioral intention (Huang et al., 2012, 2015). As a result, intention to use VR Tourism will be higher if it is useful. Therefore, the following hypothesis is proposed:

H5: Perceived usefulness has a positive effect on intention to use VR Tourism.

Perceived ease of use also has been confirmed to be the prime variable for intention to use a technology in the TAM (Davis, 1989, 1993; Venkatesh & Davis, 1996). The TAM explains that people's perception of a technology's ease of use determines behavioral intention toward using it. Previous studies have confirmed the importance of ease of use in the construct of the TAM (Casalo, L. V., Flavián, C., & Guinaliu, M., 2010). The role of perceived usefulness in Web-based tourism was a significant predictor of intention to travel to the destination in a study examining destination travel intentions in a Web base (Kaplanidou and Vogt, 2006). According to Huang et al. (2012), perceived ease of use was highly related to intention to travel in 3D VR world. In addition, perceived ease of use was an antecedent factor to users' travel intentions to create consideration and awareness in destination choice making by applying TAM to the context of VR tourism. As a result, intention to use VR Tourism will be higher if it is perceived as easy to use. Therefore, the following hypothesis is proposed:

H6: Perceived ease of use has a positive effect on intention to use VR Tourism.

Based on the literature review, this study focuses on the factors which affect intention to use VR tourism. Digital media exposure (DME) will be investigated as an external variable on TAM, as it affects perceived usefulness (PU) and perceived ease of use (PEU). The effect of perceived usefulness (PU) and perceived ease of use (PEU) on intention to use VR tourism (IVT), as well as the effect of perceived ease of use (PEU) on perceived usefulness (PU), will be investigated. The theoretical framework is proposed in Figure 1.

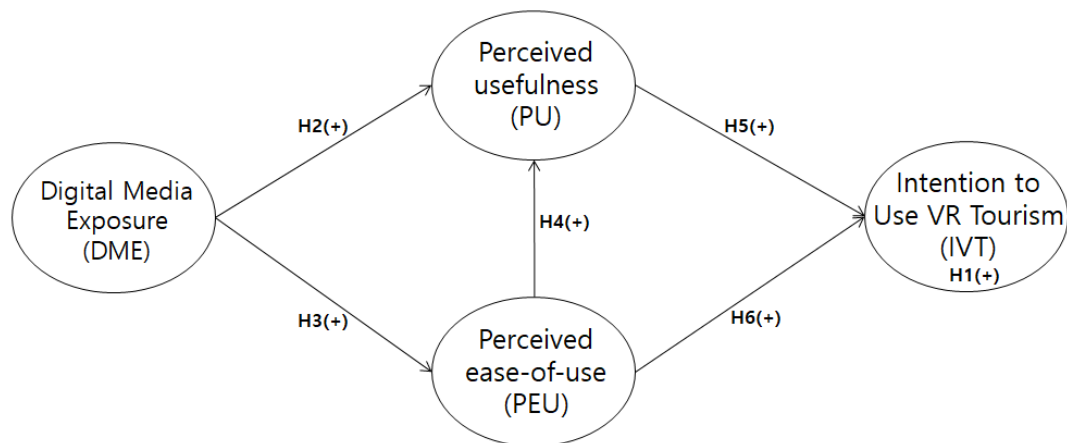


Figure 1. Theoretical framework

Source: Made by the author (2021)

3. METHOD

3.1. Type of research

This study follows the positive philosophy that the research questions can be answered by analyzing collected data from Korean media viewers in Jakarta. This study uses the deductive research method, which develops hypotheses based on the research objectives. In addition, the author uses the quantitative method, which collects the data by conducting a survey from the sample in Jakarta. The type of data is either nominal or interval scale in order to analyze it statistically. This research is designed as a cross-sectional (or one-shot) study in terms of time horizon, which gathers data just once. Referring to the study's title, the author focuses on a specific phenomenon during the Covid-19 Pandemic, which is declared by WHO (World Health Organization) in February 2020. It required a couple of months to collect and analyze data to reflect the concern of the global pandemic from February 2021.

The population of this research is Korean media viewer in Jakarta. Jakarta has a population of 10.56 million and amounts to 30 million including Jakarta Metropolitan Area (Jabodetabek), with 61% of them being over the age of 20 (Badan Pusat Statistik, Jakarta, 2020). Considering 85% of internet penetration in Jakarta (Lembaga Survei Indonesia, 2020), the number of adult internet users in Jakarta is projected to 15.5 million. A recent survey (Amy Watson, 2020) found that 31% of Indonesian consumers watch Korean media content very often. As a result, the population of this study is estimated to 4.8 million people. Since the exact size of population in this study is uncertain, the researcher uses non-probability sampling method. Specifically, this study uses judgmental sampling which is one of the non-probability sampling techniques. The sample size for this study is 300 respondents in Jakarta

This research uses a questionnaire as data collection technique. The questions in the survey are closed-ended, using a Likert scale in the form of interval scales of 1 to 5 for the answer- 1: Strongly Disagree, 2: Disagree, 3: Neutral, 4: Agree, and 5: Strongly Agree. The author uses Google forms to distribute online questionnaires through social media and digital messaging apps like WhatsApp, Line, and KaKaoTalk. And the questionnaire was distributed to the respondents of the sample, which was limited to Korean media (K-drama, K-movie and K-pop)

viewers in Jakarta.

3.2. Measurements

This study uses multi-measurement items to measure variables. There are four research variables- PEU, PU, DME and IVT. There are a total of 16 measurement items with 8 dimensions to reflect the variables and the operational variables are shown in Table 1.

Table-1: Operational variable

Variable	Dimension	Code	Measurement item	Source	Scale
Perceived ease of use (PEU)	Easy to use	PEU1	It is easy to understand how to use VR Tourism.	Myung Ja Kim et al. (2019)	Likert 1-5
		PEU2	It is easy to get what I want when I am using VR Tourism.		
	Simplicity	PEU3	Using VR Tourism is simple.		
		PEU4	Using VR Tourism does not require a lot of mental effort.		
Perceived usefulness (PU)	Beneficial-ness	PU1	Using VR Tourism is beneficial.	Myung Ja Kim et al. (2019)	
		PU2	Using VR Tourism is informative.		
	Effectiveness	PU3	Using VR Tourism enables me to travel a destination.		
		PU4	Using VR Tourism helps me to save time of unproductive activities.		
Digital media exposure (DME)	Frequency of exposure	DME1	I frequently watch digital media.	Niederdeppe (2014)	
		DME2	I watch a variety of digital media.		
	Behavioral engagement	DME3	I can recall the scenes from digital media.	Sangkyun Kim et al. (2019)	
		DME4	I share, forward and discuss about the digital media content.		
Intention to use VR tourism (IVT)	Likelihood of use	IVT1	I intend to use VR Tourism to visit a destination in the future.	Ahn et al. (2013)	
		IVT2	I plan to use VR Tourism to visit a destination in the future.		
	Further motivation	IVT3	I will continue to use VR Tourism to visit a destination in the future.	Myung Ja Kim et al. (2019)	
		IVT4	I am willing to recommend VR Tourism as means of visiting a destination.		

Source: Made by the author (2021)

3.3. Data analysis

Descriptive statistical analysis provides basic features of data collected from the survey by statistical numbers of variables such as mean, standard deviation, kurtosis and skewness. The researcher uses SPSS software to analyze the descriptive statistic to get data summary, data distribution, analysis by demographic profile and normality test. PLS-SEM (Partial Least Square - Structural Equation Modeling) is a method for constructing predictive models when

the factors are many and highly collinear. It provides R^2 values and indicates the significance of relationships among constructs. PLS-SEM is also suitable for small sample size and nonparametric data distributions (Firdaus Basbeth & Mohd Asrul Hery Ibrahim, 2018). To conduct an analysis with the PLS-SEM method the researcher conducted a model analysis. The analysis is divided into two, namely the measurement model and structural model (Figure 2). The measurement model is used to measure existing indicators of the variables and can be used to measure the construct validity, while the structural model is used to analyze the relationship between independent and dependent variables (Wong, 2013). The researcher used SmartPLS software to conduct PLS-SEM analysis.

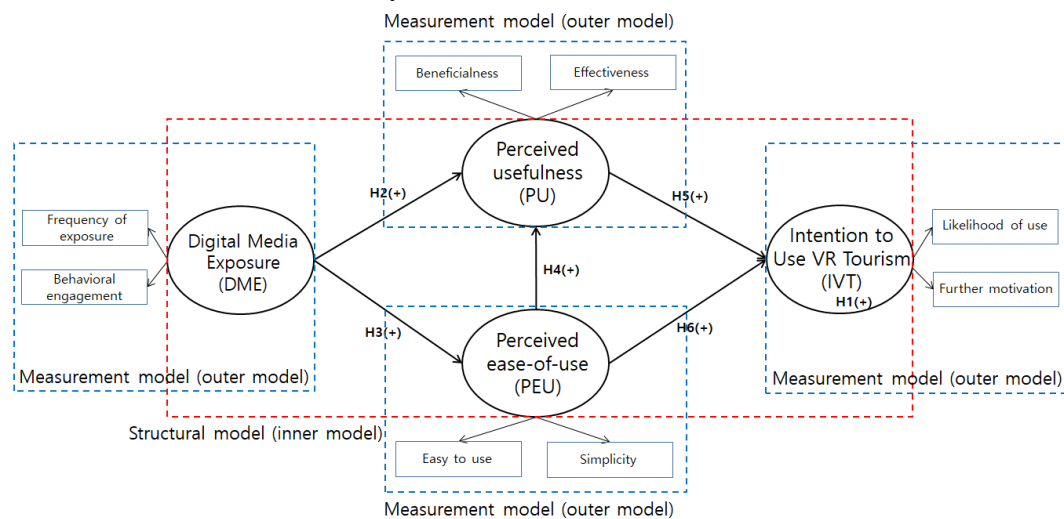


Figure 2. Conceptual model

Source: Made by the author (2021)

4. FINDINGS AND DISCUSSION

4.1. Respondent profile

The respondents of the research are Korean media viewers in Jakarta. The demographic profiles of the respondents such as gender, age, job, income level, satisfaction of internet connection, experience of VR technology are analyzed. Female respondents (59%) are slightly more than male respondents (41%). The majority of respondents are the age group of 20-25 years (46%) and 26-30 years (24%), followed by 31-35 years (15%), 36-40 years (11%), and above 40 years old (4%). Most of respondents are students (42%), followed by private employee (33%), public employee (14%) and others (9%). The income level of respondents are less than IDR 4 million (41%), IDR 4 - 6 million (20%), IDR 6 - 8 million (15%), IDR 8 - 10 million (14%) and greater than IDR 10 million (10%). Most of respondents are satisfied with their internet connection in very good (31%), good (51%) and moderate (17%). The profile of VR experience was based on the question of the respondents' personal experience of Virtual Reality (VR) technology. 77% of the respondents had an experience in VR technology.

4.2. Descriptive statistic

Descriptive statistic provides a general view of the data from the questionnaire using statistical measurements of the variables such as mean, standard deviation, variance, skewness

and kurtosis. The descriptive statistics of the variables are processed by SPSS software as shown in Table 2.

Table-2: Descriptive statistic

Statistic					
	PEU	PU	DME	IVT	
N	Valid	300	300	300	300
	Missing	0	0	0	0
Mean	4.1700	4.1983	4.2017	4.0883	
Std. Deviation	0.59809	0.58927	0.81719	0.79249	
Variance	0.358	0.347	0.668	0.628	
Skewness	-1.000	-0.940	-1.425	-1.118	
Std. Error of Skewness	0.141	0.141	0.141	0.141	
Kurtosis	1.221	0.887	1.375	0.825	
Std. Error of Kurtosis	0.281	0.281	0.281	0.281	

Source: Made by the author (2021)

All variables show mean values higher than 4.0. The mean values are analyzed based on the respondents' profiles in Table 5. In light of the mean values of IVT, males have a slightly higher IVT (4.106) than females (4.081), the group of above 40 years old has high IVT (4.292), the public employees show high IVT (4.250), the group of monthly income level - IDR 6 to 8 million has high IVT (4.278), the group of very good in internet connection satisfaction has high IVT (4.261), and the respondents with an experience of VR technology show a high IVT (4.199). To determine the significance of differences by the respondents' profiles, the normality of IVT distribution was first tested using the Kolmogorov-Smirnov statistic. The result shows that the Sig. value is 0.000 or less than 0.05, indicating that the distribution of IVT is non-normal or non-parametric. Therefore, the Wilcoxon Signed Rank Test (non-parametric alternative to t-test) is conducted to examine the significance of differences by the respondents' profiles based on non-normal data distribution of IVT. The result is shown in Table 3.

Table-3: Wilcoxon signed ranks test statistics

Pair	N	Mean Rank	Z	Asymp. Sig. (2-tailed)	
Gender - AVG_IVT	Negative Ranks	291	146.00	-14.821 ^b	0.000
	Positive Ranks	0	0.00		
Age - AVG_IVT	Negative Ranks	249	149.34	-13.638 ^b	0.000
	Positive Ranks	27	38.56		
Job - AVG_IVT	Negative Ranks	275	146.82	-14.387 ^b	0.000
	Positive Ranks	10	38.00		
Income - AVG_IVT	Negative Ranks	244	141.95	-12.570 ^b	0.000
	Positive Ranks	27	82.20		
Internet connection - AVG_IVT	Negative Ranks	273	146.51	-14.472 ^b	0.000
	Positive Ranks	10	19.00		
VR experience - AVG_IVT	Negative Ranks	291	146.00	-14.834 ^b	0.000
	Positive Ranks	0	0.00		

b. Based on positive ranks.

Source: Made by the author (2021)

The result shows that the Asymp. Sig. values of all pairs are 0.000 or less than 0.05. Therefore, there is a significant difference between the mean values of IVT and demographic profiles.

4.3. Measurement model

Measurement model indicates the relationship between indicators and variables. To evaluate the measurement model, internal consistency, convergent validity and discriminant validity are validated. The results of analysis are as follow in Table 4.

Table-4: Measurement model evaluation result

Variable	Indicator	Outer Loadings	Cronbach's Alpha	Composite Reliability	AVE
Perceived ease of use (PEU)	PEU1	0.833	0.829	0.887	0.663
	PEU2	0.853			
	PEU3	0.823			
	PEU4	0.742			
Perceived usefulness (PU)	PU1	0.821	0.847	0.897	0.685
	PU2	0.825			
	PU3	0.844			
	PU4	0.821			
Digital media exposure (DME)	DME1	0.907	0.918	0.942	0.804
	DME2	0.920			
	DME3	0.903			
	DME4	0.855			
Intention to use VR tourism (IVT)	IVT1	0.929	0.944	0.959	0.855
	IVT2	0.932			
	IVT3	0.939			
	IVT4	0.899			

Source: Made by the author (2021)

All of the indicators of the variables have outer loading values above 0.70, indicating that they are well constructed as indicators. Cronbach's Alpha and Composite Reliability are measured to validate internal consistency between the variable and indicators. All of the variables have Cronbach's Alpha and Composite Reliability values above 0.70, indicating that the indicators work as a set. Convergent validity is measured by the Average Variance Extracted (AVE) of the variables. The result shows that the AVE values are above 0.5, indicating that the different indicators can measure the same variable within the same concept. Discriminant validity is the extent to which a construct is truly distinct from other constructs by empirical standards. Cross-loadings are analyzed to assess the discriminant validity of the indicators. The result shows that each indicator's outer loading on the associated construct is greater than any of cross-loadings on other constructs, indicating that each indicator plays a unique role for the variable.

4.4. Structural model

Structural model indicates the relationship between the latent variables. The structural model is evaluated by path coefficient, collinearity issue VIF (Variance Inflation Factor), coefficient of determination R^2 and effect size f^2 are validated. And, the significance of the path coefficient is determined by the bootstrapping process. The result of analysis is as follow in Figure 3 and Table 5.

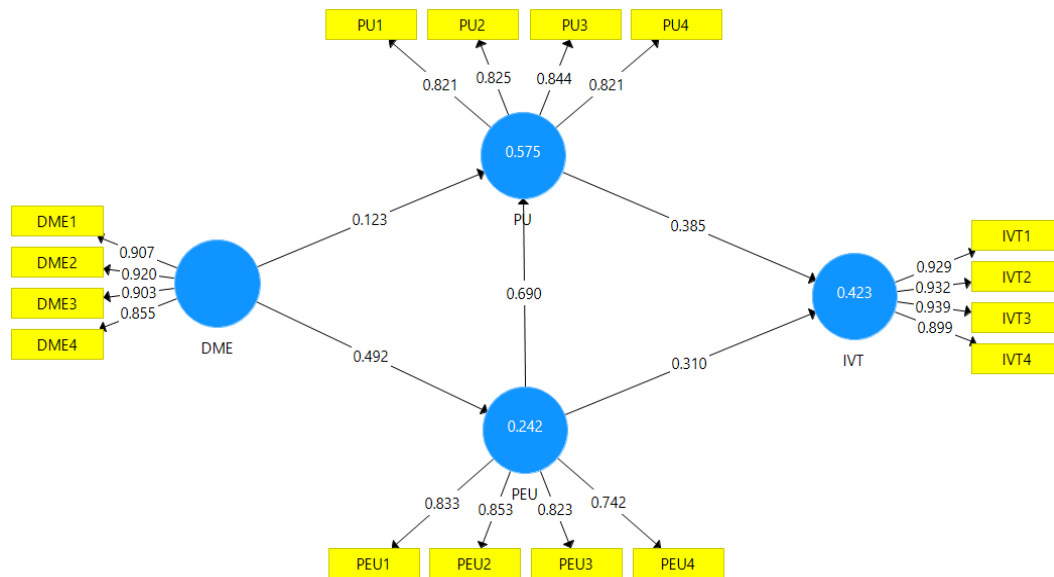


Figure 3. PLS-SEM algorithm results

Source: Made by the author (2021)

Table-5: Structural model evaluation result

Relationship	Path coefficient	VIF	R ²	f ²
DME → PU	0.123	1.319	0.575	0.027
DME → PEU	0.492	1.000	0.242	0.319
PEU → PU	0.690	1.319	0.575	0.848
PU → IVT	0.385	2.289	0.423	0.112
PEU → IVT	0.310	2.289	0.423	0.073

Source: Made by the author (2021)

Path coefficient indicates the strength of relationship between variables and path coefficients close to +1 indicate a strong positive relationship (Hair et al., 2014). PEU to PU (0.690) and DME to PEU (0.492) show strong relationships, PEU to IVT (0.310) and PU to IVT (0.385) show moderate relationships, and DME to PU (0.123) shows weak relationships. All of the relationships have VIF values lower than 5, indicating there is no collinearity issue. The coefficient of determination R² is used to evaluate the structural model and R² value ranges from 0 to 1, with higher levels indicating higher levels of predictive accuracy. R² values of 0.20 are considered high in disciplines such as consumer behavior (Hair et al., 2014). All of the endogenous latent variables have R² values higher than 0.20, indicating that the structural model is predictively accurate. The effect size f² calculates the change in R² to evaluate the endogenous constructs. f² values of 0.02, 0.15, and 0.35, represent small, medium, and large effects, whereas f² values less than 0.02 indicate that there is no effect (Cohen, 1998). PEU to PU (0.848) and DME to PEU (0.319) show large effect, PEU to IVT (0.073) and PU to IVT (0.112) show medium effect and DME to PU (0.027) shows small effect.

4.5. Hypothesis test

The hypotheses are tested by assessing a significance level of t-value and p-value. Hypothesis 1 is tested by two-tail t-test with a significance level of t-value higher than 1.96 and

p-value less than 0.05. To test H1, the null hypothesis H0 was set up to be rejected. H1: The level of intention to use VR tourism is above average ($\mu > 3.0$). H0: The level of intention to use VR tourism is below average ($\mu \leq 3.0$).

Table-6: T-test result of hypothesis 1

Variable	T-value	df	P-value. (2-tailed)	Mean Difference	95% Confidence Interval of the Difference		Remark
					Lower	Upper	
IVT	89.354	299	0.000	4.08833	3.9983	4.1784	Supported

Source: Made by the author (2021)

As shown in Table 6, the t-test shows that t-value is 89.354 (greater than 1.96) and p-value is 0.000 (less than 0.05). So the null hypothesis can be rejected and the alternate hypothesis can be accepted. It means that the level of intention to use VR tourism is above average (high). Therefore, hypothesis 1 is supported. To test hypothesis 2, 3, 4, 5 and 6, the path coefficients' significances are assessed by bootstrapping computations of PLS-SEM. The bootstrapping samples are set to be 5,000. The one-tail t-test is used with a significance level of t-value higher than 1.96 and p-value less than 0.05.

Table-7: T-test result of hypothesis 2, 3, 4, 5 and 6

Hypothesis	Path coefficient	T-value	P-value	Remark
H2: DME → PU	0.123	2.139	0.016	Supported
H3: DME → PEU	0.492	8.756	0.000	Supported
H4: PEU → PU	0.690	15.497	0.000	Supported
H5: PU → IVT	0.385	4.213	0.000	Supported
H6: PEU → IVT	0.310	3.171	0.001	Supported

Source: PLS-SEM data process (2021)

As shown in Table 7, the result shows that t-values of H2 (2.139), H3 (8.756), H4 (15.497), H5 (4.213) and H6 (3.171) are greater than 1.96, and p-values of H2 (0.016), H3 (0.000), H4 (0.000), H5 (0.000) and H6 (0.001) are less than 0.05. Therefore, hypothesis 2, 3, 4, 5 and 6 are supported.

4.6. Discussion on findings

According to the result of hypotheses test, key findings are as follows. First, the level of the intention to use VR tourism is high in Jakarta. Surprisingly, the age group of above 40 years shows the highest intention to use VR tourism. It means that unlike other new technologies, VR tourism is interesting enough to appeal to Indonesians throughout all ages. Public employees show higher intention, which can be caused by the job security. Besides, 77% of respondents have already had a VR experience and certainly have a higher level of intention to use VR tourism with former experiences. The high level of satisfaction in ICT (82% of respondents are above “good”) can also explain the high level of intention to use VR tourism.

Second, digital media exposure (DME) has a significant positive effect on perceived usefulness (PU) of VR tourism in TAM. The mean value of digital media exposure (DME) is 4.201, which is the highest mean value in this research. It means that Indonesians frequently watch Korean media contents and are behaviorally engaged in it. The research also revealed that female, the age group of above 40 years and public employees show higher value of digital media exposure (DME) than others. The findings confirmed the previous researches on digital

media exposure, namely from Singh & Srivastava (2019) and Sangkyun Kim & Hua Wang (2012).

Third, digital media exposure (DME) has a significant positive effect on perceived ease of use (PEU) of VR tourism in TAM. The findings ascertained that digital media exposure (DME) plays a role as an external variable on TAM. Lehto et al. (2006) said that digital media experience makes people easier to use information technology, and it is confirmed in VR tourism through this study.

Fourth, perceived ease of use (PEU) has a significant positive effect on perceived usefulness (PU) of VR tourism. Davis et al. (1989) proposed that perceived ease of use (PEU) and perceived usefulness (PU) are basic constructs on intention to use technology in the original TAM, and their relationship. The findings ascertained the previous researches on the relationship between perceived ease of use (PEU) and perceived usefulness (PU), namely from Venkatesh & Davis (1996). It also confirmed the previous researches of VR application adaption from Namho Chung et al. (2015).

Fifth, perceived usefulness (PU) has a significant positive effect on the intention to use VR tourism (IVT). A number of studies have shown that the primary importance of perceived usefulness as a basic component of technology adoption in tourism settings (Davis, 1989, 1993; Venkatesh & Davis, 1996), and it is confirmed in VR tourism through this study. The findings ascertained the previous researches of the importance of perceived usefulness, namely from Huang et al. (2015).

Sixth, perceived ease of use (PEU) has a significant positive effect on the intention to use VR tourism (IVT). The findings ascertained the previous researches of the importance of perceived ease of use, namely from Casalo, L. V., Flavián, C., & Guinaliu, M. (2010). It also confirmed the previous researches on VR application adaption from Huang et al. (2015).

5. CONCLUSIONS AND RECOMMENDATIONS

5.1. Conclusion

This study aims to determine the level of the intention to use VR tourism (IVT) in South Jakarta, to analyze the relationship among perceived ease of use (PEU), perceived usefulness (PU) and intention to use VR tourism (IVT) using TAM (Technology Acceptance Model), and to investigate the external effect of digital media exposure (DME) on TAM with focusing on Korean media contents.

The study confirmed the hypotheses proposed based on the objectives. First, the intention to use VR tourism (IVT) is high in South Jakarta during the Covid-19 Pandemic. Second, perceived ease of use (PEU) has a significant effect on intention to use VR tourism (IVT). Third, perceived ease of use (PEU) has a significant effect on perceived usefulness (PU) of VR tourism, which shows the strongest relationship. Fourth, perceived usefulness (PU) has a significant effect on intention to use VR tourism (IVT). So this study confirmed the construct of TAM (Davis, 1989; Davis, Bagozzi, & Warshaw, 1989; Venkatesh, 2000; Venkatesh & Bala, 2008; Venkatesh & Davis, 2000; Venkatesh et al., 2003), and confirmed the previous research of VR tourism, namely from Myung Ja Kim & C. Michael Hal (2018) and Huang et al. (2013). Fifth, digital media exposure (DME) directly affects perceived ease of use (PEU) of VR tourism. Sixth, digital media exposure (DME) directly affects perceived usefulness (PU) of VR tourism. The results above confirm the previous research of digital media effect, namely from Lehto et al. (2006), Singh & Srivastava (2019) and Sangkyun Kim et al. (2018).

5.2. Implication

The findings of this study have both theoretical and practical implications. Despite the growing importance of VR tourism during the Covid-19 Pandemic and the popularity of Korean media content in Indonesia, there has been no research on intention to use VR tourism and the role of digital media exposure. First, this study contributes to empirically measure the intention to use VR tourism during the Covid-19 Pandemic in Indonesia. It found that there are many potential VR tourism users in Indonesia who perceive it as easy to use and useful. Second, this study theoretically validated the TAM (Technology Acceptance Model) construct of perceived ease of use, perceived usefulness and intention to use by applying to VR tourism. It implies that perceived ease of use is more likely to be important as a precedent variable to perceived usefulness and intention to use VR tourism based on TAM. Third, the finding of the significant effect of digital media exposure on intention to use VR tourism provides additional information to the previous literature on the hedonic motivation model in VR tourism (Myung Ja Kim et al., 2019). Fourth, this study empirically contributes to TAM by having digital media exposure as an external variable. Therefore, the results of this study can be applied to future studies on exploring intention to use cutting-edge technology with an external variable of digital media exposure based on TAM.

This study provides several practical guidelines for tourism industry in Indonesia such as VR device seller, VR tourism operator, developer, and marketer. First, this study found that Indonesians have a high level of intention to use VR tourism. The tourism industry needs to focus on these potential VR tourists. Therefore, VR commercial sectors can meet the demands of Indonesian tourists who are not allowed to travel abroad due to the social protocol. It also implies a high level of intention to purchase VR devices such as VR headsets. In addition, VR tourism developers should consider the socio-cultural characteristics of VR tourism. In this context, the developed societies such as Europe and South Korea can be attractive destinations in VR tourism by providing cultural awareness.

Second, the findings suggest that VR tourism developers should focus on attributes of easiness to use of the application, as perceived ease of use had a strong effect on perceived usefulness as well as a direct effect on intention to use. The VR platform should be designed as user-friendly to make users feel familiar with it quickly. The study also found demographic information that the age group of above 40 years had the highest intention to use VR tourism. Therefore, VR tourism developers need to consider old users, and try to make them feel less intimidated with the platform.

Third, this study recommends that VR tourism operators should focus on attributes of usefulness if they want consumers to become engaged in VR tourism. Above all, they need to analyze the needs of consumers in context of usefulness, such as where they want to go, what they want to see, and how they want to feel. A frequent update of contents in VR tourism can enhance usefulness, too. Then, VR tourism marketers can promote their VR products as useful, knowledgeable, and beneficial through social media and websites.

Fourth, this study confirmed the significance of the effect of digital media exposure on both perceived ease of use and perceived usefulness. The findings can provide the managerial implication for tourism industries. VR tourism managers and agents need to focus on the digital media audiences, and they can establish a target marketing plan on those audiences. For example, advertisement of VR tourism in popular media content such as movies and drama can

be effective. Especially, the findings revealed that the exposure of Korean media content is high in Indonesia, so VR tourism to Korea for cultural awareness can be attractive to Indonesians.

5.3. Limitations and Recommendations

Despite the study's contributions, it has several limitations that suggest future research directions. These limitations can provide a foundation for future studies to continue investigating intention to use new technology. First, this study was conducted over a few months with a cross-sectional time horizon. Future studies may explore the actual use of VR tourism with a longitudinal approach. The construct of perceived ease of use, perceived usefulness, digital media exposure and intention to use VR tourism can be observed over a longitudinal period of time, in order to find the actual usage of the technology during the Covid-19 Pandemic.

Second, the sample of this study was limited to 300 respondents in Jakarta. The larger sample, the better quality of research will be. In addition, Jakarta has 85% of internet user penetration while the average of Indonesia is 73.7% (APJII Indonesia Survey Center, 2020), therefore the findings may not be able to be generalized to other parts of Indonesia. Future studies could include a more diverse sample from regions outside of Jakarta. To generalize the findings of this study to Indonesia, future researchers should take into account the archipelago's features of Indonesia.

Third, this study only focused on four variables which are perceived ease of use, perceived usefulness, digital media exposure and intention to use VR tourism. There can be more variables that can affect intention to use VR tourism, such as technology readiness and perceived enjoyment. Future studies can investigate the relationship between digital media exposure and hedonic factors in VR tourism with TAM. Myung Ja Kim and C. Michael Hall (2018) suggested a hedonic motivation model in VR tourism and found a significant effect of consumers' perceived enjoyment on intention to use VR tourism in TAM. Therefore, future researchers could investigate the effect of digital media exposure on perceived enjoyment of VR tourism with TAM.

Fourth, the results of digital media exposure in this study are specific to Korean media contents which are very popular in Indonesia, and cannot be generalized to other cultures' media contents. Future studies may need to apply the digital media effect to other cultures or countries to make it generalizable or to determine whether there are any cultural differences of digital media effect on intention to use VR tourism.

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Temperament Types: Extraversion, Introversion and Interrelation between the Behavior Strategies in Conflicts in the Period of COVID Pandemics

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ABSTRACT

Spreading of coronavirus (COVID-19) has created significant socioeconomic and political problems in Georgia, just like all over the world and in this respect, the most severe factor was social isolation. Within the scopes of measures taken against infection, most part of the society was in self-isolation and this turned out to be the best opportunity to prevent spreading of coronavirus pandemics, as well as the risk factor for being in the same space with the violators. High rates of stress and anxiety created basis for fierce conflicts and regarding that the conflict, with respect of its nature, is interactive and it is never controlled by one person only, the objective and subjective factors of conflict impact the behavior style in conflict situation.

Being in conflict situation for long period negatively impacts human psychics and therefore, it is necessary to deal with it promptly and constructively. It is regarded that selection of the behavior style in conflict situation is not based on the situational factors or specific personal traits only and this implies that there is necessity of accurate measurement of the individual's personal traits. Therefore, the main goal of the work is to clarify the correlation between the temperament types and behavioral strategies in conflict situation, in the period of coronavirus pandemics, in the conditions of social isolation. Regarding the above goal, for studying of the behavior strategies, there was applied TKI Conflict Mode Instrument, and for assessment of the personality and his/her behavior, there was used Eysenck's Personality Inventory instrument, differences between the genders and age groups were analyzed based on demographic characteristics.

Keywords: Temperament Types. Behavior Styles in Conflict Situation, COVID Pandemics

INTRODUCTION

Significance of the issue: conflict, as confrontation and destructive phenomenon in the interpersonal relationships frequently becomes recurrent and it is associated with negative impacts on human psychics. Individuals' attempts to achieve their goals and satisfy their requirements, frequently are revealed in expanding of their interests, discordance of the values and resources distribution and, consequently, application of inadequate behavioral strategies results in creation of fertile soil for unresolved conflicts. Conflict is a social phenomenon characterized with special features, interrelations, forms and determines one or another aspect of social being, place and role of individual therein (Volkema, Bergmann, 1995).

Irrespective of the opinion of certain part of the scientists that the conflict is quite normal and even necessary phenomenon, allowing dealing with and elimination of the contradictions between the individuals and social groups, it should be admitted that in the process of existence of any society, there emerge social contradictions significantly harming normal rhythm of life, life standards, rules and behavior norms. It is frequently regarded that conflicts are everywhere and striving for violence is in the human nature, the conflict can be even presented as the most acceptable "way out" from the situation, allowing restoration of the broken relationships between the individuals (Mayer, 2000). The society permanently attempts to create the atmosphere free of violence, culture of peace and balance the incompatible interests of the social forces. The conflicts cause harm and delay psychosocial development of individual, cause stresses, mental disorders, undermining of health and destructive outcomes (Pruitt, Kim, 2004), which, in turn, causes special interest of the most of scientists, to develop the methods and instruments, by means of which the conflicts could be managed and regulated. For the last decades, particular attention was paid to the hypothesis that in the process of conflict escalation, the types of human temperament can be regarded as one of the main factors; that by identification of the temperament types, it is possible to predict possible behavior of individual in the course of the conflict. According to Jung, typology allows better understanding of individual's nature and regards that the individual's behavior depends on the psychological energy that can be oriented both, internally and externally, Consequently, the individuals were classified as introverts and extraverts and he distinguished four types of personality: thinking, emotional, sensitive and intuitional.

They state that to regulate the conflict behavior strategy selection does not take place only based on specific traits of the person. This process covers wider range of traits and for predicting conflicts resolution strategies, accurate measuring of the person's traits is of great significance (Musah, Zulkipli, Ahmad, 2015). To describe the actions, Thomas Kilmann has distinguished five behavioral strategies in the conflicts: avoiding, competing, collaborating, accommodating and compromising. To prevent conflict escalation and orient communication towards agreement, effective strategy is required. Strategy selection basically depends on satisfaction/non-satisfaction of the own interests and other's interests by the individual (Kilmann, Thomas, 2009). Regarding that each person is individual, characterized with special traits, special mental order and mental-creative image, it should be noted that in considering typology of that attributed traits can be regarded as the advantages only – not of purely psychological types but, rather, as the ones that differ from one another. It is regarded that personality type forms such behavior of the individual (Percival, Smitheram, Kelly, 1992) that is characteristic for him/her

only and taking into consideration of which, whether there is correlation between introversion-extraversion and selection of behavior strategy in conflict situation is one of the significant issues for research.

1. METHOD

Based on the research goal, there was studied correlation between individuals' temperament types (introversion, extraversion) and behavioral strategies in conflict situation, in the period of COVID pandemics, for direct questioning, there was developed the questionnaire based on **Thomas**–Kilmann Conflict Mode Instrument (TKI) and Eysenck's Personality Inventory (EPI) (Extraversion/Introversion).

H1: extraversion should be related to application of competing and compromising strategies while introversion – with collaborating and avoiding strategies.

H2: based on the employment sector (public, private) there is distinguished application of the behavioral strategies in the conflict.

H3: based on Eysenck's research scale, there will be identified the gender differences, in particular: female respondents are characterized with extraversion, while the male respondents are characterized with introversion.

Target group: research target group included citizens of Georgia, employed in the private and public sectors, aged between 18 and 55.

Selection: in this research there were applied non-probable selection methods – available selection and snowball. Research was conducted with 400 respondents. The research was conducted in Tbilisi, capital of Georgia and obtained results were processed with SPSS 23 software.

1.1 Participants

Of 400 respondents participating in the study, 59% were males and 41% were females (aged from 18 to 24 (9%), 25-34 (36%), 35-44 (40%), 45-55 (15%), $M=41$, $SD=11$). 80% of the respondents had higher education, 10% were the students, 9% had vocational and 1% - secondary education. All respondents were employed. 59.5% of the respondents assessed their family economic situation as the one with average income, 29% - as low income, 7.5% - as high income and 4% - as very high income. 41% of the participants were married, 20% - single and 39% - divorced.

1.2 Data collection procedure

For data collection the questionnaires were uploaded to Google Drive platform and the link to the questionnaire was sent to the respondents. Completion of the questionnaires was voluntary; in addition, the uploaded questionnaires guaranteed full anonymity. Completion of a questionnaire required about 20 minutes in average. Regarding that answers to all questions were required, all questions were marked as the obligatory ones.

1.3 Study restrictions

It is significant to mention the restrictions related to the research, due to which, because of remote questioning, equal access could not be ensured. In addition, selection set parameters

does not accurately represent general community and because of this, the results cannot be generalized over the entire community.

2. INSTRUMENTS

To achieve our goal, we have chosen quantitative method of research based on **Thomas – Kilmann Conflict Mode Instrument (TKI)** and **Eysenck's Personality Inventory (EPI) (Extroversion/Introversion)** instruments

Thomas – Kilmann Conflict Mode Instrument (TKI) is used for studying of the behavioral strategies in conflict situation (Kilmann, 1974). The questionnaire contains 30 statements and the respondent selects the statement that is most close to him/her. In describing individual's behavior types in the conflict situation, Thomas Kilmann applies two-dimensional model of conflict regulation, where one of the dimensions is regarding of the interests of the other individuals involved in the conflict and the other one implies protection of the own interests. Based on these two dimensions, K. Thomas distinguishes the following strategies of conflict regulation: competing, compromising, collaborating, avoiding, accommodation.

Eysenck's Personality Inventory (EPI) (Extroversion/Introversion) allows assessment of the characteristics of the person and his/her behavior. The research test included 57 questions, each requiring answers "yes" or "no". In Eysenck's two-factor extroversion and neuroticism model, regarding the individual's position on these two axes, based on Eysenck's diagram, the category to which the person belongs can be determined. Hence, by determining the person's position, the type of his/her temperament can be clarified.

Application of the mentioned instruments was conditioned by our goal: find out, whether there is statistically reliable correlation between the individual's temperament and selection of behavior strategy in the conflict situation. In particular, verify the thesis of our research, according to which extraversion is associated with application of the competing and compromising strategies, while introversion – with using of collaborating and avoiding strategies.

2.1 Results discussion and interpretation.

For processing of the research quantitative data, cluster analysis, cross-tabulation analysis, single-factor dispersion analysis, one-dimensional and two-dimensional analysis was used. Pearson coefficient of correlation, Cronbach's alpha and non-parameter χ^2 criterion was calculated. Processing of the research data yielded quite interesting results, according to which, significant differences were found by demographic characteristics.

Based on application of the mentioned statistical procedures, it turned out that there were distinguished two types of temperament (introversion, extraversion) and four characteristic groups (sanguine, choleric, melancholic, phlegmatic), the respondents were distributed in all four groups.

According to the position in Eysenck's introversion and neuroticism two factor model, taken by the individual on the mentioned two axes, the type of personality can be determined. Based on the data analysis, it was found that 43.6% of the questioned are phlegmatic, 34.5% - choleric, 16% - melancholic and 5.9% - sanguine.

For analysis of the Eysenck's questionnaire results, we calculated the reference points of the possible answers and it turned out that 50.8% of the respondents are situational, 43.6% - sincere and 5.6% - lie. Based on the provided data, we can state that the test is reliable.

Data processing by cross-tabulation analysis showed that selection of the behavior strategy in the conflict situation is associated with the type of temperament, in particular, the extroverts more frequently chose competing in the conflict situation (36%), compromising (29%) and collaborating (21%) strategies while the introverts chose avoiding (34.5%) and collaborating (27.1%).

Significant differences were found for different genders: the extravert males apply the competing (44.8%) and compromising (39.1%) strategies, introvert males chose competing (40.8%) and collaborating (37.3%) strategies. Female introverts apply avoiding (42%) and accommodating (33.4%) and female extraverts apply compromising (53.9%) and collaborating (28.2%) strategies. Cross-tabulation analysis showed that with respect of neuroticism, statistical difference by gender is significant. Accordingly, female respondents involved in the study are characterized with higher rate of neuroticism (43%) compared with the male respondents (32%).

To compare average values for different groups we applied dispersion analysis (ANOVA) to find out, whether the age was correlated with introversion – extraversion. Data processing showed that in 25-34 age group the extraversion rate was higher and with age, there is tend to introversion $P=0.048 < 0.005$.

In the context of gender, to find differences between the temperament types and ages, in the process of analysis there was applied ANOVA Table method, based on which we have measured differences between two groups: females and males, in relation to the age, by type of temperament. In male respondents there was no statistically significant difference found while in females there was significant difference, showing that over age of 25, trend to potential introversion increases. $P=0,027 < 0,005$

As for the differences by age, in the process of strategy selection in the conflict situation, there were found some differences, where, in the age group of 18-24, application of the competing and compromising strategies prevail, while in the age group over 45 years, individuals tend to apply compromising, collaborating and avoiding strategies. It should be noted that the difference is statistically significant $P=0,057 < 0,005$. In the study, applying X^2 criterion, there was calculated difference between age and neuroticism and there was found that the age does not affect neuroticism.

In the study, based on Eysanck's scale and Thomas and Kilmann scale, no statistically significant differences were found between the employment sectors (public vs. private). Small but not statistically reliable differences were found with marital status on the Thomas and Kilmann scale, where the married couples applied collaborating, compromising and accommodating strategies more frequently while the singles applied competing and compromising while the divorced individuals applied more frequently the competing and avoiding strategies.

CONCLUSION

In accordance with the goal of the work, there was studied correlation between the individual temperament types and strategies of behavior in conflict situations. As a result of data processing the following was established:

- ✓ Processing data using cross-tabulation analysis showed that selection of behavior strategies in the conflict situation are associated with the temperament type, in particular, the extraverts, in the conflict situation, more frequently apply the competing, compromising and collaborating strategies while the introverts – avoiding and collaborating strategies.
- ✓ Significant differences were found between genders, showing that the extravert males apply the competing and compromising strategies, introvert males chose competing and collaborating strategies. Female introverts apply avoiding and accommodating and female extraverts apply compromising and collaborating strategies.
- ✓ Data analysis showed that with respect of neuroticism, statistical difference by gender is significant. Accordingly, female respondents involved in the study are characterized with higher rate of neuroticism compared with the male respondents.
- ✓ Data processing showed that in 24-35 age group extraversion rate is high while with age, introversion rate tends to grow. Differences between the temperament type and age were found in the female respondents, where over age of 25, potential introversion rate tends to increase.
- ✓ Analysis of the results showed that in the age group of 18-24, application of the competing and compromising strategies prevail, while in the age group over 45 years, individuals tend to apply compromising, collaborating and avoiding strategies. No difference between the age and neuroticism was found.
- ✓ Processing of the obtained data showed that no statistically significant differences were found between the employment sectors (public vs. private). Small but not statistically reliable differences were found with marital status on the Thomas and Kilmann scale, where the married couples applied collaborating, compromising and accommodating strategies more frequently while the singles applied competing and compromising while the divorced individuals applied more frequently the competing and avoiding strategies.

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Governance and Economic Growth, Empirical Verification in the Countries of the CEMAC Zone

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ABSTRACT

This article deals with governance and its effect on the growth of countries in the CEMAC zone. Its interest is to show that "good governance" positively influences growth in the CEMAC zone and that these countries must undertake governance reforms to improve their economic growth and develop their economies because of their heavy dependence on oil prices volatility and the trend towards the global energy transition.

Our empirical attempt, with dynamic panel data (GMM) during the period 1996-2016, tries to clarify the effects of good governance on economic growth in the CEMAC zone. We test through the Kaufmann's governance variables the effect of good governance on economic growth on a sample of the six countries of the CEMAC zone. The analysis of the simple and cross-cutting effects of governance variables on economic growth shows that governance acts positively on economic growth especially through the rule of law, the capacity to advocate and express and the effectiveness of government. In addition, the analysis shows that public consumption expenditure (i.e. size of government, increase in operating expenditures) and inflation negatively affect economic growth. This confirms the recommendation to these countries of the CEMAC zone to undertake reforms to improve governance and significantly improve their growth.

JEL Classification : B52, C19, O11, O43.

Keywords: Governance - Growth - Development - CEMAC

INTRODUCTION

At the end of the 1990s, most developing countries, especially those in sub-Saharan Africa, were unable to put themselves on the path of growth and sustainable development, despite the fact that the institutions Breton-Woods of a profound reform of their economy with the SAPs following the debt crisis. This finding has led development economists to reconsider their approach. Thus some authors have integrated into the theory, factors of good governance and the quality of institutions as may explain the failure of these countries.

In general, governance refers to sound management of development. However, the definition of the concept of governance evolves according to international institutions. Indeed, the World Bank defines good governance as "the way in which power is exercised in the public management of economic and social resources for development" (World Bank, 1996). With regard to Development Assistance Cooperation and the Organization for Economic Cooperation and Development (OECD), "good governance" is the exercise of political power as well as control within the framework of the administration of society's resources for economic and social development (OECD, 1993). On the United Nations Development Program (UNDP), "good governance" is defined by seven main characteristics: political legitimacy and accountability, freedom of association and participation, the existence of a reliable judicial system, accountability of bureaucracies, effective and efficient management of the public sector, and cooperation with the organizations of society (UNDP, 1995).

Its case of the countries of the CEMAC zone is interesting for more than one reason. Indeed, despite the abundant natural resources available to these countries, they continue to suffer from underdevelopment problems. Indeed, the perpetuation of the economy of rent, the downward trend in commodity prices since the 1980s and the economic crisis have only accentuated the vicious circle of underdevelopment around these countries. Also, the large revenue generated by the sale of oil has done much to weaken the state from an institutional point of view and has given rise to serious problems of good governance practice. By confirming in the literature the observation made on the countries of the CEMAC zone, some authors (Gelb, Auty, Sachs and Warner), through their work, designate by the expression "Curse of Natural Resources" the poor economic performance of countries richly endowed with natural resources. They thus highlight the existence of a statistically significant negative relationship between the share of primary exports in the gross domestic product (GDP) or in total exports and the growth rate.

For other authors such as Subramanian and Sala-I-Martin (2003), the "Curse of Natural Resources" is a purely institutional phenomenon. Thus, when we manage to control institutional quality, natural resources no longer have a direct negative effect on economic growth.

As for Mehlum, Moene and Torvik (2006), in their work, they came to the following conclusion: "If institutions are of good quality, natural resources promote growth. On the other hand, if institutions have seeds of predation, they lead to the transformation of natural resources into a curse. On the other hand, if the quality of the institutions is higher than a certain threshold, the negative effect of the natural capital is completely neutralized (United States, Australia,

Norway).
".

Regarding corruption, some authors such as Leite and Weidmann (1999) consider that the effect of natural resources on corruption is probably non-linear and especially that it depends on the type of natural resources. Indeed, according to Sala-I-Martin and Subramanian (2003), concentrated resources (oil, minerals) are more conducive to corruption than agricultural products or food.

According to Jean and Rufin (1996) and Collier and Hoeffler (2004), abundance of natural wealth is a relevant explanatory factor of civil wars. As for Collier (2005), he shows that democracy favors growth except in countries where natural rents are important.

Ross (2001) and Collier (2006) have found that the abundance of natural resources leads governments not to put in place effective fiscal institutions, particularly a sound fiscal system. As a result, they do not encourage them to pursue sound macroeconomic policies and promote economic development.

In the light of all this work, the important role that good governance can play on the long-term growth and development of countries endowed with natural resources is well recognized.

This article therefore addresses the question of the contribution of good governance to economic growth and economic development in the countries endowed with petroleum resources in the CEMAC zone. It has the advantage of bringing governance indicators into the same field of economic analysis and seeing their effect, not only on growth but also on the economic performance of CEMAC countries with natural resources.

The overall objective of the work is to study the relationship between the governance indicators and the economic performance of natural resource exporting countries in the CEMAC zone. In order to answer this question, we will:
► evaluate the impact of government effectiveness, the quality of regulation, the rule of law, political stability and violence, advocacy and expression capacity and the control of corruption on growth, respectively. Of these countries.
From these specific objectives, the following assumptions are made.

► The quality of governance has a positive influence on the economic growth of these oil-rich countries;

► Government effectiveness positively influences the economic growth of these oil-rich countries.

Following this introduction, we will present the stylized facts on growth and economic development in the countries of the CEMAC zone. Then, the literature review and the methodology are mentioned. And the last part traces the results of our research.

2. Stylized facts

The CEMAC zone alone has more than six million barrels in terms of proved reserves and accounts for more than 10% of Africa's oil production. According to BEAC, exports totaled 41 million tonnes in 2015, including 4.4 million for Cameroon, 11.1 million for Congo, 10.2 million for Gabon and 9.8 million for Gabon. Equatorial Guinea 5.6 million for Chad. This

oil windfall allows the countries of the zone to generate not less than 9.125,6 billion CFA francs (approximately 18,251 billion dollars) according to the official figures. Table 1 below provides information on the oil wealth, in terms of proven reserves in barrels, enjoyed by the countries of the CEMAC zone.

Table 1: Proven oil reserves of the CEMAC zone

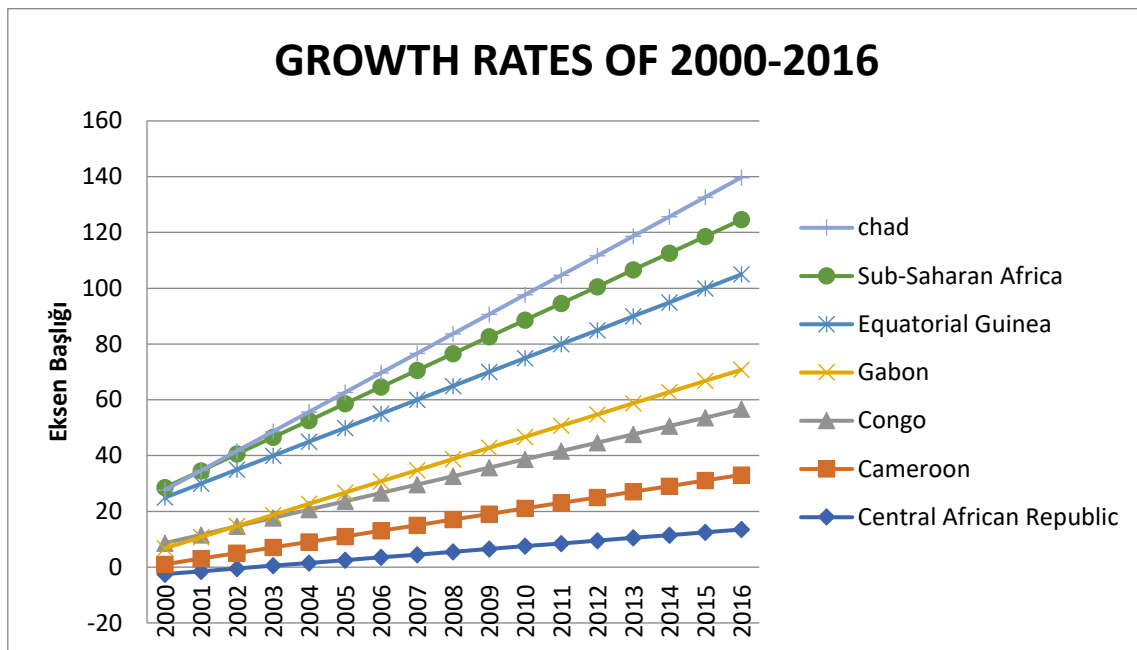
Countries	proven reserves (in barrels)
Gabon	2, 000, 000,000
Congo	1, 600, 000,000
Chad	1, 500, 000,000
Equatorial Guinea	1, 100, 000,000
Cameroon	200, 000,000
Central African Republic	0
TOTAL	6, 400, 000,000

Source: Source: CIA World Factbook

Apart from the Central African Republic (CAR) which officially has oil deposits but whose exploitation has not started yet due to socio-political instability, all the other countries have enormous resources. Looking at the growth of these countries, from the year 2000 to 2016, one realizes that the evolution of the GDP of these countries is relatively linear and increasing. It is worth noting that Chad, with its entry into the circle of oil-producing countries in 2003, has a growth above the Sub-Saharan average and Equatorial Guinea compared to the GDP growth of Sub-Saharan African countries. Whose exploitation in offshore has strongly contributed to the formation of the GDP of the country. Gabon, Congo and Cameroon have almost the same trend. Their rate of growth shows that these countries are entering the post-oil transition following a scarcity of new discoveries of deposits and a decline in production in these countries.

As for the Central African Republic, the enormous socio-political problem that it has dragged on since independence means that it has not been able to start exploiting its oil. On the other hand, the exploitation of gold, diamonds, etc. provides him with fairly substantial financial

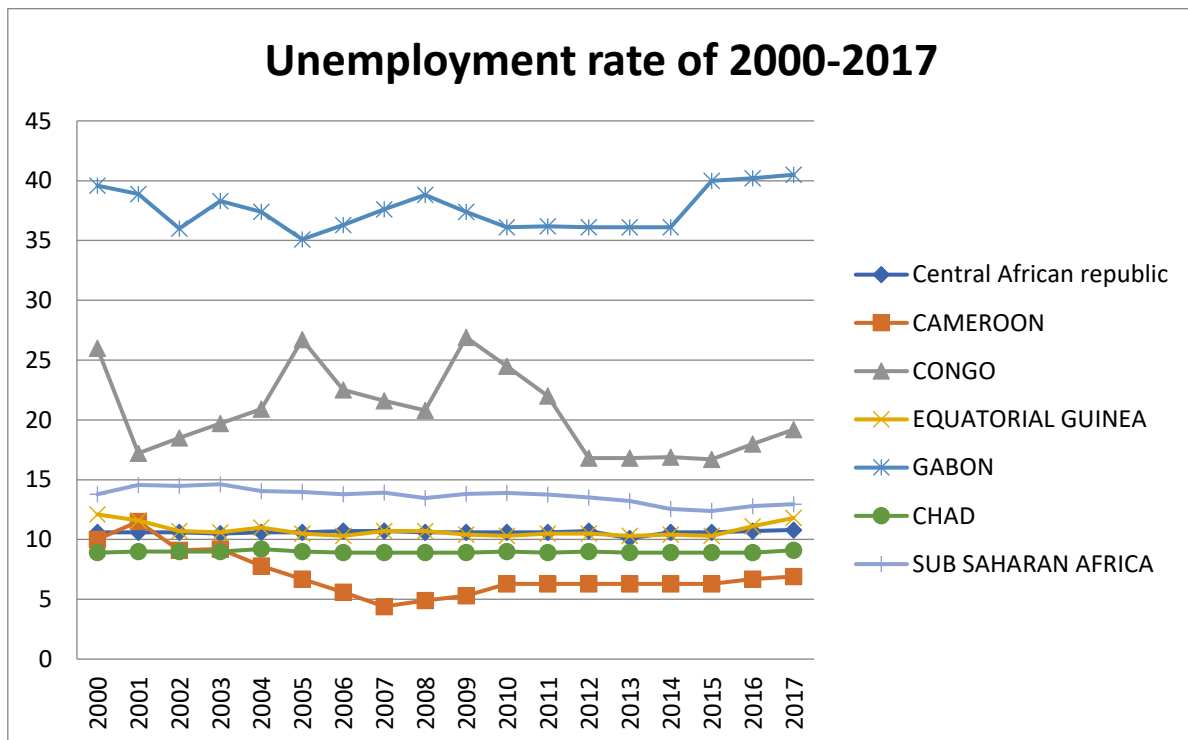
Figure 1: Growth Rates of CEMAC Countries (2000-2016) resources



Source: author from WDI database data

because of the downward trend of the price of a barrel on the world market (perverse effects of this volatility on the budget) and the strong dependence of these countries on oil.

Figure 2: Unemployment rate in the countries of the CEMAC zone (2000-2017)



Source: author from WDI database data

Life expectancy makes it possible to better understand the question of covering the basic needs of the population. Indeed, UNDP research and analysis has shown that there is a strong

correlation between life expectancy, improved standards of living and the economic development of countries. With regard to the CEMAC zone, the analysis of the graph shows that Gabon has the highest level of life expectancy over the entire period. The Congo has made a lot of efforts in the health infrastructure and has managed to exceed, since 2006, Equatorial Guinea, which was second in the region. Apart from these three countries, Chad and Cameroon have not reached the level of sub-Saharan Africa. The CAR closes with a gap of 7 points with the average of sub-Saharan Africa.

Another criterion for assessing the standard of living of the population is infant mortality. This criterion is very important for measuring the level of development of the countries of the zone. Thus, compared to the average level of sub-Saharan Africa, the CAR, with nearly 89%, is ranked last. This situation is explained by the fact that the country is experiencing and continues to experience socio-political instability. Then we have Chad where despite huge financial resources generated by oil exploitation since 2003 is the penultimate of the region. Equatorial Guinea is fourth, and Cameroon third. Only Congo and Gabon have managed to lower their infant mortality rate below the continental level, they are respectively second and first in the zone

Figure 3: Life expectancy in CEMAC countries (200-2015)

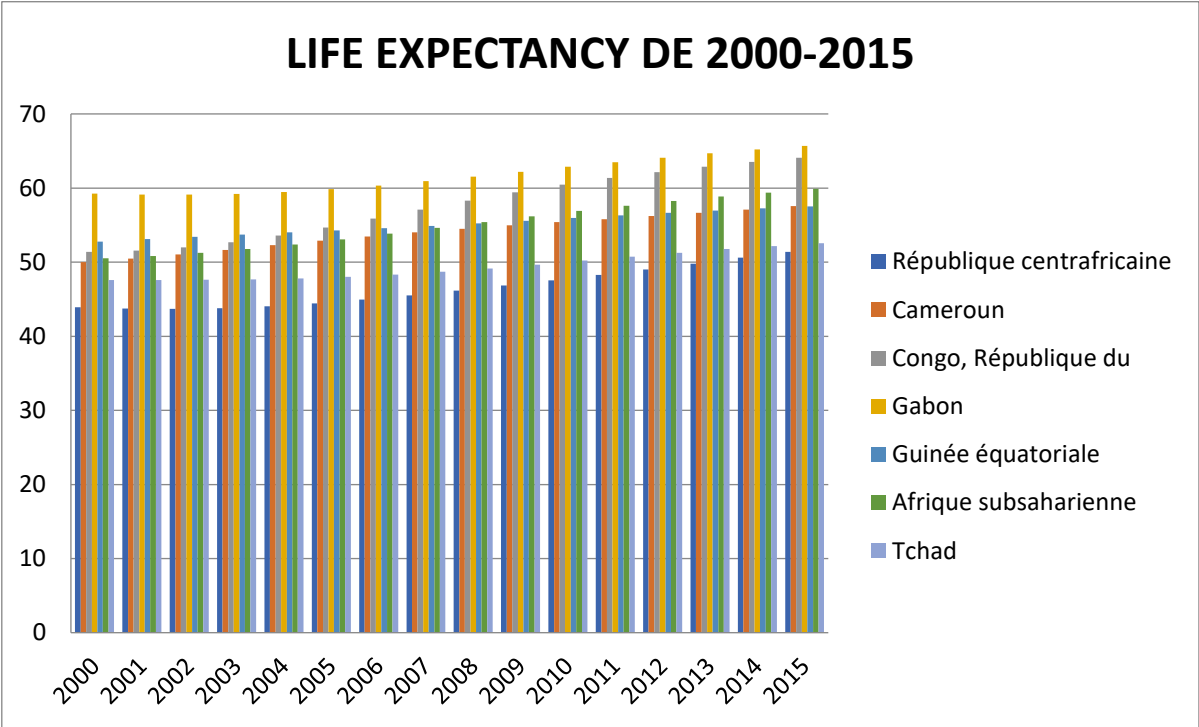
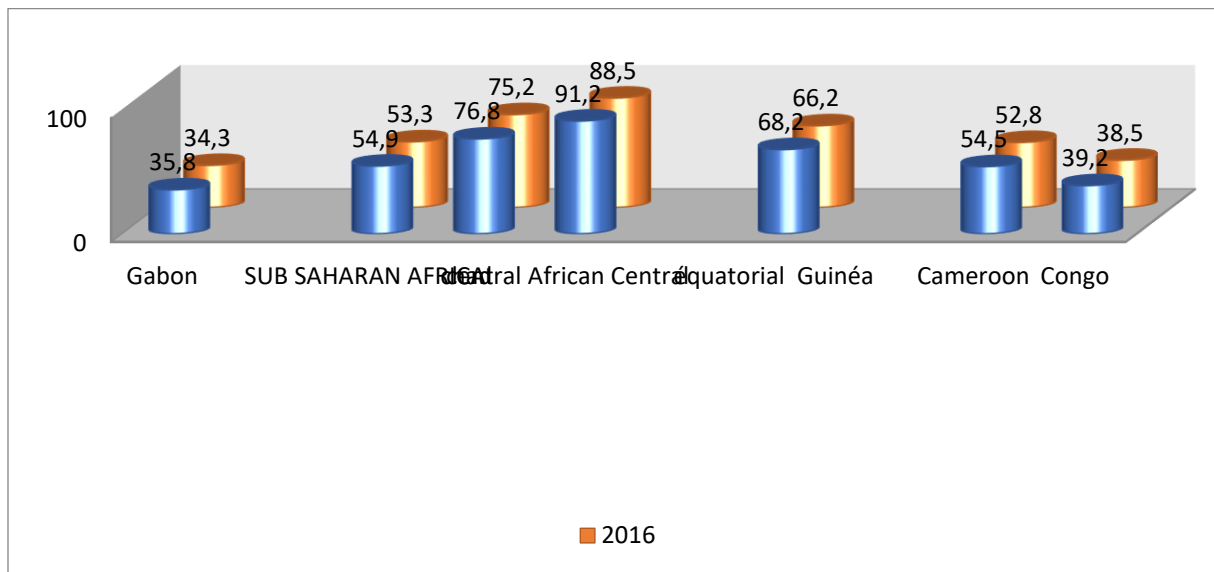
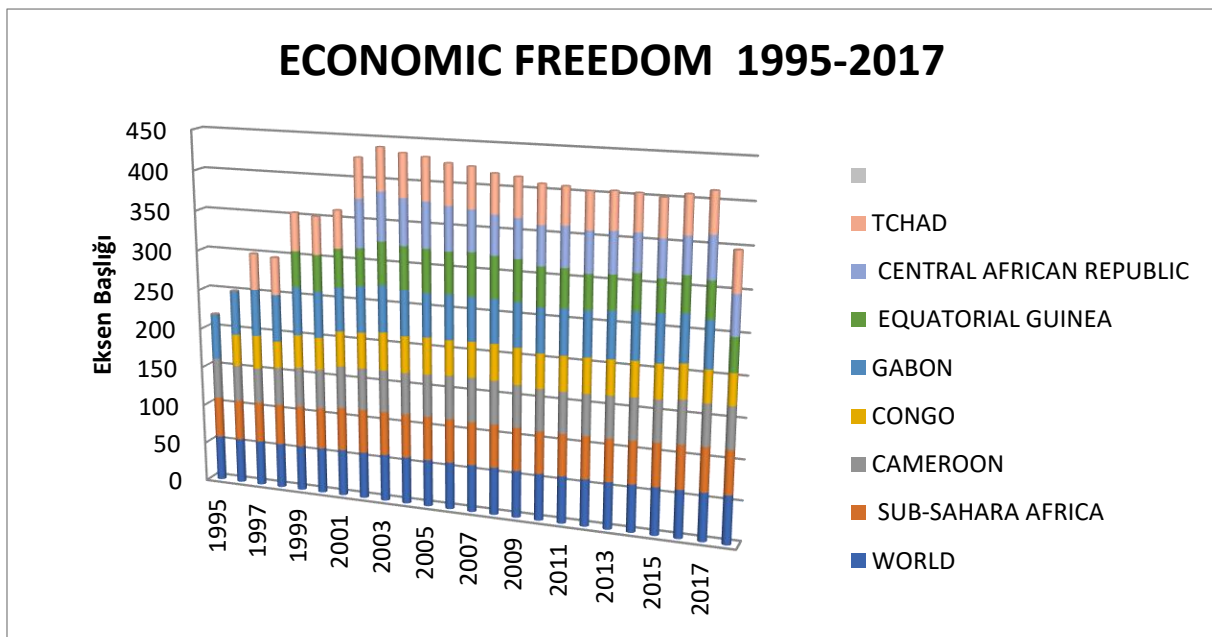


Figure 4: Infant mortality in CEMAC countries (per 1000 live births)



Source: author from WDI database data

Figure 5: Ranking of countries in the CEMAC zone according to Economic Freedom 1995-2017

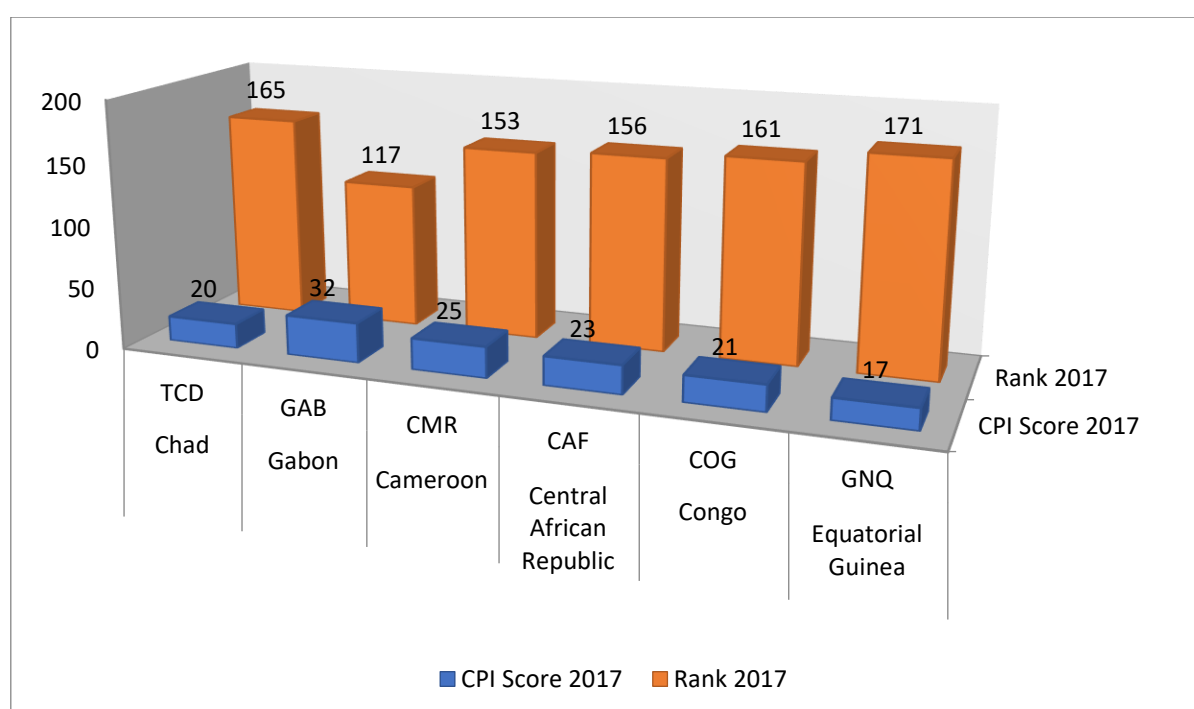


Source: Author, based on Economic Freedom

The Economic Freedom database has the advantage of measuring economic freedom on the basis of 12 quantitative and qualitative factors. These factors are grouped into four broad categories or pillars of economic freedom. These are: Rules of Rights (property rights, government integrity, judicial efficiency); Size of government (government expenditures, tax burden, tax health); Effective regulation (freedom of business, freedom of work, monetary freedom) and open markets (commercial freedom, freedom of investment, financial freedom).

Each of the twelve economic freedoms within these categories is measured on a scale of 0 to 100. Thus, the overall score of a country is obtained by averaging over the period 1995-2018 of these twelve economic freedoms by granting a weight equal to each of them. Taking the world average which is a score of 60 we note that sub-Saharan Africa is lagging behind with an average score of 53 points out of 100. But in the CEMAC zone the observation is that Gabon is the highest ranked the quality of economic freedom with an average score of 57 points, which is above the average for sub-Saharan Africa. Cameroon follows with 53 points; Chad and Congo follow with respectively 45 and 43 points. Equatorial Guinea and the CAR ended the podium with a respective average score of 39 and 36 points over the same period.

Figure 6: Ranking and scores of countries in the CEMAC zone according to Corruption Perceptions Index 2017



Source: Author, from the base of Economic Freedom

The NGO " Transparency International ", created in 1993 by Peter Eigen, focuses exclusively on the fight against corruption by producing an index based on various surveys and surveys, reflecting the perception of corruption, carried out by independent bodies. Also, the opinions of experts working in the public sectors and international institutions have been taken into account. With regard to the countries of the CEMAC zone, it was noted that for the year 2017, Gabon with the rank of 117 is the highest ranked with a score of 32 points. Then came Cameroon 153rd and RCA 156th. We also have the Congo 161st and Chad 165th. The last place in the ranking is Equatorial Guinea, considered the most corrupt country in the zone.

In view of the different stylized facts exposed, we realize automatically that despite the exploitation of oil and the financial windfall generated, the countries of the CEMAC zone have not experienced a change in the base of the production structure focused on development and

even that some basic needs of their populations are not covered. In addition, the quality of institutions is fairly average compared to other countries in sub-Saharan Africa. Before doing an empirical analysis and checking the effect of governance on growth and economic development in the area, we will first make a summary review of the work done on the issue.

3. Literature review

At the end of the 80s, the development economy will undergo a profound upheaval following the failures of structural adjustment programs (SAP) in Latin America but especially in Africa. The World Bank has indeed found that these economic reforms were incomplete when they were not accompanied by an institutional change. It then becomes aware of the scope of institutions and good governance. It is at this moment that a theoretical corpus will be developed around the question of institutions and governance.

It was not until the early work of Pionner North (1990), with the New Institutional Economy (NIE), to highlight the importance of institutional efficiency in explaining growth over the long term. Indeed, he asserts that institutions determine the fundamental structure of human interactions, whether political, social or economic.

In addition, Knack and Keefer (1995) find in their analysis a positive relationship between the different indicators of institutional quality (bureaucracy, property rights, political stability) and economic performance. Mauro (1995), focusing on the control of corruption, shows that the more countries have a very high index of corruption, the more they tend to have a very low level of growth. This conclusion is corroborated by the work of Gyimah-Brempong (2002), which involved a panel of African countries. This work has shown that corruption, by reducing the physical capital to be injected into the economy, reduces the economic growth of these countries. In the same vein, Mo (2001) came to the conclusion that a 1% increase in the level of corruption reduces the economic growth rate by 0.72%.

The work of da Silva et al. (2002) concluded that corruption is a "plague" for the economies of developing countries because of the low level of development of institutions that must protect property rights.

As for Chtourou (2004), he asserts that the quality of institutions impacts performance and economic growth in the long term through a reduction in transaction costs (risk limitation, disappearance of rigidities that deteriorate markets). Indeed, he concludes that the presence of failing institutions causes negative externalities (rent seeking, corruption, etc.) and also generates high transaction costs. On the other hand, if a country has an efficient legal system and property rights, this creates a very favorable environment for the accumulation and growth of capital.

Rodrik et al. (2004) have shown that when it comes to explaining income gaps between poor

and rich countries, institutional quality takes precedence over geography and international trade.

Kaufmann and Kraay (2002, 2003) explored the governance-growth interaction across several domains grouped into six broad indicators. They argue that levels of governance and per capita income are strongly correlated. Thus, good governance leads to an increase in the level of per capita income. However, the opposite (poor governance, for example) can lead to a stagnation of the economy as a result of negative growth rates.

Gylfason (2001) found that crowding out human capital, crowding out social capital, crowding out physical capital, and "Dutch Disease" are the four determinants that turn the blessing of natural resources into a curse.

For other authors such as Subramanian and Sala-I-Martin (2003), the "curse of natural resources" is a purely institutional phenomenon. Thus, when we manage to control institutional quality, natural resources no longer have a direct negative effect on growth. As for Mehlum, Moene and Torvik (2006), they came to the conclusion that "if institutions are of good quality, natural resources promote economic growth. On the other hand, if the institutions have germs of predation, they lead to transforming the fact of having natural resources into a curse."

Some authors such as Acemoglu, Johnson and Robinson (2001) have highlighted the weight of the colonial past through the history, geography and topography of some countries in setting up institutions. The more resistance there was, so the death of the first settlers in a territory, the more bad the institutions were. This territory became a colony of exploitation. Moreover, the fewer deaths there were, the stronger the institutions that were put in place.

As for corruption, some authors such as Leite and Weidmann (1999) consider that the effect of natural resources on corruption is probably non-linear and especially that it depends on the type of natural resources especially that the concentrated resources (oil, minerals) are more conducive to corruption than agricultural products or food (Sala-I-Martin and Subramanian, 2003).

According to Jean and Rufin (1996) and Collier and Hoeffler (2004), civil wars are one of the explanatory factors for the curse of natural wealth. Ross (2003) deepens the analysis by explaining that injustice, unequal distribution of rents and expropriation create frustrations among populations. The abundance of resources and the abandonment of the producing regions very often lead to secessionist tensions with the central government.

Ross (2001), Wantchekon (2002) and Collier (2005) show that the worst scores for democracy are those of oil-exporting countries. This situation hinders growth in these countries.

Auty (1998) and Mikesell (1997) have shown that the abundance of resources leads governments not to pursue sound macroeconomic policies leading to development. Rodriguez and Sachs (1999) add that this abundance of resources encourages governments to want to achieve everything at the same time and to live beyond their means.

Atkinson and Hamilton (2003) show that the main cause of the natural resource curse is the fact that the resulting financial windfall is used to finance public service recruitments and current public expenditures such as salary and subsidies.

Among the many works on the theme, one of the most surprising encountered is that of Brunnschweiler (2008). Indeed, this author shows that natural resources do not seem to have a negative effect on institutional quality. In addition, other results of this kind have been highlighted but with little robustness as to the different econometric specifications.

4. Methodology approach

Our empirical approach consists mainly of two stages. The first step is to test the direct effect of governance on growth. As for the second, it aims to test the effect of governance on growth with cross variables. This two-step empirical strategy has the advantage of allowing a good evaluation of the effects of the different variables and of testing more rigorously our different theoretical arguments.

When the theoretical model is identical, the coefficients are equal for all exogenous variables, and the constant is the same for all countries. The model can then be written as follows:

$$Y_{i,t} = \theta + \rho X_{1t} + \tau X_{2t} + \varepsilon_{i,t} \text{ Whith:}$$

$Y_{i,t}$ =The variable explained for the individual i at period t;

X_{1t} =The set of explanatory variables for the individual i at period t;

θ, ρ, τ = The parameters to estimate;

$\varepsilon_{i,t}$ =The term error for the individual i at period t.

Since our work covers several countries and covers several years, our empirical analysis used a panel of six countries in the CEMAC zone. As for the estimates, they were made with the Generalized Moments Methods (GMM) dynamic estimator using the STATA 12 software. The choice of this method was motivated by the fact that it allows to have robustness in our results while addressing the problems of simultaneity bias, inverse causality, and omitted variables (Blundell and Bond, 1998).

Presentation of the econometric model

Our econometric model is based on work on endogenous growth linking governance indicators to economic growth. It is given as follows:

$$\text{GDP} = f(\text{INGOV}, \text{TS}, \text{INF}, \text{DC}, \text{INV}, \text{OUV}) \quad (1)$$

With:

GOV = the 6 indicators of governanceNI

GDP = Gross domestic product per capita

TS = Secondary school enrollment ratio

INV = Total domestic investment (% GDP)

INF = Inflation

DC = General government consumption expenditure (% GDP)

OUV = Trade opening (exports plus imports as% of GDP)

Model specification

By transforming our function (1) into an equation, we obtain:

$$Y = \alpha_0 + \alpha_1 \text{INGOV}_{it} + \alpha_2 \text{TS}_{it} + \alpha_3 \text{INV}_{it} + \alpha_4 \text{INF}_{it} + \alpha_5 \text{DC}_{it} + \alpha_6 \text{OUV}_{it} + \varepsilon_{it}$$

Model to estimate

The present study seeks to see the effect of governance on the growth and development of the countries of the CEMAC zone, this step makes it possible to verify separately the effects of governance indicators on growth.

By transforming equation (2) in the light of our objectives of our work, we seek to estimate it without the control variables. Thus, we obtain:

$$\text{GDPht} = \alpha_0 + \alpha_1 \text{INGOV}_{it} + \varepsilon_{it} \quad (3)$$

GDPht : Gross domestic product per inhabitant

Then, taking into account the control variables, equation (2) becomes:

$$\text{GDPht} = \alpha_0 + \alpha_1 \text{INGOV}_{it} + \alpha_2 \text{TS}_{it} + \alpha_3 \text{INV}_{it} + \alpha_4 \text{INF}_{it} + \alpha_5 \text{DC}_{it} + \alpha_6 \text{OUV}_{it} + \varepsilon_{it}$$

(4)

Presentation of the variables

As part of our work, we estimate a linear model with panel data. To do this, we will start with a presentation of the variables we use in the estimation. Dependent variable: In our study, we selected as the dependent variable choice, the growth rate of GDP per capita (in real terms at constant 2000 prices). This choice is motivated by the fact that this variable integrates the population dimension in its field, which allows us to better understand growth in the countries of the CEMAC zone.

With respect to the explanatory variables, we retained:

High School Enrollment or Human Investment: Assuming that human capital contributes to production through the use of scientific knowledge and adaptation to innovations and diffusion of technologies, the sign predicts by theory of schooling on growth is positive (Msabimana 2017).

The investment rate (Total investment / GDP): This variable makes it possible to apprehend the effect of investments on growth because as long as the economy is not yet in the regular state, an additional investment is always generating economic growth.

The ratio of general government expenditure to GDP as a percentage: According to the anti-Keynesian theory, public consumption expenditure negatively affects economic growth through taxation, the crowding out of private sector investment and production, and rent seeking (Bergh A. and Henrekson M., 2010).

The consumer price index: It allows us to highlight the effect of inflation on growth because if inflation is high, it negatively affects economic growth and is a sign of great macroeconomic instability and generates information imperfections and uncertainties about the profitability of investments (Jeanneney GS and Kpodar K., 2008).

The degree of openness [(exports + imports) / GDP]: Economic openness can have positive effects when it stimulates exports and when imports help to increase production. Indicators of good governance: as part of our work we have retained those of Kaufman et al. (2009). These include:

Government Effectiveness, which measures perceptions of the quality of public services, the quality of government service and the degree of their independence from political pressures, the quality of the formulation and implementation of the policy, and the credibility of the government in relation to the commitment to such policies. This aspect of governance includes policies aimed at improving the efficiency of the public sector, including budget management, the government's ability to solve development problems, the quality of the infrastructure needed for business development, the degree of implementation of government decisions and coherence of political leadership.

Regulatory Quality measures the government's ability to formulate and implement sound policies and regulations that promote the private sector. Several elements including consistency and predictability in the interpretation of laws and regulations, distortions and complexity of the tax system, unfair competition practices, cumbersome administrative regulations, ease of doing business and rigidity of legislation are grouped under this aspect of governance. Rule of Law is an indicator of perceptions of the extent to which agents trust and comply with the rules of society, particularly the quality of contract implementation, the rights of property, police, and justice, just as the likelihood of crime and violence.

The fight against corruption (Control of Corruption), which measures the extent to which public power is exercised for private gain, including small and grand corruption. It also concerns the capture of the state by elites and private interests.

Political Stability, which measures the perception of the probability of destabilization or overthrow of government by unconstitutional or violent means, including terrorism. It brings together the internal and external causes of risks of political instability, conflicts between the components of society, strikes, violence and crime on the streets and threats of terrorism.

Voice and Accountability measures the way in which citizens of a country participate in the selection of their rulers and the freedom of expression, association and press. It covers several dimensions such as human rights, freedom of expression and association, freedom of the press, political participation of citizens, freedom of elections, transparency and equity in action government and the effectiveness of parliamentary control over public institutions.

Data Source

The introduction of the governance factor in the 20th century with the NEI in explaining economic growth is based on the importance of a sound institutional framework for reducing uncertainty. Indeed, it is the formal and informal institutions linking all social actors, including the state, that shape behavior and contribute (or not) to growth (Ould Aouda J. and Meisel N., 2007).

For the sake of homogeneity of data, we use those from the WDI and WGI databases given the difficulty in obtaining national data on the countries of the CEMAC zone. The study period selected is that from 1996 to 2016. Thus, our panel is made up only of the countries of the CEMAC zone. The CAR is included despite its peculiarity of not having started to exploit its

oil. However, it must be emphasized that its economy depends heavily on the exploitation of minerals, especially diamonds and gold.

Results of the empirical analysis

A descriptive analysis of economic variables (Table 2) reveals that the average growth rate of GDP per capita, between 1996 and 2016, of the six CEMAC countries is 5.11%. The highest growth (66.57%) was observed in 1996 in the economy of the Equatorial Guine. This rise coincides with the real upheaval experienced by this country with the discovery of the Zafiro oil field. Its GDP reached 232 million dollars that same year. In addition, the weakest growth (-36.69%) is observed in the CAR economy in 2013. The cause is to be found in a succession of socio-political crises that paralyze the economy of this country.

Regarding human capital, which is captured here by the secondary school enrollment rate, the average is 29.48% for the CEMAC zone. The highest rate is recorded in Cameroon (58.07%) in 2015 and the lowest rate is for Chad (8.46%) in 1996. As for inflation, in the area the average is 3.71%. However, in 2015, it saw a peak of 37.14% by the CAR following its post-election crisis, which has become a socio-political crisis that persists. The lowest rate (-8.97%) was found in Chad in 2007.

For general government final consumption expenditure, the average for the CEMAC zone is 11.28% of GDP. The Equatorial Guine broke the record (27.30%) in 2016 but also the smallest share of consumption (2.77%) it returns in 2005.

The average foreign investment in the zone is 7.31% with a peak of 161.82%, in 1996, in Equatorial Guinea in connection with the investments made for the exploitation of the country's first oil reservoir. The lowest rate was observed in Gabon during the same year. Regarding the degree of openness, we have an average of 50.03% over the period 1996-2016 for all six countries in the CEMAC zone.

The governance variables are all close to the average scale (-1.17%), which shows that governance issues in the CEMAC zone are problematic. Political stability and violence (Political Stability, PS), Democratic expression and accountability, (Voice and Accountability, VA), the effectiveness of public governance (Government Effectiveness, GE), the quality of administrative regulation (Quality of Regulation, RQ), Quality of Legal Proceedings, Rule of Law (RL) and Control of Corruption (CC) are variables showing how much good governance practices is very important.

Table 2: Descriptive statistics of the data

Variable	Obs	Mean	Std. Dev.	Min	Max
CRPIB	108	5.110	10.096	-36.699	66.579

TS	43	29.487	14.594	8.464	58.078
INF	104	3.7138	5.2409	-8.974	37.142
DS	108	11.284	4.4317	2.7360	27.304
INVPIB	108	7.3114	18.084	-8.589	161.823
DOUVERT	96	50.033	30.704	9.521	118.831
VA	108	-1.172	.35604	-2.000	-.32117
PS	108	-.7180	.7742	-2.699	.6365
GE	108	-1.160	.3629	-1.848	-.1991
RQ	108	-1.016	.3633	-1.676	.1753
RL	108	-1.172	.3556	-1.843	-.2058
CC	108	-1.183	.2549	-1.813	-.5907

Source: Author, from the results obtained with the STATA 12 software.

Analysis of correlation relationships between variables

The study of the correlation between variables is very important in econometric analysis because it allows us to determine and measure the nature and strength of the relationship between two variables considered. (Alemu Mangistu A. and Khan Ullah H., 2011). Thus the analysis of the correlation is made from the appreciation of the correlation coefficients of between -1 and +1. If the result is equal to 0, this means that there is no connection between the two variables taken into consideration. Moreover, if it is close to 1 then we have a positive and strong correlation; on the other hand if it is between -1 and 0 then it is a negative correlation.

Table 3: Correlation coefficients between GDP per capita and explanatory macroeconomic variables

	CRPIB	TS	INF	DS	INVPIB	DOUVERT
CRPIB	1.0000					
TS	-0.1822 (0.2423)	1.0000				

INF	0.0230 (0.8167)	-0.0712 (0.6499)	1.0000			
DS	-0.1517 (0.1170)	0.6898 (0.0000)	-0.1501 (0.1282)	1.0000		
INVPIB	0.6464 (0.0000)***	-0.2653 (0.0856)	0.0632 (0.5240)	0.2052 (0.0331)	1.0000	
DOUVERT	0.0572 (0.5800)	0.4076 (0.0067)	-0.1699 (0.0997)	0.4260 (0.0000)	0.0558 (0.5891)	1.0000

Source: Author, from the results obtained with the STATA 12 software.

The table above gives the correlation coefficients between GDP per capita and macroeconomic variables. The figures in the first column (in blue) represent the correlation coefficients between GDP per capita growth and the control variables used in the model specification. These results show a positive correlation between GDP growth and inflation. This positive correlation is quite ambiguous because in developing countries, especially in the CEMAC countries, inflation has a twofold character: imported inflation because of the structure of the trade balance but also because of monetary excess liquidity and fiscal inflation (growth of public spending to meet the desire to do everything at the same time) leads to an injection of a very large money supply into the economy (Girijasankar Mallik and Anis Chowdhury, 2001).

As for the degree of openness and foreign investment as a percentage of GDP, there is a positive correlation between these variables and GDP per capita growth. Moreover, this relationship is not statistically significant, and it will still be verified in the regressions of the econometric model.

There is a negative correlation between GDP growth and human investment and the ratio of general government expenditure to GDP as a percentage. Theoretically, this is very obvious because the increase in government consumption reduces the surplus of the fruits of growth that could be redistributed more efficiently.

For governance indicators, some correlation coefficients are negative for other positives as shown in the table below.

Table 4: Correlation coefficients between GDP per capita and governance indicators

	CRPIB	CC	RL	RQ	GE	PS	VA
CRPIB	1.0000						
CC	0.1868	1.0000					

RL	(0.0529)*	0.7144	1.0000				
	-0.0703	(0.0000)					
RQ	(0.4694)	0.6679	0.8030	1.0000			
			(0.0000)				
GE	-0.2009	(0.0000)			1.0000		
	(0.0371)**	0.6225	0.7816	0.8031			
	0.0052	0.0000	0.0000	0.0000			
	(0.9573)						
PS	0.1413	0.1402	0.6448	0.3525	0.4486	1.0000	
	(0.1445)	0.1479	(0.0000)	0.0002	0.0000	0.0033	
VA	-0.1451	0.8068	0.6336	0.7409	0.7077	(0.9726)	1.0000
	(0.1340)	(0.0000)	(0.0000)	(0.0000)	(0.0000)		

From this table, we find that the correlation coefficients are negative when considering the characters VA, QR and RL. It should be noted that of the three negative variables, only the RQ variable has a negative and statistically significant correlation at the 5% threshold. On the theoretical level, this negative correlation stems from the difficulties of the institutional environment, the fragile countries in the CEMAC zone. promoting true development. When the state is not able to create a truly reliable and attractive environment, economic activity suffers and it is difficult to hope for economic growth. (Torres M. M. and Anderson M., 2004). In addition, we find a positive and significant correlation for growth variables of GDP per capita and DC at the 10% level. It corroborates the theoretical arguments about the importance of the institutional environment in promoting a country's economic activity. Indeed, as poor governance leads to poverty, good governance has become a universal imperative for development policies and a key factor in creating trust in developed countries (Echoundi M. and Hafid H., 2011).

• Unit root tests

The application of unit root tests differs depending on whether the panel data or the simple time series are available. The panel data tests admit statistics in their asymptotic distribution according to a normal distribution.

For unit root tests, there are two types of tests: first-generation tests and second-generation tests. The first group includes Levin's tests (1993); from Levin and Lin (1992); Levin and Chu (2002); from Im, Pesaran, and Shin (1997, 2002,2003) and finally from Maddala and Wu (1999). All are from the tests of Dickey and Fuller (1979). As for the second generation tests born of those

previously stated, we have the tests of Choi (2002), Phillips and Sul (2003b) and Pesaran (2003). Unlike the first, these tests attempt to lift the hypothesis of independence by stating an interdependence between different individuals. Guillaumin (2008) shows the importance of applying these tests to better understand the properties of panels. Since the test of Maddala and Wu (1999) is one of the most powerful tests of the first generation leading to better results in comparison with other tests such as that of Levin and Chu (2002).

In this study we therefore favor Fisher-type tests which have the advantage of combining the tests of Maddala and Wu (1999) and Choi (2002) which are tests of two different generations applicable on the data of panel.

Table 5: Stationarity test on model variables (with ADF statistic)

Variable	Test de Fisher type			Décision
	Z	L*	Pm	
CRPIB	-3.5727*** (0.0002)	-3.8116*** (0.0003)	4.7840*** (0.0000)	I(0)
VA	-4.2727*** (0.0000)	-5.7483*** (0.0000)	8.3700*** (0.0000)	I(0)
DPS	-7.9771 (0.0000)	-10.4515 (0.0000)	16.2219 (0.0000)	I(1)
GE	-2.1889*** (0.0143)	-2.4988*** (0.0087)	3.2832 0.0005	I(0)
RQ	-2.5121*** (0.0060)	-2.5203*** (0.0083)	2.7660*** (0.0028)	I(0)
RL	-1.9411 (0.0261)**	-1.9183 (0.0318)**	1.8404 (0.0329)**	I(0)
CC	-1.2480 (0.1060)*	-1.6577 (0.0533)**	2.3740 (0.0088)***	I(0)
INF	-5.1892 (0.0000)***	-7.1670 (0.0000)***	11.8730 (0.0000)***	I(0)
DDS	-6.6103 (0.0000)***	-8.3181 (0.0000)***	12.4611 (0.0000)***	I(1)
INVPIB	-4.6417 (0.0000)***	-6.2193 (0.0000)***	9.2333 (0.0000)***	I(0)
DOUVERT	-1.7327 (0.0416)**	-1.8151 (0.0392)**	2.2038 (0.0138)***	I(0)

NB: Significance at 1% = ***, 5% = **, 10% = *; I (.) = Integrated (order of integration).
Source: Author, from the results obtained with the STATA 12 software.

The Fisher-type unit root tests performed show that of all our variables, nine are stationary at level ie I (0).

Only the two variables (DDS, DPS) are stationary in first difference, that is to say I (1). As part of this study, cointegration tests will be performed because not all variables are zero-order integrated.

• **Cointegration test**

Pedroni's tests have the advantage of taking into account the heterogeneity by means of parameters that can differ between individuals, we carry our on these tests. Thus, under the alternative hypothesis, there is a cointegration relation for each individual, and that the parameters of this relationship are not necessarily the same for each of the individuals of the panel, the results of the test are according to the table below.

Table 6: Result of the Pedroni cointegration test

	Panel v-Statistic	Panel rho-Statistic	Panel PP-Statistic	Panel ADF-Statistic	Group rho-Statistic	Group PP-Statistic	Group ADF-Statistic
Statistic	0.898162	-5.570412	-7.080042	-3.936891	-3513108	-8.442097	-3.832458
Prob	0.3363	0.0000	0.0000	0.0006	0.0002	0.0000	0.0001

Source: Author, from the results obtained with the STATA 12 software.

The results of the cointegration test show that there is a cointegration relationship between the DPS and DDS variables. Thus, we can conclude the existence of a cointegration relation between our variables.

• **Presentation and interpretation of the results of the estimates**

For our panel analysis, we use the least squares panel estimator variant. This choice is motivated by the fact that it combines the first difference equations with the level equations in which the variables are instrumentalised by their first differences. The equations alternately take into account economic growth indicators on the one hand, and governance indicators on the other.

Table 7: Results of estimates

The regressions, with the least squares panel, reveal that the models are generally good and that the hypothesis of the absence of autocorrelation of second order errors cannot be rejected. The table below gives the results of the estimates with the least squares panel.

Variables	Modèle 1	Modele2	Modèle 3	Modèle 4	Modèle 5	Modèle 6
DOUVERT	0.4910201 (0.001)***	0.2839478 (0.052)***	0.3457175 (0.012)***	0.2511381 (0.080)*	0.4336898 (0.005)***	0.3669694 (0.026)***
INVPIB	0.8009169 (0.001)***	0.9159014 (0.001)***	0.6850504 (0.013)***	0.7895601 (0.005)***	0.8372517 (0.001)***	1.020943 (0.000)***
DS	-2.886473 (0.022)***	-0.4550525 (0.711)	-2.072499 (0.120)	-0.7903692 (0.449)	-1.666239 (0.156)	-0.8950555 (0.444)
INF	-0.1365106 (0.465)	-0.2872767 (0.195)	-0.1792729 (0.370)	-0.1816351 (0.399)	-0.1609925 (0.431)	-0.2433948 (0.253)
TS	0.2693909 (0.111)	0.1537312 (0.425)	0.0598328 (0.742)	0.1316734 (0.478)	-0.0859727 (0.689)	0.2085122 (0.297)
VA	45.60697 (0.005)***					
PS		1.361699 (0.787)				
GE			24.71283 (0.062)*			
RQ				19.40721 (0.187)		
RL					41.1962 (0.051)**	
CC						16.32655 (0.299)
Constante	57.62092 (0.027)	-6.407136 (0.716)	38.3446 (0.171)	16.25455 0.478	58.74423 (0.112)	10.29762 (0.651)
Prob > chi2	0.0000	0.0011	0.0000	0.0003	0.0000	0.0007
Wald chi2(7)	40.92	24.17	32.13	27.50	31.73	25.21
Number of obs	29	29	29	29	29	29

NB: Significance at 1% = ***, 5% = **, 10% = *.

Source: Author, from the results obtained with the STATA 12 software.

The results show that in these countries there are problems with regard to:

Government effectiveness has a negative and significant effect on economic growth because the quality of public services, the quality of the administration's service and the degree of their

independence from political pressures, policies aimed at improve the efficiency of the public sector, including budget management, the government's capacity to solve development problems, the quality of the infrastructure necessary for the development of enterprises, the degree of implementation of government decisions and the coherence of political leadership are almost non-existent and lag behind in the creation of endogenous wealth.

The quality of regulation also has a negative influence on growth because the capacity of the government to formulate and put in place sound policies and regulations that allow the promotion of the private sector is non-existent in these countries. Several elements including consistency and predictability in the interpretation of laws and regulations, distortions and complexity of the tax system, unfair competitive practices, cumbersome administrative regulations, ease of doing business and rigidity of legislation of work, are very present in these countries and these countries are still poorly classified in the ranking of doing business each year.

The rule of law is another governance problem for these countries as their populations have lost confidence in the state due to abuses and authoritarian management, and particularly with regard to enforcement. contract enforcement, property rights, police, and justice, as well as the likelihood of crime and violence.

Corruption (Control of Corruption) has a negative effect on growth because this part of Africa grand corruption is very present because of oil exploitation and the fact that the circle of rulers only misappropriates resources and capital flight is regular, which has a very negative influence on growth in these countries.

The capacity for protest and expression (Voice and Accountability) makes it possible to encourage individuals to come forward and ask for an improvement in their standard of living from political leaders, this leads to a slowdown in economic activity and consequently, reduction in growth rate.

Thus, it should be noted that the governance indicators in the countries of the Cemac zone have a negative effect on growth, which confirms the work of Kaufman D., Kraay A. and Mastruzzi M. (2003).

Concerning the control variables, they have negative coefficients. These are the ratio of general government expenditure as a percentage of GDP to inflation. The results obtained are in agreement with the theoretical and corroborate the results of Barro and Sala-i-Martin (1995). Regarding secondary level enrollment or human investment (TS), investment rate (INVPIB) and openness (DOUVERT), the coefficients obtained are positive and statistically significant at the 5% level for models 1, 2, 3, 4,5and 6. For the governance variables, it should be noted that the effectiveness of the government, the quality of regulation, the rules of law, the fight against corruption, political stability and violence, the capacity for protest and expression have a positive and significant effect at the

10% level on per capita GDP growth. This confirms the work of Kaufman D., Kraay A. and Mastruzzi M. (2003).

Overall, from these estimates, two main conclusions emerge for the CEMAC area. The first is that good governance is non-existent in these countries, the second conclusion is that corruption especially grand corruption significantly reduces growth and above all leads to huge outflow of currency from these countries.

As for our control variables, the results of their coefficients respond to the signs predicted by economic theory, namely that foreign direct investment, the degree of openness positively influences growth and short-term human capital expenditure have a negative influence on growth

These results (findings) confirm our previous analysis and reinforce the robustness of our results.

CONCLUSION

Questions relating to governance and its influence on economic growth have given rise to several studies in recent years, the results of which have shown the existence of a significant relationship between the two variables. According to some authors this relationship may be positive while other authors find a negative relationship. In addition, this relationship is sensitive to the level of wealth of the countries. In view of these opposing results, we therefore wondered about the real relationship existing between governance indicators and economic growth in the countries of the CEMAC zone.

Thus, in the context of this article, we have combined descriptive and econometric analysis tools to analyze the question. Our model to be estimated is that of the panel least squares estimator. The descriptive analysis of the economic variables reveals that the average growth rate of the GDP per capita of the six countries of the CEMAC zone over the period 1996-2016 is 5.11%. The peak of this growth (66.57%) was observed in Equatorial Guinea in 1996 in connection with the discovery of the Zafiro oil field where its GDP reached 232 million dollars. On the other hand, the weakest growth (-36.69%) was recorded in 2013 in CAR due to the socio-political crises which paralyze its economy.

As for the econometric analysis, we estimated an economic growth equation specific to the CEMAC zone, taking into account macroeconomic variables and variables indicative of good governance. The results show that the quality of governance, through its indicators that we used, appeared clearly relevant in the explanation of economic growth. The poor quality of governance has a negative impact on economic growth, especially due to the inefficiency of the government, the poor quality of regulation within its countries, the rules of law are not applied, corruption is very present, especially the major corruption with the consequences of currency outflows from the area, finally this leads to an increase in capacity for protest and expression. These results thus confirm the conclusions of Kaufman et al. (2003), Barro and Sala – i – Martin (1995) and Mankiw, Romer and Weil (1992).

To promote good governance in the CEMAC zone, we propose some elements of economic policies which are in particular:

The fight against corruption because it undermines the proper functioning of markets and the efficiency of administration and justice. It degrades the image of the area with investors and slows down investment initiatives (making transactions and entering into contracts). Thus, it undermines the process of creating wealth and growth;

The establishment of strong and sustainable institutions to promote good governance, democratic alternation, efficient social justice and restore confidence between populations and their leaders;

Put in place policies aimed at improving the efficiency of the public sector including budget management, increase the government's capacity to solve development problems, improve the quality of infrastructure necessary for the development of enterprises;

Formulate and put in place sound policies and regulations that allow the promotion of the private sector including consistency and predictability in the interpretation of laws and regulations, distortions and complexity of the tax system, unfair competitive practices, cumbersome administrative regulations, the ease of doing business and the rigidity of labor laws;

This work presents certain limits which, in our opinion, would constitute avenues for future research in the extension of this thesis. These are, among others, the fact of: Not including in the study aspects relating to democracy and the sustainability of power due to a lack of data on the countries of the area.

We believe that these limits constitute new avenues of research which will make it possible to identify the most favorable and unfavorable factors for the effectiveness of governance.

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Dijitalleşme ve Covid-19 Pandemisinin Meslekler Üzerindeki Etkileri

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ÖZET

İçinde bulunduğumuz dönemde teknoloji alanında yaşanan hızlı gelişmeler yaşamın her alanında kendini hissettirmektedir. Uzun yıllardır iş dünyasından konuşulmakta olan evden çalışma, kısmi zamanlı çalışma, proje bazlı çalışma gibi kavramlar pandeminin yol açtığı çalışma şartları sebebiyle daha hızlı bir şekilde hayata geçirilmiş bulunmaktadır. Endüstri 4.0 devri ile özdeşleştirilen dijital dönüşümün bugün çalışma hayatı ve meslekleri dönüştürdüğü ve önümüzdeki yıllarda bu dönüşüm ve gelişimin etkilerinin hızla artarak devam edeceği öngörülmektedir. Bu çalışmanın amacı dijital dönüşüm ile birlikte tüm dünyayı etkisi altına alarak iş gücü ve mesleklerin dönüşümünü de etkileyen Covid-19 pandemisiyle birlikte işgücü ve mesleklerde ortaya çıkan değişimler ile yeni ortaya çıkması beklenen mesleklerin gerektirdiği beceri ve yetkinliklerin neler olduğuna ilişkin genel bir perspektif ortaya koymaktır. Bu amaçla alan yazımında dijital dönüşümün iş gücü ve geleceğin meslekleri üzerindeki etkileri üzerine yapılan çalışmalar betimsel bir yaklaşımla incelenmektedir. Ayrıca çalışma kapsamında, dijital dönüşümden etkilenecek meslekler uluslararası örgütlerce hazırlanan raporlar kapsamında incelenerek, ihtiyaç duyulacak yeni meslekler ve bu meslekleri icra eden insan kaynağında olması gereken yetkinlikler üzerinde durulmaktadır. Endüstri 4.0 etkenlerinin yanı sıra Covid-19'un sebep olduğu bu dönüşümde evden çalışmaya elverişliliği yüksek olan yazılım geliştirme, bilgi teknolojisi, web geliştirme, veri tabanı yönetimi, bilgi güvenliği analistliği ve yönetimi odaklı meslekler ön plana çıkmakta olduğu müşahade edilmektedir.

Anahtar Kelimeler: Dijital Dönüşüm, Geleceğin Meslekleri, Mesleklerin Dönüşümü, Covid-19

Effects of Digitalization and Covid-19 Pandemic on Occupations

ABSTRACT

In the current period, rapid developments in the field of technology make itself felt in all areas of life. Concepts such as working from home, part-time working, and project-based work, which have been talked about in the business world for many years, have been implemented more quickly due to the working conditions caused by the pandemic. It is predicted that the digital transformation, identified with the Industry 4.0 era, transforms working life and professions today, and the effects of this transformation and development will continue to increase rapidly in the coming years. The aim of this study is to present a general perspective on the skills and competencies required by the new professions and the changes in the workforce and professions with the Covid-19 pandemic, which has affected the transformation of workforce and professions by affecting the whole world with digital transformation. For this purpose, studies on the effects of digital transformation on the workforce and future professions are examined with a descriptive approach in the literature. In addition, within the scope of the study,

the professions that will be affected by digital transformation are examined within the scope of the reports prepared by international organizations, and the new professions that will be needed and the competencies that should be in the human resources performing these professions are emphasized. In addition to the factors of Industry 4.0, it is considered that in this transformation caused by Covid-19, professions focused on software development, information technology, web development, database management, information security analyst and management, which are highly suitable for working from home, come to the fore.

Keywords: Digital Transformation, Professions of The Future, Transformation Of Professions, Covid-19

1.GİRİŞ

21.yüzyılda dijitalleşmenin etkisiyle endüstriyel sistemlerde makine-insan birleşiminin yerini makine-makine birleşiminin alacağı değerlendirilmektedir (Aksoy, 2017: 38). Teknolojik yenilikler sonucu ortaya çıkan bilgilerin kullanılmasıyla endüstri devrinde yer alan bu değişim hızlı bir şekilde birçok alanda etkisini göstermektedir. Dijitalleşme ve endüstri 4.0 ile yaşanan değişimler bir çok yeni iş kolunun ortaya çıkmasına, iş gücünün otomasyon sistemlerine doğru yönleneceğine sebep olacağı değerlendirilmektedir. Ayrıca bu dönüşüm ile birlikte yeni meslekler, iş modelleri ve bu alanlara yönelik farklı istihdam çeşitlerinin ortaya çıkması da kaçınılmaz olmuştur (Yazıcı ve Düzkaaya, 2016: 49).

2019 yılı Aralık ayının son günlerinde Çin'in Wuhan bölgesinde ortaya çıkan ve çok hızlı bir şekilde yayılım göstererek tüm dünyayı etkisi altına alan Koronavirüs(COVID-19) dünya düzeninde birçok alanda değişikliklere sebep olmuş, ekonomik krizler baş göstermiş ve birçok iş kolu sorunlarla karşılaşmıştır. Kişiler arasında temasla bulaşma özelliği gösteren COVID-19 ile baş edebilme amacıyla hükümetler karantina tedbirleri başta olmak üzere birçok önemli tedbirler almıştır. Bu durum bireylerin yaşam, istihdam, iş ve mesleklerinde de büyük değişikliklere sebep olmuştur.

Post-COVID dönem için, dünya genelinde küreselleşme başta olmak üzere, havacılık, tedarik zinciri sistemleri, mobilizasyon gibi birçok alanda köklü değişimlerin yaşanacağı öngörülmektedir. Ayrıca uzaktan çalışma sistemleri, çevrimiçi üretime dahil olma, dijital ödeme sistemleri, uzaktan eğitim ve bilişim sistemleri gelecek dünyanın en önemli gündem başlıkları olacağı şeklinde değerlendirilmektedir. Endüstri 4.0 olarak tanımlanan dönemin temelinde endüstri ile bilişim sistem ve teknolojilerini aynı ekseninde birleştirme hedefi bulunmaktadır. Böylelikle yeni nesil yazılım ve donanımlarla, klasik donanımların aksine düşük maliyet, düşük enerji, düşük alan ve olabildiğinde az ısı üreten yüksek güvenlik ve performans üreten donanımlar ve yazılım sistemlerinin kullanılması öngörülmektedir. Bir diğer önemli bileşen ise tüm elektronik cihazların kendi aralarında veri alışverişi için kullanıldığı, birçok sensörle donatılmış, internet sayesinde akıllı elektronik sistemler olan nesnelerin interneti olarak değerlendirilmektedir. Endüstri 4.0 ile birlikte üretim sürelerinin mevcuttan kısalması, maliyetlerin azalması bunun yanında üretim adetlerinin ve üretilen ürünlerin kalitesinin artacağı öngörülmektedir. Bu sürecin COVID-19'un ardından daha hızlı bir şekilde etki alanının genişleyeceği beklenmektedir (<https://www.ntv.com.tr>).

Bu çalışmada dijital dönüşüm ile birlikte tüm dünyayı etkisi altına alarak, iş gücü ve mesleklerin dönüşümünü de etkileyen COVID-19 ile birlikte ortaya çıkan değişimler ve yeni ortaya çıkması beklenen mesleklerin gerektirdiği beceri ve yetkinliklerin neler olduğuna ilişkin genel bir perspektifin ortaya konması amaçlanmıştır. Bu amaçla alan yazınında dijital dönüşümün iş gücü ve geleceğin meslekleri üzerindeki etkileri üzerine yapılan çalışmalar betimsel bir yaklaşımla incelenmektedir.

2.COVID-19'UN İŞGÜCÜ ÜZERİNDEKİ ETKİSİ

COVID-19'un hızla yayılarak bireylerin sağlığını tehdit etmesi, farklı iş piyasalarının iş gücü arz ve taleplerinin yoğun bir şekilde etkilenmesine sebep olmuştur. Salgının bulaşını engellemek amacıyla hükümetlerin sınırlarını kapatmaları ve ülkelerinde yaşayan bireylerin birbiriyle temasını azaltmaya yönelik tedbirler ve uygulanan yasaklar, ekonomik faaliyetlerin büyük oranda azalmasına neden olmuştur. Bu süreçte birçok işletme küçülmeye gitmiş, bazı işletmeler ise gerek kendi tercihleri gerekse de hükümet önlemleri kapsamında geçici olarak faaliyetlerini durdurmuş veya yavaşlatmıştır. Bunun yanında birçok işletme de dijital ve mobil çözümlerle gerek tedarik zinciri süreçlerini gerekse de diğer faaliyetlerini devam ettirmeye çalışmaktadır. Tüm bu durumların sonucu olarak ise küresel ölçekte birçok birey gelir ve iş kayıpları yaşarken işletmelerde de dijital çözümlerin ağırlığı yoğun olarak hissedilmektedir (<https://www.bbc.com>).COVID-19 ekonomik sistem içerisinde yer alan her sektörü farklı düzeyde etkilemiştir. Dolayısıyla ortaya çıkan kriz ortamında işletmelerin ve sektörlerde faaliyet gösteren bireylerin de etkilenme düzeylerinde farklılık görülmektedir.

Tablo 1'de Ekonomik sistem içerisinde yer alan çeşitli sektörlerin COVID-19'dan etkilenme düzeyleri yer almaktadır.

Tablo 1: Ekonomik Sistem İçerisinde Yer Alan Sektörler ve COVID-19'dan Etkilenme Düzeyi

Sektörler	COVID-19'dan Etkilenme Düzeyi
Ticaret (toptan ve perakende)	Yüksek
Üretim sektörü	Yüksek
Emlak sektörü (İdari ve destek hizmet faaliyetleri)	Yüksek
Konaklama sektörü ve yiyecek hizmetleri	Yüksek
Ulaştırma, haberleşme ve depolama hizmetleri	Orta-Yüksek
Sanat ve eğlence gibi hizmetler	Orta-Yüksek
İnşaat sektörü	Orta
Madencilik sektörü	Orta
Sigorta ve finans hizmetleri	Orta
Tarım ve Ormancılık sektörü	Düşük-orta
Sağlık ve sosyal hizmetler faaliyetleri	Düşük
Eğitim hizmetleri	Düşük
Kamu hizmetleri(elektrik, gaz vb. üretim ve dağıtımı)	Düşük
Kamu yönetimi ve savunma; zorunlu sosyal güvenlik	Düşük

Kaynak: ILO (2020)

Uluslararası Çalışma Örgütü (ILO) verilerine göre, hayati önem taşıyan sağlık ve sosyal hizmetler faaliyetleri ile eğitim, kamu hizmetleri ve kamu yönetimi hizmetleri sektörlerindeki üretimin COVID-19'dan düşük düzeyde etkilendiği belirtilmektedir. Bunun yanında hükümetlerin aldığı kısıtlama tedbirleri ürün ve hizmetlere yönelik talebi azaltması ya da üretimde gerekli unsurlara erişiminin kolay olmaması sebebiyle bazı sektörlerdeki üretim faaliyetlerinin pandemiden yüksek oranda etkilendiği görülmektedir. Aynı durum gelişmekte olan ülkelerde de görülmektedir. Kayıt dışı işgücünün yüksek olduğu bu ülkelerde istihdam edilen bireyler COVID-19'dan en fazla etkilenen grupların başında gelmektedir (<https://oecd-development-matters.org>). Bu durumun nedeni ise bu ülkelerde yer alan bireylerin uzaktan çalışma yöntemlerinde çalışma imkânının olmaması olarak değerlendirilebilir. Gelişmekte olan

ülkelerde pandeminin gelir kaybı ve ekonomik etkilerinin yanı sıra, kayıt dışı istihdam içerisinde yer alan bireylerin sosyal güvence imkanlarına sahip olmaması, çalışırken virüsten korunma amaçlı hijyen kurallarına riayet etmemeleri ve sosyal mesafe kurallarına yönelik çalışma imkanlarının olmaması bu bireyleri COVID-19 etkenlerine daha açık hale getirmektedir.

Dijitalleşmenin iş yaşamında yaratmış olduğu etkiler ile pandeminin tetiklediği hızlı dönüşümün mevcut geleneksel iş yapış şekillerinde değişimi ve dolayısıyla da COVID-19 sonrası dönemde de gerekli becerilerde de değişimi beraberinde getirmesi kaçınılmazdır. COVID-19 ile birlikte birçok alanda görülen hızlı değişim ve dönüşüm, süreç öncesi öngörülen projeksiyonların da yeniden değerlendirilmesine sebep olmuştur.

3.GELECEĞİN MESLEKLERİ

3.1. Mesleklerin Geleceği ve Geleceğin Meslekleri

Dünyayı birçok yönüyle etkileyen COVID-19 salgını kültürel alanlardan ekonomik alanlara eğitimden sosyal hayata ve üretimden tüketime kadar uzanan bir dönüşüm ve değişim aşamalarını da beraberinde getirmiştir. Çalışma hayatında ise milyonlarca insanın işyerlerinin yerine evlerinde çalışma düzenine geçişi ile büyük bir değişimin yaşanılması kaçınılmaz hale gelmiştir. İşletmelerin hem müşteri hem de çalışanları için virüs bulaşmasını önlemek amacıyla aldıkları tedbirler, iş modellerinin hızlı bir değişimle dijitalleşmesini sağlamıştır. Endüstri 4.0 etkenlerinin yanı sıra COVID-19'un sebep olduğu bu dönüşümde evden çalışmaya daha elverişli olan yazılım geliştirme, bilgi güvenliği analistliği, web geliştirme, veri tabanı yönetimi, bilgi teknolojisi yönetimi ve muhasebe odaklı meslekler ön plana çıkmıştır. Yine daha önce çok popüler olmayan virüsleri araştıran bilim insanları virologlar, uzun süre evde kalınmasından kaynaklı kilo alımı problemlerinin önüne geçilmesi için diyetisyenler ve fizik tedavi uzmanlarına yönelim bu süreçte artmıştır. Ayrıca bu süreç COVID-19 salgınından ülkelerin ilk etkilendiği alanlar olarak kabul edilen sosyal politika ve sağlık sistemleri alanında da yeni meslek gruplarının ortaya çıkmasına neden olmuştur. Dünyaca ünlü iş arama platformu ZipRecruiter'in hazırladığı rapora göre bu meslekler (<https://www.indyturk.com>);

- İşletmelerde test sürecini yöneten; **COVID-19 Testçileri**;
- Kronik hastalığı olmayan; **COVID-19 Hasta Bakıcıları**;
- Risk altında olan bireyleri arayan ve pandemi süreci ve tedavileri hakkında bilgiler veren ve tedavi planlaması görevlerini üstlenen; **Virüs Takipçileri**;
- Çalışanların ve müşterilerin ateş ölçümleri görevlerini yerine getiren; **Ateş Ölçümcüler** olarak sıralanmıştır.

Salgının iş hayatında yaşattığı büyük değişimlerden biri ise firmaların dijital dönüşümlere entegre olabilmesi için teknoloji alt yapılarını güçlendirmeleri olmuştur. Dijital dönüşümden kaynaklanan bu değişim yeni iş alanlarının doğmasına da katkı sağlamıştır. Bu süreçte firmalar dijital dönüşüm uyum sağlayabilecek personelleri istihdam etmeyi amaçlamıştır. Bilişim Teknolojisi Finansal Analiz Uzmanları, Bulut Mimarları, Gelişim Operasyonları Mühendisleri ve Veri Uzmanları talep yoğunluğu yaşanan meslek grupları arasında gösterilmektedir. “ZipRecruiter”ın raporunda COVID-19 salgınının başladığı süreçten

itibaren yıldızı parlayan mesleklerin arasında ‘Siber Güvenlik Uzmanları’ dikkat çekmektedir. ”İstanbul merkezli Yeni Ekonomi Derneği, ‘Günün ve Geleceğin Meslekleri 2020’ başlığıyla hazırladığı raporunda geleceğin meslekleri olarak aşağıdakileri belirlemiştir (<https://www.yed.org.tr>);

- Akıllı Tarım Uzmanlığı
- Bilgi Teknolojileri Altyapı Uzmanlığı
- Bilgi Sistemleri Uzmanlığı
- Çocuk Gelişimi Uzmanlığı (0-6 yaş arası çocuklarının okuldan uzak kalması sebebi ile bu meslek grubuna ebeveynlere danışmanlık verme fırsatı doğmuştur)
- Dijital Satış ve Pazarlama Uzmanlığı
- Finansal Teknoloji Uzmanlığı
- Havacılık Uzmanlığı ve drone pilotluğu
- İş Zekası Danışmanlığı
- Malzeme Bilimi Uzmanlığı (Nanoteknoloji ve lazer işlemedeki gelişim, üç ve dört boyutlu yazıcılar ve farklı baskı yöntemlerinin ortaya çıkışı, malzeme bilimi ile lojistiği ön plana çıkarmıştır)
- Şehir Tasarımcılığı (Pandemi süreci kentsel tasarımın hayatımız için önemini ortaya çıkarmıştır)
- Kontrol ve Otomasyon Mühendisliği
- Mobil Uygulama Geliştiriciliği
- Tasarımcılık
- Proje & Ürün Yöneticiliği
- Strateji ve İş Geliştirme Uzmanlığı
- Tıp Mühendisliği ve Biyoenformatik Uzmanlığı
- Uluslararası Hukuk Uzmanlığı
- Yeni Medya Uzmanlığı
- Programcılık ve Web Tasarımcılığı

Oxford Üniversitesi tarafından yapılan araştırmaya göre ise; günümüzden 20 yıl sonra birçok meslek insansız olarak otomatik yapılacağı belirtilmektedir. Bu sektörlerin başında ise müşteri temsilciliği, lojistik faaliyetleri, ofis ve idari destek gibi işler gelmektedir (<https://www.hurriyet.com.tr>).

Günümüz dünyasında en çok araştırılan konulardan biri de dijitalleşme ve gelişen teknoloji ile birlikte iş gücü ve mesleklerin üzerindeki etkilerinden dolayı insan rolünün azalmasıdır. Bu doğrultuda dijitalleşmenin etkisi ile birlikte teknoloji işsizliği kavramı ile karşılaşılacağı değerlendirilirken, halen teknolojik işsizlik ile mücadelede nasıl bir yol izleneceği konusu ise yeterince ilgi görmemektedir (Choi ve Kang, 2019).

Uluslararası olarak faaliyet gösteren danışmanlık şirketi McKinsey araştırmasında “Endüstri 4.0 etkisiyle birlikte, bir işyerinde çalışan bireylerden 16 da birinin 2030 yılı itibariyle mesleklerini değiştirmek durumunda kalacağı” belirtilmektedir. “COVID-19 Sonrası İşimizin Geleceği” başlıklı bu araştırmada yer alan 8 ülkede, 100 milyondan fazla bireyin mesleklerini değiştirmek zorunda kalacağı ifade edilmektedir. Ayrıca raporda sosyal mesafenin çok

uygulanamayacağı meslekler olan turizm, eğlence perakendecilik, yeme içme sektörü üretim ve depolama, teknoloji temelli ofis işleri gibi mesleklerin de sağlık endişelerinden dolayı uzun vadede COVID-19 salgınından en çok etkilenecek işlerin başında olduğu belirtilmiştir. COVID-19 ve iş yaşamının konu edildiği başka araştırmalarda da olduğu gibi evden çalışma, elektronik ticaret ve otomasyon sistemleri, çalışma hayatında dönüşümü tetikleyen en önemli üç başlık olarak değerlendirilmiştir (<https://www.dunya.com>). Bunun yanında dünyada 400 ile 800 milyon arası kişinin 2030 itibarıyla işlerini kaybedebileceği ileri sürülmekle birlikte işsiz kalan bireylerden, 375 milyona yakının yeni iş sahalarında istihdam edileceği ifade edilmektedir (McKinsey, 2017).

Teknolojik gelişme ile birlikte işsizliğin artacağını savunanların yanında, teknolojik gelişme ile birlikte işsizliğin azalacağını savunanlar da bulunmaktadır (Efeoğlu ve Bozkurt, 2018: 293). Olumlu görüşe sahip bireyler teknolojik gelişmeler ile birlikte birçok mesleğin ortadan kalkmasına karşın yine bu gelişmelerle ortadan kalacak mesleklerden daha çoğunun ortaya çıkacağını savunmaktadır. Bu kapsamda özellikle rutin olarak değerlendirilen ve çoğunlukla beden gücüne mesleklerde azalmalar oluşurken, teknoloji temelli yazılım, donanım ve endüstriyel bakım gibi alanlarda daha fazla bir istihdam gereğinin oluşacağı beklenmektedir. 2018 yılında Endüstri 4.0'ın Türkiye'de meslekler ve istihdam üzerindeki etkisinin incelendiği bir çalışmada mesleki ve bilişsel işlerin rutin kısmında kayıplar olabileceği fakat bazı işlerde ise teknolojinin istihdam oluşturucu bir etkisinin olabileceği değerlendirilmiştir (Sumer, 2018).

Endüstri 4.0 ile yaşanan değişim Dünya Ekonomik Forumu'nun COVID-19 öncesi 2018 yılında hazırladığı "İşlerin Geleceği (Future of Jobs Report)" isimli raporunda da önemli yer tutmaktadır (WEF, 2018). Dünya Ekonomik Forumu tarafından hazırlanan "İşlerin Geleceği 2018" raporunda, 2023 yılına gelindiğinde günümüzde önemli olarak değerlendirilen beceri ve yeteneklerin yerini yeni becerilerin alacağı belirtilmektedir. 4. Sanayi Devrimi ile gelişen robotlar, otonom araçlar, yapay zeka teknolojisi, nesnelerin interneti, biyomedikal teknoloji ve gen bilimleri konuların toplumda daha çok gündem olacağı savunulmaktadır (Fırat ve Fırat, 2017). Bu yenilikler birçok sektörü de etkisi altına alarak yeni mesleklerin meydana geleceği öngörülmektedir. Bu rapora göre öne çıkacak bazı meslekler Tablo 2' de gösterilmektedir.

Tablo 2: İşlerin Geleceği 2018 Raporuna Göre Öne Çıkması Öngörülen Meslekler

• Veri İşleme Uzmanlığı	• Satış Ve Pazarlama Uzmanlığı
• Yapay Zekâ Ve Makine Öğrenmesi Uzmanlığı	• Bilişim Operasyonu Yöneticileri
• Büyük Veri Uzmanlığı	• Yazılım Ve Uygulama Geliştiricileri
• Dijital Dönüşüm Uzmanlığı	• Bilgi Teknolojisi Uzmanlığı
• Yeni Teknoloji Uzmanlığı	

Kaynak: (Fırat ve Fırat, 2017)

Mesleklerin geleceği konusundaki odak konu genellikle otomasyon sistemlerinin etkileridir. Fakat salt olarak otomasyon sistemlerine odaklanma ve diğer faktörleri hesaba katmama dar bir görüşü yansıtmaktadır. Çünkü günümüz dünyasında mesleklerin değişimi ve

dönüşümünü tetikleyen birçok faktör bulunmaktadır. Bu faktörler (<https://geturkiyeblog.com>);

- Teknolojik değişim
- Globalleşme
- Demografik değişim
- Çevresel sürdürülebilirlik
- Kentleşme
- Eşitsizliğin artması
- Politik belirsizlikler şeklinde sıralanabilir.

Dijital dönüşümün meslekler üzerindeki etkisini üzerine yapılan bir araştırmada, teknolojik dönüşümün etkisi 702 meslek üzerinden değerlendirilmiştir (Frey ve Osborne, 2017). Yapılan değerlendirmenin sonuçlarına göre dijitalleşmeden en çok etkilenecek olan meslekler ve en az etkilenmesi beklenen meslekler Tablo 3'te gösterilmektedir.

Tablo 3: Dijitalleşmeden En Çok ve En Az Etkilenecek Olan Meslekler

Dijitalleşmeden <u>En Çok Etkilenecek Olan Meslekler</u>	Dijitalleşmeden <u>En Az Etkilenecek Olan Meslekler</u>
• Tele pazarlamacılar	• Rekreasyon (eğlence) terapistleri
• Saat tamircileri	• Odyologlar
• Muhasebeciler	• Acil durum yönetim direktörleri
• Kütüphane teknisyenleri	• Zihinsel sağlık ve madde bağımlılığı sosyal çalışanları
• Sigortacılar	• Mesleki terapistler
• Kargo ve yük acenteleri	• Ağız ve çene-yüz cerrahları
	• Ortez ve protez uzmanları
	• Sağlık hizmetleri sosyal çalışanları
	• Diyetisyenler ve beslenme uzmanları
	• Yangınla mücadele ve önleme çalışanları

Kaynak: (Frey ve Osborne, 2017)

Dünyada yoğun olarak kullanılan sosyal iş ağı platformu LinkedIn, 2021'in meslekleriyle ilgili bir rapor hazırlanmıştır. Raporunda pandemi etkisi ile 2020 yılına kıyasla COVID-19'un ağırlıklı etkisi gözlemlenmektedir (<https://tr.linkedin.com>). Nisan ve Ekim 2020 arasında yıldan yıla en yüksek büyümeyi inceleyerek oluşturulan raporda 12 aylık değişim ile birlikte 2021'de en çok aranacak meslek çalışanları Tablo 4'te gösterilmektedir.

Tablo 4: 2021'de En Çok Aranacak Meslek Çalışanları

• Yapay zeka uygulayıcıları	• Dijital içerik uzmanları	• İş geliştirme ve satış uzmanları
-----------------------------	----------------------------	------------------------------------

• Veri bilimi uzmanları	• Eğitim uzmanları	• Sağlık destek personelleri
• Kullanıcı deneyimi (ux) uzmanları	• Hemşireler	• Kredi ve ipotek uzmanları
• Uzman mühendisler	• Dijital pazarlama uzmanları	• E-Ticaret çalışanları
• Profesyonel koçlar	• İnsan kaynakları danışmanları	• Ruh sağlığı uzmanları

Kaynak: (<https://tr.linkedin.com>)

Türkiye’de iş ve çalışan arayan bireylerin yoğun olarak kullandığı kariyer internet sitesi Kariyer. Net’te ise, COVID-19 etkisiyle hayatın birçok alanının etkilendiğini ve bu etkinin insan kaynakları politikalarında da derinden hissedildiği belirtilmiştir. Kariyer.net araştırmasına göre 2021 İnsan Kaynakları trendlerinin çoğunun, pandeminin çalışma dünyasını nasıl dönüştüreceğine odaklanmış durumda olduğu belirtilmiştir. Kariyer.net’e göre 2021 yılında insan kaynakları uygulamalarını belirleyecek 6 trend aşağıdaki gibi sıralanmıştır (<https://www.kariyer.net>);

- **Uzaktan Çalışma Ve Öğrenme:** Uzaktan çalışma ya da ofise dönme konusunda çalışanlar ve işverenler arasında farklı fikirler olduğu gibi şirketler arasında da farklı düşünceler bulunmaktadır. Yapılan araştırmalar değerlendirildiğinde, yöneticilerin çoğunun uzaktan çalışma yöntemiyle ilgili tedirgin oldukları görülürken, çalışanların yoğun bir bölümünün ise haftanın belli günleri dahi olsa uzaktan çalışmanın gerekliliğini savundukları görülmüştür.
- **Çeşitlilik, Eşitlik Ve Kapsayıcılık:** Çeşitlilik, eşitlik ve kapsayıcılık kavramları, 2021 yılı öncesinde önem kazanmaya başlamış unsurlardır. Bir işletme hangi sektörde faaliyet gösterirse göstere; cinsiyet, bilgi birikimi, deneyim vb. birçok konuda mümkün olduğunca zengin bir profile sahip olmak istemektedir.
- **Çalışan Sağlığı Ve Ruh Sağlığı:** Pandeminin etkisiyle 2020 yılında yaşanan zorluklardan sonra, çalışanlar tarafındaki iyileşmenin sağlanabilmesi için işverenlere büyük görevler düşmektedir. Bu görevin temel sebebi, çalışan refahının üretkenlikle doğru orantılı olmasıdır. Yani bir işletmenin çalışanın refah seviyesi ve motivasyonu mümkün olduğunca yüksek tutulduğunda, çalışan bireyin işletmeye kattığı değer sonucu verimlilik sonucu doğacaktır. Burada yapılacak çalışmalar şirket büyüklüğüne göre değişebilir; ancak önemli olan şirketlerin çalışanlarına mümkün olduğunca yanında bir destek olduğunu hissettirmelidir.
- **Bulut Tabanlı İnsan Kaynakları:** Tüm tedirginliklere rağmen uzaktan çalışma, hızla yeni normalin bir parçası haline gelmektedir. Giderek artan bir şekilde birçok şirket uzaktan çalışma formatını tercih ederken, 2021 yılının teknolojik araçlardan yararlanma oranının da artacağı bir yıl olarak değerlendirilmektedir. Slack, Trello, Teams vb. araçlar, bu geçiş için kritik öneme sahip olsa da İnsan Kaynakları yazılımının da bulut tabanlı olması önemli bir durum arz etmektedir. Bulut tabanlı İnsan Kaynaklarının İnsan Kaynaklarının çalışan verilerine anlık olarak erişim imkanı verilmesi ve buna göre karar

almasını sağlıyor olması ile iki tamamlayıcı faydasının olduğu değerlendirilmektedir.. Ayrıca bulut tabanlı self servis araçlar, çalışanlara verileri üzerinde çok daha iyi kontrol imkânı tanımaktadır.

- **Yapay Zeka Odaklı İşe Alım:** Bulut bilişimdeki artışla birlikte yapay zeka tabanlı algoritmalar, işverenlerin yetenek bulma biçiminde hızlı bir değişim yaratabileceği değerlendirilmektedir. Yetenek yönetimi için yapay zekâ ve sosyal medya etkinlikleri gibi çeşitli kaynaklardan yararlanarak, aday profillerinin detaylı bir şekilde incelenmesi işe alım süreçlerinde belirleyici bir aşamaya gelmektedir.
- **Gig Ekonomisi:** Gig kelimesi kısa süreli iş anlamına gelmektedir. Gig ekonomisi teknolojinin hızla gelişmesi ve insanların özgürce maddi kazanç sağlama istediği, yepyeni bir ekonomi şekliyle meydana gelmiştir. Uzaktan çalışma platformlarının sayısının artmasıyla birlikte serbest çalışanların oluşturduğu bu yeni ekonomi kavramının yakın gelecekte daha fazla iş dünyasının gündeminde olacağı değerlendirilmektedir.

3.2. Dünya Ekonomik Forumunun 2020 Raporu Işığında Geleceğin Meslekleri

Mesleklerin geleceği 2020 raporu Dünya Ekonomik Forumu tarafından yayınlanan ve her sene mevcut yapıda tüm dünyada meydana gelen küresel gelişmeleri dikkate alarak mesleklerin geleceğine ve geleceğin mesleklerine dair fikir veren bir öngörü araştırmasıdır. Mesleklerin geleceği başlığındaki bu raporda, iş yaşamına dair çerçeveli bir değerlendirme, sonrasında genel eğilimlerin incelenmesi ile sektörel nesil değişimi, işlerin yapılma yöntemlerinin gelişimi, önem kazanan ve önemi azalan mesleklere dair değerlendirmeler bulunmaktadır (<https://mediacat.com>).

Son olarak 2020 yılının Ekim ayında yayınlanmış olan Mesleklerin Geleceği araştırmasında ise hem 2020 yılına hem de gelecek yıllara önemli etkileri olacak olan COVID-19 pandemisi önemli bir etken olarak yer almıştır. COVID-19'un sebep olduğu global ekonomik durgunluk 2020 yılı içerisinde işgücü piyasasını da oldukça karamsar ve belirsiz bir yapıya büründürmüştür. Ana başlıkları, "İşlerin Geleceğini Takip Etmek, Pandemi Ekonomide İşgücü Piyasasının Görünümü, 2020-2025'te İşgücü Piyasası Gelişimi İçin Tahminler ve Kamu ve Özel Sektör İşgücü Piyasalarını Canlandırmanın Yolları" olan Mesleklerin Geleceği 2020 Raporu, teknolojik gelişim ve bunun etkilerine odaklanmaktadır. Rapor temel olarak aşağıdaki bulguları içermektedir (<https://www.weforum.org>):

- İş yaşamında teknolojinin etkinliğinin hız kesmeden devam edeceği veya sabit hızla devam edeceği öngörülmektedir. Bulut bilişimin benimsenmesi, büyük veri ve elektronik ticaret, gelişimde öncelikli alanlar olmaya devam edeceği değerlendirilmektedir.
- COVID-19 salgının getirdiği ekonomik durgunluk ile beraber değerlendirildiğinde otomasyon, çalışanlar için çifte bozulma-yıkılma riski yaratmaktadır. Buna ek olarak pandeminin neden olduğu mevcut sorunlar sebebiyle işletmelerce dijital dönüşümünün benimsenmesi sebebiyle görevler, meslekler ve beceriler üzerinde dönüşüm ve değişim öngörülmektedir.

- Gelecek 5 yıl içerisinde mesleklerde talep edilen becerilerin değişmesiyle bir yetenek ve beceri açığının yüksek olması beklenmektedir.
- Eşitsizliğin; pandemi etkisiyle yaşanan durgunluk ve teknolojik etkenlerin sebebiyle daha da kötüleşmesi muhtemel bir sonuç olarak değerlendirilmektedir.
- Çevrimiçi öğrenme ve eğitimde yükselişin devam edeceği öngörülmektedir.
- Gelecek beş yılda mesleklerin gerektirdiği becerilerin %40'ının değişeceği ve gerekli becerileri sağlaması gereken çalışanların %50'sinin yeni beceriler kazanmasının gerekliliği vurgulanmaktadır.
- Şirketlere, çevresel, sosyal ve yönetim unsurlarını daha iyi benimsemeleri için yatırım yapmalarının gerekliliği tavsiye edilmektedir.
- Kamu sektörüne ise, teknolojik dönüşümler ve pandemi etkisi ile risk altındaki veya işsiz kalmış bireylere yönelik beceri kazandırma ve vasıflandırma konusunda daha güçlü destek sağlanması önerilmektedir.

Mesleklerin geleceği 2020 raporuna göre 2025 yılına kadar en çok gereksinim duyulacak olan beceriler Tablo 5'te gösterilmektedir.

Tablo 5: 2025 yılına kadar en çok gereksinim duyulacak olan beceriler

• Analitik düşünce ve yenilik	• Aktif öğrenme ve öğrenme stratejileri	• Karmaşık problem çözüme
• Eleştirel düşünme ve analiz	• Yaratıcılık, özgünlük ve girişim	• Liderlik ve sosyal etki
• Teknoloji kullanımı, izleme ve kontrol	• Teknoloji tasarımı ve programlama	• Yılmazlık, stres toleransı ve esneklik
• Akıl yürütme, problem çözüme ve fikir oluşturma	• Duygusal zekâ	• Sorun giderme ve kullanıcı deneyimi
• Servis oryantasyonu	• Sistem analizi ve değerlendirmesi	• İkna ve müzakere

Kaynak: (<https://www.weforum.org>)

Mesleklerin Geleceği Raporunda önümüzdeki dönemde gündemde olacak meslekler de belirtilmiştir. Önümüzdeki dönemde sektörler arasında talebi artacak olan ilk 20 meslek Tablo 6'da gösterilmektedir.

Tablo 6: 2025'e Kadar Öne Çıkacak Meslekler

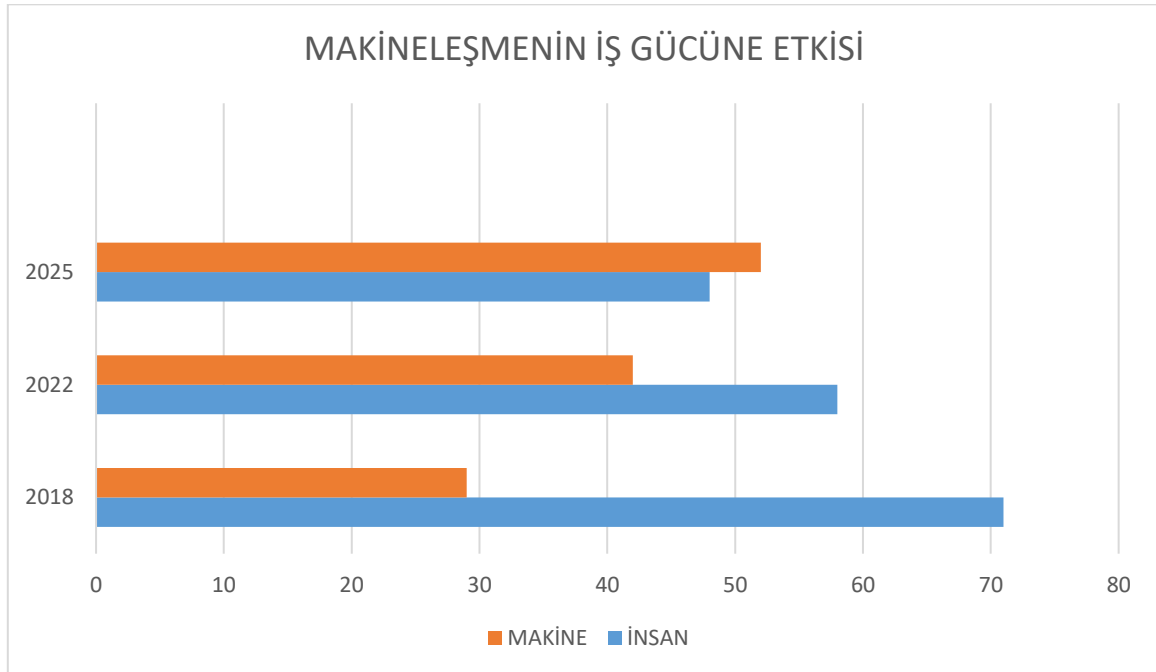
• Veri Analistliği	• Yapay Zeka Uzmanlığı	• Dijital Pazarlama ve Strateji Uzmanlığı	• Proses Otomasyon Uzmanlığı
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• İş Geliştirme Uzmanlığı	• Dijital Dönüşüm Uzmanlığı	• Bilgi Güvenliği Analistliği	• Yazılım ve Uygulama Geliştiriciliği
• Nesnelerin İnterneti Uzmanlığı	• Proje Yöneticiliği	• İşletme Hizmetleri Yöneticiliği	• Veri Tabanı ve Ağ Uzmanlığı
• Robotik Mühendisliği	• Strateji Danışmanlığı	• Yönetim ve Organizasyon Analistliği	• Fintech Mühendisliği
• Mekanik ve Makine Tamirciliği	• Organizasyonel Gelişim Uzmanlığı	• Risk Yönetim Uzmanlığı	• Büyük Veri Uzmanlığı

Kaynak: (<https://www.weforum.org>)

2020 Mesleklerin Geleceği Raporunda ayrıca gelişmiş ya da gelişmekte olan 26 ülkedeki 15 farklı endüstriyel sektörden derinlemesine bilgiler sağlanmıştır. Yapılan araştırma kapsamında işletmelerin yaklaşık % 43'ü, teknoloji entegrasyonu nedeniyle işgücünü azaltmaya hazır olduklarını, % 41'i göreve özel işler için yüklenici firma ve kaynak kullanımlarını artırmayı planladıklarını ve %34'ü de teknoloji entegrasyonu nedeniyle işgücünü genişletmeyi planladıklarını belirtmektedir. Araştırma yapılmış olan 26 ülkedeki 15 sektörde 2025 yılına kadar, insanlar ve otomasyon/makineler arasındaki yeni oluşacak iş paylaşımları nedeniyle orta ve büyük işletmelerde 85 milyon işi kesintiye uğrayacağı öngörülmektedir (<https://www.weforum.org>). Şekil 1'de makineleşmenin iş gücüne etkisi gösterilmektedir.

Şekil 1: Makineleşmenin İş Gücüne Etkisi



Kaynak: (<https://www.weforum.org>)

İşyerinde otomasyon ve dijitalleşme arttıkça talepte veri girişi, muhasebe ve idari destek gibi alanlardaki roller azalmaktadır. Şirket yöneticilerinin % 80'inden fazlası iş süreçlerini dijitalleştirme ve yeni teknolojileri devreye alma planlarını hızlandırdığını belirtmektedir. 2025

yılına kadar, işverenler işi insan ve makineler arasında eşit olarak paylaşacağını öngörülmektedir. Raporda yer alan en önemli verilerden biri ise önceki dönemlerde hazırlanan raporlar aksine, yeni işlerin oluşma süreci hız kaybederken, mevcut işlerin yok olması süreci hız kazanmaktadır (<https://www.weforum.org>).

3.3. Mesleklerin Geleceğinde beklenen 10 Yetenek

Dünya ekonomik Forumunca düzenli olarak yayınlanan raporlar incelendiğinde; 2010 yılında yayınlanan raporun 2015 yılına dair bir öngörü oluşturduğu, 2015 yılı raporunun 2020 yılına ışık tuttuğu ve Ekim 2020 de yayınlanan son raporun ise 2025 yılına dair bir fikir vermeyi amaçlandığı değerlendirilmektedir (<https://www.weforum.org>). Tablo 7’de yıllara göre iş hayatında belirlenen 10 yetenek gösterilmektedir.

Tablo 7:Yıllara Göre İş Hayatında Belirlenen 10 Yetenek

	İş Hayatında Belirlenen 10* Yetenek		
	2015	2020	2025
1	Karmaşık Problem Çözme	Karmaşık Problem Çözme	Analitik Düşünme ve İnovatif Olma (Yeni)
2	Başkalarıyla Koordine Etme	Eleştirel Düşünme	Aktif Öğrenme ve Öğretim Teknolojileri(Yeni)
3	İnsan Yönetimi	Yaratıcılık	Karmaşık Problem Çözme(Devam)
4	Eleştirel Düşünme	İnsan Yönetimi	Eleştirel Düşünme ve Analiz(Devam)
5	Müzakere Yeteneği	Başkalarıyla Koordine Etme	Yaratıcılık, Orijinallik ve Girişimcilik(Devam)
6	Kalite Kontrol	Duygusal Zekâ	Liderlik ve Sosyal Etkileme(Yeni)
7	Servis Yönetimi	Yargı ve Karar Verme	Teknoloji Kullanımı, İzleme ve Kontrol(Yeni)
8	Yargı ve Karar Verme	Servis Yönetimi	Teknoloji Tasarımı ve Programlama(Yeni)
9	Aktif Dinleme	Müzakere Yönetimi	Dayanıklılık, Stres Toleransı ve Esneklik(Yeni)
10	Yaratıcılık	Bilişsel Esneklik	Muhakeme ve Fikirleştirme (Yeni)

Kaynak: (<https://www.weforum.org>).

*Yetenekler raporda yer alan sıralamaya göre konumlandırılmıştır. Sıralama rapor bünyesinde önem arz etmektedir.

Tablo 7 incelendiğinde;

- 2015 yılı ve 2020 yıllarında kişisel beceri ve iletişim becerilerin ön planda olduğu görülmektedir.
- 2015 yılında ön planda olan 8 yeteneğin 2020 yılında da etkinliğini koruduğu görülmektedir.

- 2020 yılı için öngörülen 10 yetenek incelendiğinde 2015 yılından farklı olarak “Duygusal zekaya sahip olma ve Bilişsel Esneklik becerisine sahip olma” yeteneklerinin eklendiği görülmektedir.
- 2025 yılında bulunması gereken özellikler değerlendirildiğinde ise COVID-19 etkisi belirgin bir şekilde görülmektedir.
- 2025 yılında olması gereken 10 yetenek listesine 2020 yılından sadece 3 yetenek varlığını korumuş ve 2025 yılında da bu yeteneklerin meslekler açısından önemli olabileceği değerlendirilmiştir. 2020 yılında önemli olarak değerlendirilen ve 2025 yılında da varlığını koruyan yetkinlikler: “Karmaşık Problem Çözme”, “Eleştirel Düşünme ve Analiz” ile “Yaratıcılık, Orijinallik ve Girişimcilik ”unsurlarıdır. Bu yeteneklerin önem sıraları ise birer basamak düşmüştür.
- COVID-19 pandemisi etkisiyle 2025 yılı değerlendirilmesine dâhil olan ilk sıradaki yetenek: “Analitik Düşünme ve İnovatif Olmak” unsurudur. Bu tür Kriz zamanlarında öne çıkan “Liderlik ve Sosyal Etkileme” de listede 6. Sırada yer aldığı görülmektedir.
- COVID-19’un etkisi ile birçok işletmenin uzaktan çalışma sistemlerini tercih etmek zorunda kalmasıyla, 2020 yılının ardından da teknoloji tabanlı sistemlerin kullanımı ve uzaktan çalışma alışkanlıklarının süreceği değerlendirilmektedir. Bu nedenlerle “Teknoloji Kullanımı” ile “Teknoloji Tasarımı ve Programlama ”yeteneklerinin 2025 yılında da etkin olacağı vurgulanmıştır.
- 2020 yılı içerisinde önemi daha da net olarak anlaşılan dayanıklılık, stres toleransı ve esneklik gibi kendi kendini yönetme becerileri ise 2025 yılının iş hayatında önemli yer tutacak yetenekler olarak değerlendirilmektedir.

Tüm bu değerlendirmeler ışığında değişimin bir hayli hızlı yaşandığı günümüzde değişime ve gelişime uyum sağlayabilen, çevik, kendini ve organizasyonu geliştiren, iş sürekliliği ve dayanıklılığı önemseyen ve stratejik hareket için gerekli çalışmaları yürüten organizasyonlar ve devletlerin geleceğe daha güvenle bakması mümkün olacaktır. Bu bireysel yetkinliklerin de kazanılması kişisel olarak sağlanacak en önemli yatırımların başında gelmektedir (<https://www.linkedin.com>).

SONUÇ

Günümüz dünyası özellikle COVID-19 etkisi ve dijitalleşme ile birlikte yapay zeka ve otomasyon sistemleri ile bir değişim içerisindedir. İş hayatı ve meslekler de bu değişimden oldukça etkilenmektedir. Çalışma sistemlerinin daha esnek hale geldiği günümüzde, iş gücünün yeni yetkinlikler ışığında şekillendiği bir döneme doğru ilerlenmektedir. Bu çalışmanın amacı, dijital dönüşüm ile birlikte tüm dünyayı etkisi altına alarak iş gücü ve mesleklerin dönüşümünü de etkileyen COVID-19 ile birlikte işgücü ve mesleklerde ortaya çıkan değişimler ile yeni ortaya çıkması beklenen mesleklerin gerektirdiği beceri ve yetkinliklerin neler olduğuna ilişkin genel bir perspektif ortaya koymaktır. Bu amaçla alan yazınında dijital dönüşümün iş gücü ve geleceğin meslekleri üzerindeki etkileri üzerine yapılan çalışmalar betimsel bir yaklaşımla incelenmektedir.

Mesleklerin geleceklere ve 2019 yılından itibaren eğilimler incelendiğinde, özellikle Endüstri 4.0 devriminin getirdiği dijitalleşme üzerine yoğunlaşma olduğu görülmektedir. Bu durumu COVID-19 pandemisinin oluşturduğu yeni dünya düzeni de hızlandırmıştır. Endüstri 4.0'ın unsurları ele alındığında ise inovasyon odaklı bilgisayar programcılığı temelli mesleklerin artacağı değerlendirilmektedir. Okuma yazma becerisi ne kadar temel ve gerekli bir beceri ise Endüstri 4.0 döneminde de kod yazma, algoritma geliştirme becerisi o kadar gerekli bir beceri olacağı ifade edilmektedir (Sayın ve Seferoğlu, 2016: 1).

Geleceğin meslekleri içerisinde en çok dikkat çeken alanların başında bilişim teknolojileri gelmektedir. Bilgisayar mühendisliğinden, yazılım ve bilgisayar programcılığına ve yazılımcılığına kadar, geniş bir yelpazede yer alan bu meslekler; bankacılık, eğitim, sağlık, grafik dizayn ve ticaret olmak üzere hayatımızın her alanında yoğun olarak tercih edilen alanlardır. COVID-19 etkisiyle popülerliği yükselen mesleklerden bir diğeri de sağlık bilimleridir. Hekimlik, diş hekimliği, sağlık memurluğu, anestezi teknikerliği, ayak bakımı uzmanlığı, diş teknisyenliği, tıbbi sekreterlik gibi meslekler bu alanda değerlendirilmektedir. Tıbbın her branşı ilgi çekmekle birlikte günümüzde dış görünüşe verilen önemin artması ile özellikle estetik ve kozmetik içerikli branşlar ön plana çıkmaktadır. Sağlık hizmetlerinin iyileştirilmesine paralel olarak, dünya yaşlı nüfusunun arttığı görülmektedir. Bu doğrultuda yaşlı bakımı ile ilgili branşları da bu gruba dâhil edebilir. Örneğin, evde çalışan bakıcı, huzurevi ve bakımevi çalışanı, hemşire, psikolog, sosyal hizmet uzmanı, bakım memuru, geriatri uzmanı gibi hekimler ilerleyen yıllarda aranan profesyoneller arasında olacağı değerlendirilmektedir.

Dünyadaki farklı işgücü piyasalarındaki milyonlarca çalışanın, COVID-19'un hızlı yayılmasıyla iş ve gelir kayıpları yoluyla pandemiden ciddi şekilde etkilendikleri değerlendirilmektedir. Salgının yayılımını önlemek için devletlerin sınırlarını kapatmaları ve içeride de insan hareketliliğini azaltmaya yönelik olarak aldığı önlemler ile getirdiği yasaklar, ekonomik aktivitelerin kısıtlanmasına ve bu durumda yeni mesleklerin ve iş modellerinin gelişmesine neden olmaktadır. Bazı iş yerleri küçülmeye gitmekte, bazıları ise geçici veya kalıcı olarak kapanmaktadır. Bütün bu durumlar ise emek yoğun çalışmadan teknoloji yoğun çalışma sistemlerine geçişi hızlandırmaktadır.

Teknolojik değişimin çalışma yaşamının geleceği üzerindeki etkisi uluslararası ticaret hacmine, demografik yapıya kayıt dışı istihdam oranlarına göre ekonomiler üzerinde farklılık göstereceği değerlendirilmektedir. Bu değişikliklerin nasıl gerçekleşeceği ve gelir, eğitim, sağlık ve yeni işler açısından faydaların maliyetlerden daha ağır basıp basmayacağı; ülkelerin bu teknolojik değişimden yararlanmak, olumsuz etkilerini azaltmak ve faydaları tüm nüfus arasında yaymak için yürüteceği politikalara bağlı olacaktır. Bu süreci başarılı bir şekilde yürütmek hükümetlerin, düzenleyicilerin, kamu ve özel sektörün ve uluslararası kuruluşların işbirliği içerisinde olmaları hayati öneme sahiptir. Uluslararası kuruluşların yaptıkları birçok araştırmada ön plana çıkan meslekler üzerinde COVID-19 etkisi ve dijital dönüşüm ve değişimler, meslekleri icra eden bireylerin de teknolojik donanıma hakim olması gerektiği vurgulanmaktadır.

2019 yılı Aralık ayının son günlerinde meydana gelerek tüm dünyayı birçok yönden etkisi altına alan COVID-19 salgını ile birlikte hızına ivme katan otomasyon sistemleri, robotik yazılımlar, yapay zeka tabanlı hizmetler ve dijital teknolojiler gelişmekte olan ülkeler başta

olmak üzere birçok ülke için yeni işlerin meydana gelmesi ve istihdam alanlarının oluşması açısından fırsat olarak değerlendirilebilir. Dijitalleşmenin oluşturduğu bu değişim fırsatlarından yararlanmak için karar verici durumunda olan bireylerin, işletme yöneticilerinin ve kamunun yeni yetkinliklerin gelişmesine yönelik yatırımlar yapması önem arz etmektedir. Ayrıca Endüstri 4.0 etkenlerinin yanı sıra COVID-19'un sebep olduğu içinde bulunduğumuz dönüşüm ve değişim döneminde, evden çalışmaya elverişliliği yüksek olan yazılım geliştirme, bilgi teknolojisi, web geliştirme, veri tabanı yönetimi, bilgi güvenliği analistliği ve yönetimi odaklı meslekler ön plana çıkmakta olduğu müşahade edilmektedir.

Gelecek çalışmalarda, Türkiye'deki faaliyet gösteren işletmelerin geleceğin mesleklerine ve teknolojik değişim ve dönüşüme adaptasyonu incelenerek, mesleklerin dijital dönüşüm gereksinimlerini karşılayacak şekilde nasıl güncellenmesi gerektiğinin incelenmesi araştırılabilir.

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Sağlık Sektörü Çalışanları Ağızdan Ağıza Ne Söylüyor?

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ÖZET

Dijital teknolojilerin kullanımının artmasıyla birlikte çalışanların sosyal mecralarda kurumlarıyla ilgili yaptıkları değerlendirmelerin (çalışan ağızdan ağıza iletişimi) de sayısı artmıştır. Bu durum özellikle şirketlerin işveren marka algısını ve yetenekli çalışanları çekebilme potansiyellerini doğrudan etkilemektedir. Şirketlerle ilgili yapılan özellikle olumsuz yorumlar bu sosyal mecralar aracılığıyla çok daha geniş bir kitleye ulaşmakta ve geleneksel iletişim kanallarından daha hızlı yayılmaktadır. Bu kanallardan sıklıkla kullanılan indeed.com web sitesinde çalışanlar kurumlarıyla ilgili değerlendirmeler yapmaktadırlar. Araştırmada Koronavirüs salgını etkisiyle değeri ve önemi bir kez daha anlaşılan sağlık çalışanlarının Türkiye'nin önde gelen beş büyük özel sağlık kurumuyla ilgili değerlendirmeleri incelenerek memnuniyetlerine ilişkin genel bir bakış açısı sunulmuştur. İş-yaşam dengesi, maaş ve sosyal güvenceler, iş güvenliği ve ilerlemesi, yönetim ve kültür-değerler olmak üzere beş ana kategori altında yapılan değerlendirmelere göre memnuniyetsizlik alanları incelenmiştir. İstatistik ortalama alınarak yapılan değerlendirme ışığında sağlık sektörü çalışanlarının en fazla memnuniyetsizlik duydukları kategori maaş ve sosyal güvence olarak belirlenmiştir.

Anahtar Kelimeler: Sağlık sektörü, çalışan memnuniyeti, çalışan ağızdan ağıza iletişimi

What Are Health Sector Employees Saying Through Word of Mouth?

ABSTRACT

With the increase in digital technologies, the number of evaluations (staff word of mouth) made by employees about their institutions in social media has also increased. This situation directly affects the employer brand perception of companies and their potential to attract talented employees. Especially negative comments about companies reach a much wider audience through these social channels and spread faster than traditional communication channels. Employees frequently used the Indeed.com website among these channels to make evaluations about their institutions. In the research, the health professionals' evaluations, whose value and importance were once again understood with the effect of the Coronavirus epidemic, about Turkey's five leading private health institutions were examined, and a general perspective on their satisfaction was presented. The areas of dissatisfaction were examined according to the evaluations made under five main categories: work-life balance, salary, social security, job security and advancement, management, and cultural values. In the light of the evaluation made by taking the average of statistics, the category that health sector employees are most dissatisfied with was salary and social security.

Keywords: Health sector, employee satisfaction, staff word of mouth (SWOM)

GİRİŞ

Türkiye’de kamu, üniversite ve özel sektöre ait toplam 14 bin 708 sağlık tesisinde görev yapan 1 milyon 119 bin 886 çalışanı insanların sağlıklı bir yaşam sürmesi için çalışmaktadır. Doktor, hemşire, ebe, sağlık teknikeri, acil tıp teknisyeni, tıbbi sekreter ve destek personelleri gibi birçok farklı görevde bulunan sağlık çalışanı görevlerini canla başla yerine getirmektedir. 2021 yılı itibarıyla Sağlık Bakanlığı’nın denetimine tabi olan özel sağlık kuruluşlarında (Sağlık-Sen, 2021);

- 25 bin 891 uzman tabip
- 4 bin 177 tabip
- 17 bin 842 dış tabibi
- 36 bin 197 hemşire-ebe
- 177 bin 398 diğer personel ile toplamda 261 bin 505 sağlık personeli görev yapmaktadır.

Olağan koşulların yanında salgın hastalık, yangın, sel, deprem ve savaş gibi her türlü olağanüstü koşulda da sağlık çalışanlarına düşen görevler artmakta ve yoğun mesailer yaparak halkın yardımına koşmaktadırlar.

Dünya genelinde olduğu gibi Türkiye’yi de etkisi altına alan Koronavirüs salgınıyla birlikte hızla artan hasta sayısına paralel olarak sağlık çalışanlarının iş yükleri ve mesai saatleri artmış ve çalışma koşulları da zorlaşmıştır. Pandemi süreciyle sağlık çalışanlarının sorunlarına yeni sorunlar eklenmesi ve yüklerinin artması, finansal koşulların yetersizliği ve özlük haklarındaki eksiklikler ile maddi ve manevi anlamda haklı talep ve beklentilerin karşılanmaması memnuniyetlerini azaltmıştır (Sağlık-Sen, 2021). Sağlık çalışanları gerek sendikal faaliyetler, gerekse yaptıkları mitingler ve iş bırakma eylemleriyle yaşadıkları memnuniyetsizlikleri dile getirmeye çalışmışlardır.

Dijital teknolojilerin kullanımının artmasıyla birlikte çalışanların sosyal mecralarda kurumlarıyla ilgili yaptıkları değerlendirmelerin (çalışan ağızdan ağıza iletişimi) de sayısı artmıştır. Bu durum özellikle şirketlerin işveren marka algısını ve yetenekli çalışanları çekebilme potansiyellerini doğrudan etkilemektedir. Şirketlerle ilgili yapılan özellikle olumsuz yorumlar bu sosyal mecralar aracılığıyla çok daha geniş bir kitleye ulaşmakta ve geleneksel iletişim kanallarından daha hızlı yayılmaktadır. Bu kanallardan sıklıkla kullanılan indeed.com web sitesinde çalışanlar kurumlarıyla ilgili değerlendirmeler yapmaktadırlar.

Bu bağlamda araştırmanın amacı Koronavirüs salgını etkisiyle değeri ve önemi bir kez daha anlaşılan ve memnuniyetsizlikleri de paralel olarak artan sağlık çalışanlarının Türkiye’nin önde gelen beş büyük özel sağlık kurumuyla ilgili değerlendirmeleri incelenerek memnuniyetlerine ilişkin genel bir bakış açısı sunmaktır.

Araştırmanın sağlık sektörünün en büyük beş kurumuyla ilgili indeed.com web sitesi aracılığıyla yapılan yorumlar ışığında yapılması ve ilgili alan yazında bu konuda yapılan bir araştırma olmadığı için kıyaslama imkanı olmaması bir kısıt olmakla birlikte bu konuda örgütsel davranış, örgütsel psikoloji, insan kaynakları ve sağlık kurumları işletmeciliği alanlarında yapılacak ileriki araştırmalara kaynak oluşturacağı düşünülmektedir.

Araştırmada kavramsal çerçevede yer alan ağızdan ağıza pazarlama, çalışan ağızdan ağıza iletişimi, çalışan başvuru programları ve bu programlar arasındaki farklar ve çalışan ağızdan

ağıza iletişiminin önemi açıklandıktan sonra araştırma yöntemi, bulgular ve araştırmanın kısıtları ile birlikte sonuç ve öneriler bölümleri sunulacaktır.

1. KAVRAMSAL ÇERÇEVE

1.1 Ağızdan Ağıza Pazarlama

İngilizcesi “word of mouth marketing” olan kavram dilimizde ağızdan ağıza pazarlama, ağızdan ağıza iletişim, ağızdan ağıza yayılma, kulaktan kulağa pazarlama, fısıltı pazarlama, gizli sessiz pazarlama, mouse-to-mouse gibi ifadelerle karşılık bulmuştur (Arslan, 2014; Akdoğan ve Akyol, 2016).

Tüketiciler, yeni bir mal ya da hizmete sahip olmak istediklerinde ağızdan ağıza pazarlama yoğun bir biçimde ortaya çıkmaktadır. Tüketiciler aile üyelerinden, arkadaşlarından ya da uygun bilgi kaynaklarından araştırma yapma ve öğrenme eğilimindedirler. Bu nedenle de çoğu tüketici ağızdan ağıza pazarlamadan yararlanmaktadır. Aynı zamanda ağızdan ağıza pazarlama, tüketiciler arasındaki kişisel deneyimler, mal veya hizmet ile ilgili iletişimlerin bir formudur. Bu teknik, güvenilir insanlar olarak adlandırılan aile ve arkadaşları kapsadığı için güçlü bir bilgi kaynağı oluşturmaktadır. Ayrıca, ağızdan ağıza pazarlama firmalar açısından bir itibar yönetimine dönüşebilmektedir. Firmalar, ürünlerini erken benimseyenler kategorisinde yer alan konuşkan, meraklı ve geniş bir tanıdık ağına sahip olan kişileri saptamakta, yeni ürünlerini bu tarz kişilerin dikkatlerine sunmakta ve söz konusu kişiler de işin geri kalanını ücret almayan satışçılar olarak sürdürmektedirler (Keskin ve Çepni, 2012; Kaya, 2010; Gildin, 2002).

1.2 Çalışan Ağızdan Ağıza İletişimi

Firmalar yalnızca dışarıdaki müşteriler için değil aynı zamanda iç müşteri olarak da ifade edilen çalışanlarının algılarını olumlu yönde etkilemek ve yetenekli bireyleri organizasyona çekmek için de benzer bir yöntem uygularlar. Çalışanların ağızdan ağıza iletişimleriyle birlikte örgütün hem mevcut çalışanları hem de potansiyel çalışanları arasında bilgi ve deneyim paylaşımları yapılır. Bu paylaşımlar çalışan ağızdan ağıza iletişimi (Staff Word of Mouth-SWOM) olarak adlandırılmaktadır (Sun, vd. 2013).

Bireylerin, bir firma hakkında algıladıkları bilgiler aracılığıyla zihinlerinde organizasyona ilişkin bir imaj oluşur. Özellikle işveren veya insan kaynakları imajına sıkça atıfta bulunulur (Highhouse vd., 2009). İtibar açısından bakıldığında da işveren ile ilgili düşüncelerin direkt etkisi görülmektedir. Kurumların toplumla etkileşimleri ve şeffaflıkları, insanların iletişim kurmalarına olanak tanıyan sosyal medya olgusuyla birlikte büyük ölçüde artmıştır (Sigala and Marinidis, 2009). Yönetim ve çalışanlar arasındaki iyi ilişki, organizasyonun amaçlarına ulaşması ve çalışanların kendilerini işe bağlı hissetmeleri için gereklidir. Buna göre örgüt ve çalışanları arasında çatışmalar ve yanlış anlamalar varsa görevler beklenen standartlarda yerine getirilemez (Tansel ve Gazioğlu, 2013).

1.3 Çalışan Başvuru Programları

Çalışan İlişkileri Yönetimi (Employee Relations Management-ERM), bağlılığı teşvik ederek üretken ve güvenli bir iş yeri yaratır; örgütsel hedeflere ulaşmada çalışanların görevini kolaylaştırır, işyeri çatışmasını en aza indirir ve çalışanlar ile örgüt arasındaki güveni artırır. Bu güven ortamı, rekabet avantajını, çalışan ve müşteri memnuniyetini artırır. Ayrıca birliktelik

duygusu varsa çalışan ilişkileri yönetimi organizasyonun hedeflerine ulaşmasında etkili bir araç olacaktır (Alkerdawy, 2015: 61).

Çalışan Başvuru Programları (Employee Referral Programs-ERPs) iyi organize edilmiş bir işe alım yaklaşımıdır. ERP sayesinde mevcut çalışanlar, sosyal mecralardaki bağlantılarına işverenleri ile ilgili bilgi vermektedirler. Mevcut çalışanların yönlendirmeleriyle gelen adaylar değerlendirilir ve çalışanlar bu destekleri nedeniyle ödüllendirilir (Breugh 2008; Breugh ve Starke 2000). ERP'nin yanı sıra işe alım sürecinden hem çalışanların hem de organizasyonun dışındaki kişilerin paylaştıkları bilgiler Çalışan Ağızdan Ağıza İletişimi (Staff Word of Mouth-SWOM) olarak ifade edilir.

1.4 Çalışan Ağızdan Ağıza İletişimi ve Çalışan Başvuru Programları Arasındaki Farklar

Çalışan ağızdan ağıza iletişimi kavramının diğer bir tanımı, mevcut veya eski çalışanların kurum hakkında hem kendi sosyal ağları içinde hem de farklı sosyal mecralarda bilgi ve görüşlerini iletmesidir. Organizasyon içinde dizayn edilen resmi bir süreç olan çalışan başvuru programlarından farklı olarak çalışan ağızdan ağıza pazarlamasında aşağıda sıralanan özellikler dikkat çekmektedir (Keeling vd., 2013);

- Çalışan başvuru programları çalışan ağızdan ağıza iletişiminden daha resmi bir süreçtir.
- Çalışan başvuru programlarında mevcut çalışanlar ön plandayken, çalışan ağızdan iletişimi sürecinde mevcut ve potansiyel çalışanlar eş zamanlı olarak iletişime dahil olabilirler.
- Eski çalışanlar da çalışan ağızdan ağıza iletişim sürecine aktif olarak dahil olabilirler.
- Çalışan ağızdan ağıza iletişimi süreci iletişim, zaman ve gündeme getirilen konular açısından daha esneklerdir.
- Çalışan başvuru programlarında işe alımla ilgili konular gündemdeyken çalışan ağızdan ağıza iletişimi sürecinde konular işe alımla sınırlı değildir.
- Çalışan ağızdan ağıza iletişimi aracılığıyla paylaşılan bilgiler daha güvenilir algılanmaktadır.

1.5 Çalışan Ağızdan Ağıza İletişiminin Önemi

İşveren markasına olumlu etkisi ve düşük maliyeti nedeniyle olumlu bir çalışan ağızdan ağıza iletişimi her kurum için istenilen bir durumdur. Günümüzde her işletmenin kapasite, ciro, faaliyet alanı ve çalışan sayısı ne olursa olsun bir işveren markası vardır. Gerek mevcut gerekse potansiyel çalışanların işletme ile ilgili deneyimleri, algıları ve işverenin imajı ile ilgili düşünceleri işveren marka kimliğini oluşturur. Ancak olumsuz çalışan ağızdan ağıza iletişimi her işletme için ciddi bir risktir ve yöneticilerin önemli bir görevi de çalışan ağızdan ağıza pazarlaması aracılığıyla gelen geribildirimleri takip etmektir (Ruge, vd. 2020).

Birçok çalışan, arzu edilen sektörlerde iş bulmak için kişisel temasların çok önemli olduğuna inanmaktadır (Shinnar vd., 2004). Buna göre, bu firmalar çalışan yönlendirmelerini kullanarak yeni adaylara ulaşmakta ve izlenmektedirler (Kugler, 2002).

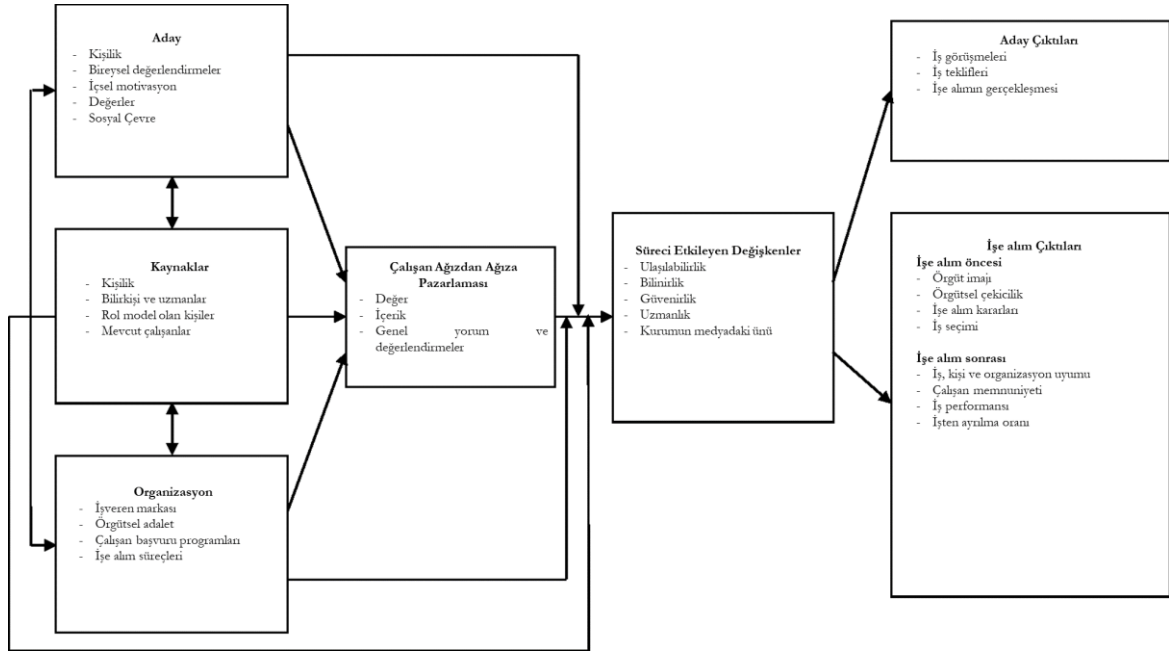
Ayrıca çalışan yönlendirmelerinin her iki taraf için de olumlu sonuçlar ortaya çıkarmaktadır. Çalışan tavsiyelerinin bir ağızdan ağıza iletişim biçimi olarak kabul edilebileceğini ve ağızdan ağıza iletişim iletişiminin öncüllerinin içsel veya dışsal olabileceği belirtilmektedir. Yani, olumlu iş tutumlarına sahip olan bireylerin içsel motivasyona dayalı ağızdan ağıza iletişim davranışına girmeleri muhtemeldir (Sun, vd., 2013).

Çalışan ağızdan ağıza iletişimi adayların şirketlerin web sayfalarından daha fazla bilgiyi içerir ve özellikle iş başvurusu yapma kararında aday üzerinde çok önemli bir etki oluşturur (Van Hoye ve Lievens, 2004).

Çalışan ağızdan ağıza iletişiminin iki temel özelliği vardır. Birincisi, iş başvurusunda bulunanlar için önemli olan, ancak diğer kanallardan bulunamayan bilgilere ulaşmayı sağlar ve işletmelerin farklı yönlerini (kurum içindeki arkadaşlık ortamı, kültür, sosyal destek vb.) öğrenmeye olanak tanır. İkincisi ise, herhangi bir teşvik edici olmaksızın çalıştıkları kurum hakkında gönüllü olarak iletişim kuran çalışanlar, çok güvenilir bir bilgi kaynağını temsil eder. İş başvurusunda bulunanlar, reklamlarda, ana sayfalarda vb. resmi iletişimlerin ardındaki amacın insanları etkilemek ve kuruluşun olumlu bir imajını yaratmak olduğunun farkındadır. Çalışan ağızdan ağıza iletişimde olası iş başvurusunda bulunanlar, kuruluşla ilgili ilk elden deneyime sahip kişilerin dürüst ve kişisel görüşlerini alırlar. Bununla birlikte, önceki araştırmalar, iş tatmini yüksek olduğunda bile birçok çalışanın çalışan ağızdan ağıza iletişimi sürecine fazla katılmadığını göstermektedir (Ruge, vd. 2020; Davies, 2008; Cervellon ve Lirio, 2017).

Ancak buna rağmen örgütsel imaj sadece organizasyonun dış bileşenlerini değil aynı zamanda çalışanların örgütü nasıl algıladıklarını etkilemektedir (Dutton vd., 1994). Çalışanlar, öz-değer algılarını ve öz saygılarını güçlendirdiği için yüksek itibara sahip şirketlerin bir parçası olmaktan gurur duyarlar. Benzer şekilde, üyeler olumsuz bir imaja sahip bir şirkete ait olmaktan memnuniyetsiz hissedebilir ve bu da organizasyonla olan psikolojik bağın olumsuz etkilenmesine neden olabilmektedir (Smidts vd., 2001).

Cable ve Turban (2001) tarafından sunulan Şekil 1’de yer alan “İşe Alım Değeri Teorik Modeli” iş arayan kişilerin kurum hakkındaki birçok bilgiyi dış çevreden aldıklarını göstermektedir. Cable ve Turban (2001: 157) kurum bir aday ile görüştüğünde her zaman işe alım yapılmayabilir ama görüşülen her aday yaşadığı deneyimi unutmayacak ve çevresiyle paylaşacaktır.



Şekil 1 İşe Alım Değeri Teorik Modeli

Şekil 1 Cable ve Turban (2001: 157) kaynağından yararlanılarak yazarlar tarafından oluşturulmuştur.

Van Hoyer ve Lievens'in 2005 yılında "A Closer Look at Word-of-Mouth as a Recruitment Source" adlı çalışmalarında yer alan öğrenciler üzerinde uygulanan bir laboratuvar çalışmasında yapılan olumsuz tanıtımdan sonra pozitif ağızdan ağıza iletişime maruz kalmalarının onların örgütsel çekicilik algısını güçlendirdiği görülmüştür (Van Hoyer ve Lievens 2005: 348).

2. ARAŞTIRMA YÖNTEMİ

Türkiye'de kamu, üniversite ve özel sektöre ait toplam 14 bin 708 sağlık tesisinde görev yapan 1 milyon 119 bin 886 çalışanı insanların sağlıklı bir yaşam sürmesi için çalışmaktadır. Doktor, hemşire, ebe, sağlık teknikeri, acil tıp teknisyeni, tıbbi sekreter ve destek personelleri gibi birçok farklı görevde bulunan sağlık çalışanı görevlerini canla başla yerine getirmektedir.

2021 yılı itibarıyla Sağlık Bakanlığı'nın denetimine tabi olan özel sağlık kuruluşlarında toplam 261 bin 505 sağlık personeli görev yapmaktadır.

Araştırma kapsamında Koronavirüs döneminde önemleri bir kez daha anlaşılan sağlık çalışanları evreni, evreni temsil edecek Türkiye'nin en büyük 5 hastanesinde çalışan sağlık çalışanları ise örnekleme oluşturmaktadır.

Sağlık çalışanlarının kurumlarıyla ilgili memnuniyetsizlik duydukları alanları belirlemek amacıyla çalışan ağızdan ağıza iletişim için yaratılan kanallardan sıklıkla kullanılan dünya çapında 28 farklı dilde hizmet veren indeed.com web sitesinden alınan sağlık kurumlarıyla ilgili değerlendirmelere göre 2017 yılından 15 Temmuz 2021 tarihine kadar yapılan 128 birbirinden bağımsız puanlama ile memnuniyetsizlik alanları incelenmiş, istatistik ortalama ile analiz yapılarak «Sağlık sektörü çalışanlarında memnuniyetsizlik yaratan alanlar nelerdir» sorusuna cevap aranmıştır.

Indeed.com web sitesi aracılığıyla çalışanlar kurumlarla ilgili deneyimlerini paylaşırken 1-5 arasında aşağıda sıralanan kategorilerde değerlendirme yaparak kurumlarıyla ilgili memnuniyetsizlik duydukları alanları belirlemektedir;

- İş-yaşam dengesi
- Maaş ve sosyal güvenceler
- İş güvenliği ve ilerlemesi
- Yönetim
- Kültür-değerler

3. BULGULAR

Araştırmada Koronavirüs salgını etkisiyle değeri ve önemi birkez daha anlaşılabilir sağlık çalışanlarının Türkiye'nin önde gelen beş büyük özel sağlık kurumlarıyla ilgili 2017 yılından 15 Temmuz 2021 tarihine kadar indeed.com web sitesi aracılığıyla yaptıkları 128 adet birbirinden bağımsız değerlendirme incelenmiştir.

İstatistik ortalaması alınarak yapılan değerlendirme ışığında sağlık sektörü çalışanlarının en fazla memnuniyetsizlik duydukları kategori maaş ve sosyal güvence olarak belirlenmiştir. Tablo 1'de yer alan hastanelerden duyulan memnuniyetin ortalaması ise 2,80, her bir hastanenin memnuniyet ortalamasının ise ortalama değer (3) altında kaldığı sonucuna ulaşılmıştır.

En yüksek memnuniyet kültür ve değerler sonrasında sırasıyla, iş güvenliği ve ilerlemesi, iş yaşam dengesi, yönetim ve maaş ve sosyal güvence olarak belirlenmiştir (Tablo 1).

Yorumlar kod adları kullanılarak anonim olarak yapıldığı için demografik kırılımda katılımcıların bilgilerini analiz etme fırsatı bulunamamıştır.

Tablo 1: Hastane Bazında Memnuniyet Değerlendirmeleri

Kategoriler	Acibadem	Medicana	Memorial	Medicalpark	Medipol	Ortalama
İş Yaşam Dengesi	3,2	2	2,8	2,6	3,4	2,8
Maaş ve Sosyal Güvenceler	2,9	2	2,9	2,6	2,9	2,66
İş Güvenliği ve İlerlemesi	3,6	2,1	2,9	2,5	3,2	2,86
Yönetim	3,3	2	3	2,6	3	2,78
Kültür-Değerler	3,6	2,2	2,8	2,6	3,2	2,88
Ortalama	3,32	2,06	2,88	2,58	3,14	2,80
Yorumlar	25	23	31	29	20	128

4. SONUÇ

Araştırmada Koronavirüs salgını etkisiyle değeri ve önemi birkez daha anlaşılabilir sağlık çalışanlarının Türkiye'nin önde gelen beş büyük özel sağlık kurumlarıyla ilgili 2017 yılından 15 Temmuz 2021 tarihine kadar indeed.com web sitesi aracılığıyla yaptıkları 128 adet birbirinden bağımsız değerlendirmenin istatistik ortalaması alınarak yapılan değerlendirme ışığında sağlık sektörü çalışanlarının en fazla memnuniyetsizlik duydukları kategori maaş ve sosyal güvence

olarak belirlenmiştir. En yüksek memnuniyet kültür ve değerler sonrasında sırasıyla, iş güvenliği ve ilerlemesi, iş yaşam dengesi, yönetim ve maaş ve sosyal güvence olarak belirlenmiştir

Hastanelerden duyulan memnuniyetin ortalaması ise 2,80, her bir hastanenin memnuniyet ortalamasının ise ortalama değer (3) altında kaldığı ve birbirine çok yakın olduğu sonucuna ulaşılmıştır. Yorumlar kod adları kullanılarak anonim olarak yapıldığı için demografik kırılımda katılımcıların bilgilerini analiz etme fırsatı bulunamamıştır.

Koronavirüs salgını süreciyle sağlık çalışanlarının sorunlarına yeni sorunlar eklenmesi ve yüklerinin artması, mali ve özlük haklarındaki eksiklikler ile haklı talep ve beklentilerin karşılanmaması bu sonucu destekler niteliktedir.

İlgili alan yazında yapılan benzer bir araştırma olmaması sonuçların kıyaslanmasını engellemekle birlikte, sağlık çalışanlarının memnuniyetlerinin çalışan bağlılığı ve performansını (Wu ve Norman, 2006; Yhang ve Chang, 2008, Duygulu ve Korkmaz, 2008; Hoş ve Oksay, 2015; Dolapoğlu, 2018; Kayabaşı, 2019) olumlu etkilediğini savunan araştırmalar mevcuttur. Bu bağlamda sağlık çalışanlarının memnuniyeti konusunda yapılan araştırmaların önemi fark edilerek yapılan araştırmaların sayısının artırılması önerilmektedir.

Araştırmanın sağlık sektörünün en büyük 5 kurumuyla ilgili indeed.com web sitesi aracılığıyla yapılan yorumlar ışığında yapılması bir kısıt olmakla birlikte bu konuda örgütsel davranış, örgütsel psikoloji, insan kaynakları ve sağlık kurumları işletmeciliği alanlarında yapılacak ileriki araştırmalara kaynak oluşturacağı düşünülmektedir.

İlerleyen araştırmalarda farklı yorum siteleri ve sosyal medya sitelerinden de yorumların alınarak değerlendirilmesi ve içerik analizi yapılması daha genellenebilir sonuçlara ulaşılmasını destekleyecektir.

Araştırmada kullanılan istatistik ortalama alınarak yapılan değerlendirmenin dışında sağlık çalışanları ile birebir mülakatlar yapılarak bilgi alınması ve farklı sağlık çalışan gruplarıyla (doktor, hemşire, ebe, acil tıp teknisyeni vb.) kıyaslamalı analizler yapılması daha kapsamlı bulgulara ulaşılması açısından faydalı olacaktır.

Ayrıca işveren bilinirliği, itibarı ve örgütsel prestijini göz önüne alarak çalışan ağızdan ağıza iletişiminin nasıl etkilendiğini analiz eden modeller kurularak araştırma yapılması da daha kapsamlı bilgilere ulaşılmasını destekleyecektir.

Ağızdan ağıza iletişim kanalları artırılarak alınan geribildirimlerin sayısının artırılması çalışan memnuniyeti, işveren markası ve kurum imajına da olumlu etki yaratacaktır.

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Similarities in the Elements of Hajj (Mecca and Bukhara)

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ABSTRACT

The article provides a scientific analysis of the elements of the pilgrimage to Mecca in Bukhara, the reasons for their appearance on the basis of field materials and sources. Hazrat Bahauddin Naqshband was accepted among the people as a saint who protected the population from various disasters in the Bukhara oasis. After Bahauddin's death, his tomb was turned into a holy shrine by the locals. Abdulazizkhan, one of the Shaybani khans, surrounded the tomb of the saint with marble. Visitors to Bahauddin's tomb are accustomed to visiting it seven times, just like visiting the Kaaba.

At the Naqshbandi shrine, several things are sanctified by the locals. These things were considered to be the symbols of Bahauddin Naqshband's pilgrimage. For example, a black stone placed on the tomb of a saint - "sangi murod" (intention stone), well water with zam-zam water, mulberry tree from Hajj and others. Beliefs related to the pilgrimage to Mecca can be found in other shrines of Bukhara. For example, the well water inside the Turki Jandi mosque was believed to be connected to the well of Mecca. Such information is also found in the shrines of Chashmai Ayub, Khoja Ubbon, Khoja Zafaron. Locals believe that on Friday, all the wells in Bukhara will be connected to the Mecca well via underground. In addition, in many districts of Bukhara region, "Mecca tree" is still preserved. The issue of hajj can be seen in the prophecies of other saints in Bukhara. Various legends and religious beliefs about the visit of the Bukhara oasis to Mecca and its elements continue to this day.

Keywords: Hajj, Kaaba, Black Stone, Water Zamzam, The Tree of Mecca, The Gate of Hajj

INTRODUCTION

In the Islamic world the center of Muslims is Mecca. Pilgrimage to the Blessed City that Hajj is obligatory. Hajj means circumambulating the Kaaba, running between the mountains of Saco and Marwan, being on Mount Arafat, and visiting Mecca once in a lifetime. Pilgrimage is one of the obligatory acts according to the meanings of the above verses and is the fifth pillar of Islam (Abduqahhor Shoshiy. P 11).

Not all Muslims had the financial means to go on Hajj. In the late 19th and early 20th centuries, a small number of pilgrims from Central Asia included women. For example, in 1897, out of an average of 175 pilgrims, 10 women were from the Bukhara Emirate (The Return of the Pilgrims p21). The reason for the lack of opportunity was to visit the so-called blessed cities after Mecca and Medina. Bukhara is one of the seven noble cities in the Muslim world and is recognized as the "dome of Islam". Pilgrimage to the holy shrines in Bukhara was created by the locals. In Bukhara, the center of Islam and science, special attention is paid to the issue of pilgrimage as a religious value. The historian of Bukhara, Muhammad Narshakhi, said of some shrines: "... a person who goes on a pilgrimage has the virtue of a pilgrim." (Kamalak.1991.-P. 95).

It is known that the tawaf of visiting the Ka'bah seven times in a counterclockwise direction was considered qudum. Tawaf began with a black stone (Abduqahhor Shoshiy. Hajnama p11). Pilgrims also circumambulated the mausoleum of Bahauddin Naqshband, 10 kilometers from Bukhara, three to seven times. The Emirs of Bukhara also visited the shrine and donated a certain amount before taking the throne. Two or more visits to this cemetery were considered equivalent to a visit to Mecca (Prishchepova V.A., 2011, p257). The above habit is also reflected in the diaries of the Hungarian orientalist Herman Vamberi, who was in Bukhara. In addition to visiting the tomb of Bahauddin Naqshband three times, which is equivalent to a pilgrimage, it is one of the most important religious duties, as well as one of the political activities before the accession of the Shaybani and Ashtarkhan rulers (Sangirova D., 2019, p27). The emirs considered the mausoleum of Bahauddin to be a sacred place after Hajj. Even after the death of the emirs of Bukhara, he was removed from the gate of the city Mazar-i-Sharif (Sharafatli mausoleum) and buried at the foot of Bahauddin.

In Bukhara, this task was performed by a black stone called "sangi murod" from the tomb of Bahauddin. Sangi Murod is located on one side of the mausoleum, and devout pilgrims touch it and rub it on their faces and beards, a move that has even left its mark on the stone. They did the same in their desire to be healed of their ailments (Skayler Yu. Buxoro, 2015. p18).

“Sangi murod” (Uzbek: murod stone) is a black, blue and yellow stone placed on the east side of Bahauddin's tomb (Field records. Bukhara region. Kogon district. Castle Orifon village. August 2019). There is such a legend about the appearance of the stone. When Bahauddin Naqshband was returning from Hajj, he spent the night with his disciples in the Kyzylkum desert. That night, Ibrahim had a dream about Khalilullah. The prophet appears to him sitting on white clouds. As he slowly approached Bahauddin's brow from the high sky, he had in his hand a piece of Karatash from the Ka'bah. When Bahauddin saw the black stone, he became enlightened, circumambulated it and recited Surat al-Fatihah from the Qur'an. Ibrahim (as) said to Bahauddin, "After you go to your beloved village, Qasr Arif, you will receive the

sign of guardianship given to you by Allah over your mother's grave." When Hoja Bahauddin woke up, Qasri Orifon was overwhelmed with excitement under the influence of the prophet's prophecy and went straight to his mother's grave with joy in his heart. After reciting the Qur'an, the limestone in his mother's grave immediately turns into the Black in the Ka'bah.

It is believed among the people that this stone was taken down from heaven by the power and miracle of God, and is now placed to the north of the Naqshbandi mausoleum. The locals call this stone "Sangi murod". Visitors to the tomb of Bahauddin believe in the notion that wishes will be answered when the sacred stone is circumambulated. The stone of "Sangi Murod" was eaten by the pious people over time. Thousands of pilgrims, helpless people, Muslims visit the tomb of Khoja Bahauddin every year. They walked around the grave, prayed, and asked for the faith they needed. The ancient custom, that is, as soon as one enters the tomb, the lamp is lit and three roses are placed around the tomb. A short recitation was made on the side of the tomb. Sometimes he walked around the tomb, touching the tomb by hand. Then, the lips were stretched and kissed. Visits were made to the grave and intentions were made (Panjir Valley, 1927, p58).

One of the important elements of the pilgrimage to Mecca is the Zamzam water. Bibi Hajar, the wife of Ibrahim Khalilullah, ran between the mountains of Safa and Marwa in Arabia in search of water for her baby son Ishmael. The thirsty, thirsty boy impatiently kicked his foot on the ground, and this clear spring gushed out from among the stones Jamol Kamol, 1992, p7-8. According to some narrations, when Gabriel came and touched the ground with his heels, water gushed out from under him and began to spread around (Abduqahhor Shoshiy. Hajnama, p29-30). Fearing the water would spread, Hagar turned it into a pool around it. As a result, the Zamzam spring was closed and no water came out.

Before the birth of the Prophet (peace and blessings of Allaah be upon him), the dreams of his grandfather Abdulmuttalib Bin Hashim revealed the exact location of the Zamzam spring. Since then, the water Zamzam has been constantly healing people and blessing their health. There are hadiths about the virtues of Obi Zamzam: "The best water on earth is Zamzam water," "Obi Zamzam is food for healthy people and a cure for every sick person." (Abduqahhor Shoshiy. Hajnama, p29-30). Every year millions of pilgrims come from this spring to quench their thirst.

Legends about Zamzam water can be found in many shrines of Bukhara. It is narrated by the locals that Hazrat Bahauddin Kabatullah brought the water of Zamzam to his village of Qasri Hinduvan (now Qasri Orifon) and poured it into a well. Pilgrims say that Zamzam water was added to the 14th century well water with good intentions. They even take the water from the well in the village of Qasr Orifon with them in bottles.

It is said that the well water inside the Turki Jandi (Abduqahhor Shoshiy. Hajnama, p29-30) mosque in Bukhara city is also considered "healing" and even the water in Makkatullo is connected with the zamzam well, where the water is similar to obzamzam. According to legend, a drinking bowl (copper cup) fell into the well of Turki Jandi, after a while it came out of the well of Makkatullo, after a while it fell into the well of Makkatullo and was found again in the well of Turki Jandi. A similar narration is woven about the wells of Hoja Ubbon, Hoja Zaffaron (Buxoro.1997.-P.53-54).

He is missing in a drinking fountain at the Chashmayi Ayub well in Bukhara. Some time later, while fetching water from a well in the shrine of Hoja Ubbon, he came out of that lost

obdas. Among the people it was believed that all the sacred wells were connected to each other by underground waterways. For this reason, there are legends that the well itself flows directly from the ground to the Zamzam water in Mecca. Bukhara residents also say that every Friday the waters of Mecca and Medina join the Ayyub spring in Bukhara.

Attributes associated with the "Mecca Tree" can also be found in many shrines in Bukhara. It is believed that a huge mulberry tree at the Bahauddin Naqshband shrine was brought by Hazrat from Kabatullah with a cane. Evgeny Efimovich Berezikov describes the origin of the tree in his work: When Bahauddin and his students returned to Bukhara, they spent the night in the Kyzylkum desert. That night, Ibrahim had a dream about Khalilullah. Ibrahim asked Hodja Bahauddin, "What do you bring back from visiting the Ka'bah?" he asked. Hoja Bahauddin said that he brought a jug full of holy water, a holy rosary and a stick from a mulberry tree from his visit to the Kaaba. Ibrahim (peace and blessings of Allaah be upon him) said: "If you go to the palace of your beloved village, Orifon, and put a stick on the ground by the pool, its green leaves will be a sign that you have returned from Hajj as a guardian! (Nasafay (Berezikov E.E). Hazrat Bahouddin Naqshband, 1993, p36)".

The locals called it the "Tree of Mecca," the "stick that the Prophet touched.". The women walked around the tree only on the right side, believing that going under the tree 7 times in the shrine would cure various ailments.

The Khoja Bandi Kushod shrine in Peshko district also has a huge tree, which locals call the Mecca Tree.

Many of the saints and scholars who were nurtured by the locals applied epithets related to Hajj to their shrines. For example, on the Gijduvan-Bukhara road, in the village of Labi Rud (formerly Piri Mast), not far from Khojai, there is the Sirojiddin Haji Kadamjosi, known as Haji Piyada. He was so called by the people because he went to Makkah Mukarramah and Ka'bah ten times during his pilgrimage (Suyunduq Mustafa Nurotiy, Ablaev M. Tazkira, 2015, p 257).

It is well known that prophets can perform miracles and saints can prophesy. One of the famous prophecies common to almost all saints is the ability to see the Kaaba. Based on their prophecies, various attributes were prepared in the shrines. The founder of the Khojagan sect, Abdukholiq Gijduvani (1103-1179), has this prophecy: The caravan of pilgrims going on Hajj stopped at the house of Abdukholiq Gijduvani in Gijduvan. Everyone fit into the small room, and the soup reached everyone like a dope. Giving in to the conversation, the pilgrimage of the passengers is forgotten. Then A. Gijduvani said, "Don't bother to go to Hajj. If you go up the forty-step staircase in my house, you will see Kabatullah." They climb the stairs one by one. As they ascended to the highest step, the room Kaba appeared before their eyes. That is, Kabatullah was so close to Hazrat (Buxoro, 1993.-P.4). Until the 70s of the last century, this wooden ladder was kept in the shrine of Hojai Jahon (leader of the world khojas) and was later lost due to atheistic policy.

In Bukhara, one of the centers of Islam, the Hajj pilgrimage was so active that one of the city's 11 gates was called Salorhaj (later Karakul), meaning "Leader of the Pilgrims." The people of Bukhara made the pilgrimage from the same gate (one of the two gates preserved from the city) (Buxoro.2011. p.27).

CONCLUSION

Islam originated in Arabia and grew up in Bukhara. Many Bukhara scholars have played a significant role in the development of our religion. The Arab Caliphate awarded Bukhara the honorary titles "Qubbat ul Islam - the dome of Islam", "Bukhara Sharif - honorable Bukhara". It is no coincidence that in some sources the visit to Bukhara is called the Little Hajj. As long as the city is recognized in the Islamic world, there is no doubt that the elements of Mecca were created as a benchmark.

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Örgütsel İletişim ve Motivasyon İlişkisi: Kamu Kurum Örneği

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ÖZET

Örgütlerde çalışanların sahip oldukları yüksek motivasyonun, örgüt yapılarından iş verimliliğine kadar birçok alanda olumlu katkılar sağladığı bilinir. Araştırmanın temel amacı örgütsel iletişim ile motivasyon arasındaki ilişkiyi belirlemektir. Bu kapsamda araştırma sorusu “*örgütsel iletişim ile çalışanların motivasyonları arasında bir ilişki var mıdır*” şeklinde belirlenmiştir. Araştırma sorusunu cevaplayabilmek amacıyla Bolu ili Gençlik ve Spor İl Müdürlüğünde görev yapmakta olan kamu personeline (n=53) yönelik anket uygulanmıştır. Elde edilen verilere yönelik analiz sonucunda örgütsel iletişim ile iş motivasyonu arasında pozitif yönlü anlamlı bir ilişkinin olduğu belirlenmiştir. Bu sonuca göre, örgüt ortamında tesis edilen etkili iletişim, çalışanları daha çok motive ederek bu bireylerin örgütte daha verimli çalışmalarını sağlayabilecektir.

Anahtar Kelimeler: Örgütsel İletişim, Motivasyon, İş Motivasyonu

The Effects of Communication Skills on Employee Motivation in Working Life: A Public Institution Example

ABSTRACT

It is known that the high motivation of employees in organizations makes positive contributions in many areas, from organizational structures to work efficiency. The main purpose of the research is to determine the relationship between organizational communication and motivation. In this context, the research question has been determined as "Is there a relationship between organizational communication and motivation of employees." A questionnaire has applied to the public personnel (n=53) working in the Provincial Directorate of Youth and Sports in Bolu to answer the research question. As a result of the analysis of the data obtained, it was determined that there is a positive and significant relationship between organizational communication and work motivation. According to this result, effective communication established in the organizational environment will motivate the employees more and enable these individuals to work more efficiently in the organization.

Keywords: Organizational Communication, Motivation, Job Motivation

GİRİŞ

İletişim, günlük hayatın en önemli öğelerinden biridir. İletişimin başlıca kabul görmüş düşüncesi, iletişim kuramamanın güçlüğüdür. Bireyler buldukları konutlarında, çalışma alanlarında, caddede, AVM' de, çarşıda ve pazarlarda özetle yaşamın hemen hemen tüm alanında ve anlık iletişim kurmaktalar. İnsan gayesini karşısındaki bireye bir kanal aracılığı ile gönderir, alıcı ise bu mesajı alır ve yorumlayarak bir anlam ile sonuçlandırır, işte bu bir iletişim safhasıdır. Bir amacın gerçekleşmesine aracılık eden başlıca unsurlardan biri iletişim sürecidir.

İletişim, bir amacı sonuçlandırmak maksadıyla maddi ve manevi unsurları bir araya getirerek kişilerin güçleri ile meydana gelmesiyle oluşan örgüt yapıları için çok büyük önem arz etmektedir. Örgüt kurulmasının tabanını oluşturan hedefin konması, iletişim ile olur. Örgütler, hedefine yönelik birtakım faaliyetlerde bulunduğu nokta itibariyle de yine iletişime ihtiyaç duymaktadır. Örgütte amaçlanan çalışmaların ne olduğu, hangi yöntemle ve ne kadar sürede yapılması gerektiği gibi hususlar iletişim kurularak belirlenir. Örgütsel iletişim; örgüt içinde çalışan ve yönetici arasında, çalışanlar ve yöneticiler kendi aralarında, kısımlar ve unsurlar arasında ve örgütün dış unsurlarıyla (hükümet, ulusal basın, vatandaş vb.) etkileşimiyle birlikte oluşur. “Bir örgütün hemen hemen her kademesinde (çalışan-yönetici veya çalışanlar arasında) resmi veya gayri resmi şekilde kurulan sağlıklı bir iletişimin çıktıları, örgütün başarısına kesin katkı sağlayacaktır” (Barlı, 2012: 315).

Motivasyon, kişileri belirlenmiş bir gayeye sevk eden, gayesine ulaşmak maksadıyla hareket ettiren ve bu amacın devamlılığını getiren, insanın iç yapısından ve çevresinden faktörlerinden oluşan enerjinin bir seti şeklinde tanımlanabilir. Bireyin çevresinden gelen bir etki olmadan kendini motive etmesi içsel motivasyonu, bireyin dış çevreden gelen bir etki sonucu güdülenmesi ise dışsal motivasyon olarak kabul edilir. Motivasyon, örgütün hedefleri kapsamında sonuçlandırılan çalışmaları birçok faktörle etkiler. Çalışanların motivasyonu oldukça yüksek olan çalışma ortamlarında iş gücü devir oranı ve devamsızlık oranı az, ortaya çıkan işin verimi oldukça fazladır.

Örgütün kıymetli değerlerinin temelinde insan kaynakları vardır. İnsan olan tüm alanlarda iletişim olmazsa olmazdır. İletişim verimliliği ve iletişimsizlik örgütlerde farklı çıktılar doğurmaktadır. İyi kurulmuş bir iletişim örgüt hedeflerine ulaşmada önemli bir destek sağlarken, iletişimsizlik ise aynı yapıyı başarısızlığa götürür. Bu doğrultuda çalışan personelin motivasyonu ve örgütsel başarı arasında da olumlu bir bağ söz konusudur.

Etkili iletişim ve güçlü seviyede motivasyon, örgüt penceresinden düşünülmediğinde, çalışan kesimin çalışma ve normal yaşamını da pozitif olarak etkileyeceği ve verimliliklerini de yükselteceği bilinmektedir. Örgüt, çalışan personelin kişisel hedeflerini, örgütün hedefleri ile birleştirdiklerinde başarı sağlayabilir. Bireysel hedeflerle örgüt hedefleri uyum sağlamak için olumlu iletişim ve başarılı motivasyon, örgütün başlıca araçlarıdır. Bu çalışmada örgütsel iletişim ve motivasyon arasında nasıl bir ilişki olduğunun belirlenmesi amaçlanmıştır.

1. LİTERATÜR

Örgüt yapılarında çalışan personelin iletişimini kuran birçok yol vardır. Bu yollar genelde İletişim Ağı olarak adlandırılır. İletişim ağı genellikle iletişimin çift yönünü; formel (biçimsel) ve informal (biçimsel olmayan) iletişimlerini kapsar. Bu iki iletişim tipi de örgütlerde gayet kullanışlı bir iletişim tipidir (Singla, 2009: 72).

Biçimsel iletişimde iletişim, hiyerarşik yapıdan ibarettir. Örgütsel yapı üst-ast arasındaki iletişim tarzını oluşturur. Biçimsel iletişimde akışa yön veren sözlü ve yazılı iletişim

kanallarından (toplantılar, yazılı notlar, bültenler, e-mail ve haber panoları vb.) oluşur (Tyagi ve Misra, 2010: 39-40). “Etkili bir yönetimin yapılabilmesi için iletişim kanallarında, bilgilerin rahatça gezintisine izin verecek şekilde şeffaf bir yapıya ihtiyaç vardır. Örgütlerde biçimsel iletişim dört yöne hareket etmektedir. Bunları aşağıdan yukarıya, yukarıdan aşağı yönde, çapraz iletişim ve yatay iletişim olarak sayabiliriz.” (Karcıoğlu vd., 2009: 66).

Teori üzerine çalışanlar, örgütlerde olması gerekeni değiştirip farklı iletişim yöntemleri deneyerek, belirgin olmayan vazifelerde farklı usuller kullandıklarını ve vazifelerin belirsizliği ile biçimsel olmayan esasları birleştirerek daha verimli örgütsel sonuçlar elde ettikleri bilinmektedir (Kraut vd., 1990: 171). Biçimsel olmayan iletişim sistemi biçimsel örgüt yapısında, personelin biçimsel onarımlara bağlı olmadığı iletişimi içerir. Bu sistem örgüt personellerinin bireysel yakınlıkları ve etkileşimleri sonucu oluşur (Gürgen, 1997: 77). “Biçimsel olmayan iletişim, sorun giderme, koordine etme, çatışmaları giderme ve bilgiyi paylaşmak gibi örgütün verimliliğine destek olacak şekilde olduğu gibi, dedikodu, yalan, karalama vs. gibi sonuçlar oluşturacak şekilde de çalışabilir” (Koçel, 2015: 623).

2. MOTİVASYON

Türkçe’ de, Fransızca ve İngilizce motive kelimesinden oluşturularak kullanılmakta olan motivasyon kelimesi, yönlendirme ve güdüleme kavramlarıyla ifade edilebilir. Motivasyon kelimesini Türkçe de incelediğimizde güdü, saik gibi kelimeler karşılık bulmuştur (Eren, 1993: 316).

Genelde motivasyon hakkında araştırıldığında, öncelikle Maslow’ un (1970) ihtiyaçlar teorisi karşımıza çıkmaktadır (Maddock, Fulton, 1998: 7). Maslow’ un ihtiyaçlar teorisine göre motivasyonun oluşması için kişinin hangi noktada olduğu tespit edilmeli, sonrasında ise mevcut noktadaki ya da bir sonraki ihtiyacı tatmin için çalışılmalıdır (Robbins, Judge, 2015: 206). Motivasyon kişilerin belirli şekillerde hareket etmelerine neden olan etkenlerin bir unsuru şeklinde değerlendirilebilir. Görevini verimli bir şekilde yapmak için gece uykusuz kalan öğrencinin gayreti, terfi alabilmek uğruna hafta sonu bile çalışan liderin isteği ve vatandaşların acil durumlarda taleplerini hemen çözüme kavuşturmak isteyen 112 acil çağrı merkezi görevlisinin gayreti bu duruma örnek olarak verilebilir.

Genel bir tanıma göre çalışan motivasyonu, bir çalışanın günlük olarak kuruluşa getirdiği coşku, enerji seviyesi, bağlılık ve yaratıcılık miktarı olarak tanımlanır. Motivasyon, kelimenin tam anlamıyla hareket anlamına gelen Latince “movere” kelimesinden türetilmiştir. Kitaplarda veya sözlükte okuyacağınız tüm tanımlar, motivasyonun davranış olduğu ve arzu edilen hedeflere ve sonuçlara ulaşmak için kişinin bu davranışı kanalize etmesi gerektiği gerçeğiyle ilgilidir.

Motive olmuş çalışanlar bir kuruluş için bir varlıktır, bir kuruluşun başarısı ile doğru orantılıdır. Motivasyon soyuttur, ölçülmesi zordur ve kontrol edilmesi son derece zordur, ancak doğru yapıldığında kolaylaştırılması çok kolaydır. Her şey niyet, yoğunluk ve azim ile ilgilidir.

İçsel ve dışsal olmak üzere iki tür motivasyon vardır. Bir kuruluşun, çalışanların klon olmadığını, farklı özelliklere sahip bireyler olduğunu anlaması gerekir. Bu nedenle, çalışanlarınızı etkili bir şekilde motive etmek, farklı motivasyon türleri ve yolları hakkında daha derin bir anlayış edinmeye ihtiyaç duyacaktır.

Çalışan motivasyonu, bir çalışanın kuruluşun hedeflerine paralel olarak ne kadar bağlı hissettiği ve ne kadar yetkilendirilmiş hissettiği ile ilgilidir. Motivasyon, içsel motivasyon ve dışsal motivasyon olmak üzere iki türdür:

Bu anlayışla çalışanlarınızı daha iyi kategorize edebilecek ve çalışan bağlılığı ve çalışan memnuniyetini artırmak için doğru motivasyon türünü uygulayabilmek önemlidir. Bazı çalışanlar içsel motivasyona daha iyi yanıt verirken, diğerleri dışsal motivasyona daha iyi yanıt verebilir.

İçsel motivasyon, bir bireyin içeriden motive olduğu anlamına gelir. Sonuçları kendi inanç sistemine uygun olduğu için işyerinde iyi performans gösterme arzusu vardır. Bireyin köklü inançları genellikle en güçlü motivasyon faktörleridir. Bu tür bireyler, kabul görme, merak, onur, başarıya ulaşma arzusu gibi ortak nitelikler gösterirler. Araştırmalar, övgünün içsel motivasyonu artırdığını ve çalışanların olumlu geri bildirimlerini de artırdığını göstermiştir. Ancak her şey ölçülü olarak yapılmalıdır. Bunlardan herhangi birini aşırıya kaçarsanız, bireyin motivasyonunu kaybetme olasılığı yüksektir. Bu nedenle, bir yönetici, amir veya liderlik rolündeyseniz, lütfen geri bildiriminizde veya övgülerinizde kasıtlı olun. Güçlendirici olduğundan ve çalışanlarınızın beklentilerinizi anladığından emin olun.

Dışsal motivasyon, bireyin motivasyonunun dış faktörler tarafından teşvik edildiği anlamına gelir. Bazı insanlar asla içsel olarak motive olmayabilirler ve görevleri tamamlamak için sadece dış motivasyona ihtiyaç duyarlar. Araştırmalar, dışsal ödüllerin bazen bir kişinin yeni bir beceri seti öğrenme isteğini artırabileceğini söylüyor. Bonuslar, avantajlar, ödüller vb. gibi ödüller insanları motive edebilir veya somut geri bildirim sağlayabilir. Ancak dışsal ödüller konusunda da dikkatli olunmalı. Her şeyin fazlası zararlı olabilir ve bir yönetici olarak, çalışanlarınızı kurumsal hedeflere ulaşmak için ne ölçüde motive edeceğiniz konusunda net olmanız gerekir.

Yöneticiler geleneksel olarak zamanlarının çoğunu şu ya da bu şekilde iletişim kurarak geçirirler. Üretim süreçlerinin etkin yönetimi, farklı fonksiyonel gruplardaki işçiler arasında daha fazla işbirliği ve ekip çalışması gerektirir. Bu nedenle, çalışanların mevcut performansını yönetmek ve onları daha iyi performans için motive etmek için tüm organizasyonlarda etkin iletişim uygulamaları daha önemli hale gelmiştir. İletişim, örgütlerde en baskın ve önemli faaliyetlerden biridir (Harris ve Nelson, 2008). Temelde ilişkiler iletişimden doğar ve örgütlerin işleyişi ve hayatta kalması bireyler ve gruplar arasındaki etkili ilişkilere dayanır. Ayrıca, örgütsel yetenekler “yoğun sosyal ve iletişimsel süreçler” yoluyla geliştirilir ve yasalaştırılır (Bowditch ve diğerleri, 2004).

Her yönetsel işlev ve faaliyetin bir tür doğrudan veya dolaylı iletişim içerdiğini belirtmek önemlidir. İster planlama ve organize etme ister yönlendirme ve liderlik etme olsun, yöneticiler kendilerini başkalarıyla ve onlar aracılığıyla iletişim kurarken bulurlar. Yönetimsel kararlar ve kurumsal politikalar, onları yürürlüğe koymaktan sorumlu olanlar tarafından anlaşılmalıdır. Etkisiz iletişim, bir şirketin performansını açıkça etkileyebilir. Ayrıca etkili iletişim, çalışan motivasyonu ve iş tatmini için kritik öneme sahiptir (Kinicki ve Kreitner, 2006). İletişim, bireylerin ve grupların hedeflere ulaşmak için faaliyetleri koordine etmesine yardımcı olur ve sosyalleşme, karar verme, problem çözme ve değişim yönetimi süreçlerinde hayati önem taşır. İç iletişim ayrıca çalışanlara işleri, organizasyonları, çevreleri ve birbirleri hakkında önemli bilgiler sağlar. İletişim motive etmeye, güven oluşturmaya, paylaşılan kimlik oluşturmaya ve katılımı teşvik etmeye yardımcı olabilir; bireylerin duygularını ifade etmeleri, umutları ve hırsları paylaşmaları ve başarıları kutlamaları ve hatırlamaları için bir yol sağlar.

İletişim, bireylerin ve grupların organizasyonlarını, ne olduğunu ve ne anlama geldiğini anlamalarının temelidir. İyi iletişim uygulamaları, her başarılı işletmenin kalbinde yer alır. İletişim, her organizasyonda iki temel işleve hizmet eder. Çalışanların işleri halletmek için ihtiyaç duyduğu bilgileri yayar ve güven ve bağlılık ilişkileri kurar. Onsuz, çalışanlar net bir yön, belirsiz hedefler ve iyileştirme için çok az fırsat bulunan silolarda çalışırlar. Başarılı projeler ve değişim programları nadirdir ve gerçek liderlik kıttır. İletişim belirsiz olduğunda,

odaklanmadığında, önemli ayrıntılardan yoksun olduğunda ve gerçek iki yönlü diyaloga izin vermediğinde personelin morali düşer. Kritik olarak, zayıf iletişimin etkisi müşterileri ve tedarikçileri vurur. Haklarından mahrum bırakılmış hissetmeye ve işlerini başka bir yere götürmeye başlarlar.

4. ARAŞTIRMA METODOLOJİSİ

Bu araştırmanın amacı, Bolu Gençlik ve Spor İl Müdürlüğünde örgütsel iletişim ve motivasyon arasındaki ilişkiyi incelemektir. Kamu kurumlarında verimli bir iletişim iklimi, personelin iş yapma hevesliliğini, işe aidiyetini ve iş verimliliğini yükselttiği varsayılmaktadır. Örgüt hedeflerine yönelik etkinliklerin hemen hepsi iletişim sürecine gerek duymaktadır. Personelin motivasyonunu da pozitif veya negatif şekilde etkileyen ehemmiyetli faktörlerden birisi iletişimdir. Yüksek motivasyon, personelin verimliliğini artırarak performansını artırma gibi pozitif sonuçlar doğurmaktadır. Düşük motivasyon ise, tam tersi personelin işe ilgisinin azalması gibi olumsuz sonuçlara neden olabilir. Bu çerçevede, örgütsel iletişim tatmini ve işgören motivasyonu ilişkisini araştırmak merakı bu araştırmanın gerekçesi olarak belirlenmiştir.

Araştırma için belirlenen anket formunda, sorular neticesinde alınan sonuçlardan yalnızca akademik gayelerde yararlanılacağı ve bunlar ikinci bir kişi, şahıs veya kurumlarla sunulmayacaktır. Haliyle anketi cevaplayanların anket sorularındaki soruları sağlıklı şekilde anlayıp, yalın düşüncelerini sundukları düşünülmektedir. Bu çalışmanın ana kütlesini, Bolu Gençlik ve Spor İl Müdürlüğünde çalışan 144 personel oluşturmaktadır. Araştırma için belirlenen evrenden % 95'lik güven aralığında, %5 hata oranına göre örneklem büyüklüğü 53 olarak tahmin edilmiştir. Ana kütledeki her bireye katılma şansı tanımak amacıyla basit tesadüfi örnekleme yöntemi tercih edilerek 61 personele anket formları online form olarak gönderilmiştir. 58 katılımcıdan geri dönüş sağlamış ve buna göre anketlerin geri dönüş oranı % 95 olarak hesaplanmıştır. 58 anketten eksik doldurulan 5 anket dikkate alınmadığı için analizler 53 anket üzerinden yapılmıştır.

Personelin motivasyonel durumunu ölçmek maksadıyla 5'li Likert ölçeğine göre oluşturulmuş 24 maddeden oluşan ve Mottaz tarafından geliştirilen (1985) İş Motivasyonu Ölçeği kullanılmıştır (Mottaz, 1985: 366; Dündar, Özutku ve Taspınar, 2007: 108; Ertan, 2008: 94). Örgütsel iletişim ölçeği olarak da 5'li Likert ölçeğine göre hazırlanmış ve Downs ve Hazen'in (1977) geliştirilen iletişim doyumu ölçeği ölçeği kullanılmıştır.

5. VERİ ANALİZİ VE DEĞERLENDİRİLME

Anketimize katılım sağlayan ve değerlendirmeye alınan 53 cevaplayıcıdan gelen geri dönüşler üzerinden analizler yapılmıştır. Çalışmaya dahil olan personelin demografik özelliklerini öğrenmek maksadıyla eğitim durumları, yaşları, medeni durumları, cinsiyetleri ve kıdemleri araştırılmış ve elde edilen bilgiler tablo 2'de verilmiştir.

Tablo 2. Örneklem İstatistikleri

	f	%		f	%
Yaş			Cinsiyet		
21-30	15	29	Kadın	14	26,4
31-40	13	25	Erkek	39	73,6
41-50	18	35	Kıdem		
51 ve üzeri	6	12	2 yıldan az	8	15
			3-5 yıl	10	18,8

Unvan			6-10 yıl	8	15
Memur	21	40	11-15 yıl	5	9,4
Sözleşmeli Memur	5	9	16-20 yıl	6	11,3
Daimi İşçi	27	51	21-25 yıl	11	21,1
			26 yıl ve üzeri	5	9,4

Toplam katılımcı (N:53)

Çalışmaya cevap veren katılımcılar cinsiyet bakımından değerlendirildiğinde 53 kişilik örnek grubunun %26,4 'ü ile 14' ünün kadın, %73,6 'lık payın 39 kişi ile erkek olduğu görülmüştür.

Katılımcıların eğitim durumu incelendiğinde cevaplayıcıların çoğunluğunun lisans (%47,16) bitirdiği, %32,07' lik kesimin lise mezunu, %9,4' lik kesimin ise lisansüstü eğitim aldığı görülmüştür.

5.2. Kullanılan Ölçeklerin Güvenilirliklerinin Belirlenmesi

Ankette Bolu Gençlik ve Spor İl Müdürlüğünde çalışan personellerin örgütsel iletişim doyumu ile iş motivasyonu açısından algı düzeylerinin belirlenmesi amacıyla Cronbach's Alpha rakamları incelenmiş, çıkan değerler Tablo 3'e aktarılmıştır.

Tablo 3. Araştırmada Kullanılan Ölçeklerin Güvenilirlik İstatistikleri

Ölçek	Soru Sayısı	Cronbach' s Alpha
Örgütsel İletişim	25	0,928
İş Motivasyonu	24	0,892

Güvenirlik analizlerini gösteren tablo 3'teki sonuçlara göre ölçeklerin güvenilirlik düzeyleri yüksek çıkmıştır.

5.3. Cevaplayıcıların Örgütsel İletişim ve İş Motivasyonuna Yönelik Algıları

Çalışma, örgütsel iletişim değişkenleri ve iş motivasyonu olmak üzere iki boyutta incelenmiştir. İletişim değişkenleri; üst yatay iletişim, üst iletişim, iletişim araçlarının kalitesi, iletişim iklimi, bölümler arası iletişim olmak üzere 5 ana bölümden oluşmuştur. İş motivasyonu da dışsal ve içsel motivasyon olarak 2 ana başlıktan ibarettir.

Tablo 4' teki başlıklar değerlendirildiğinde anketi cevaplayanların örgütsel iletişime yönelik algıları sayısal olarak yaklaşık değerleri ve standart sapmalar kullanılarak aktarılmıştır.

Tablo 4. Katılımcıların Örgütsel İletişim Ölçeğine Verdikleri Yanıtların Tanımlayıcı İstatistikleri

Örgütsel İletişim Değişkenleri	Ort.	SS
1.Yöneticim beni dinlemekte ve dikkate almaktadır	4,04	0,553
2.Yöneticim işle ilgili sorunlarda bana rehberlik etmektedir	4,00	0,734
3.Kurum iletişimi ilgi çekici ve faydalıdır	3,91	0,815
4.Yöneticimin yeni fikirlere açıklık düzeyi yüksektir	3,98	0,693
5.Sahip olduğum yetki miktarı yeterli düzeydedir	3,79	0,893
6.Kurumumuzda dedikodu aktif düzeydedir	3,26	1,243
7.Benimle aynı düzeyde olan çalışanlarla aramdaki iletişim eksiksiz ve serbesttir	3,96	0,808
8.Kurumdaki iletişim uygulamalarının olağan üstü durumlara uygulanabilirlik düzeyi yüksektir	3,58	0,795
9.Çalışma arkadaşlarımla uyumluluk düzeyimiz yüksektir	4,17	0,612
10.Kurumumuzda resmi olmayan iletişim eksiksiz ve aktif düzeydedir	2,69	1,191

11. Kurumumuzdaki iletişim çalışanları kurum hedeflerine ulaşmaları için heyecanlandırmakta ve motive etmektedir	3,75	0,939
12. Kurumumuzdaki insanların iyi bir iletişimci olarak sahip oldukları yetenek düzeyi yüksektir	3,69	0,805
13. Kurum içi iletişimin kendimi ifade etmemi sağlama ya da beni kurumun hayati bir ögesi olarak hissettirme düzeyi yüksektir	4,04	0,678
14. İşim için ihtiyaç duyduğum bilgiyi zamanında alabilme düzeyi yüksektir	4,04	0,733
15. Çatışmaların uygun iletişim kanalları aracılığıyla ele alınma düzeyi yüksektir	3,74	0,964
16. Üstümün bana güven düzeyi yüksektir	4,04	0,831
17. Toplantılarımızın iyi organize edilme düzeyi yüksektir	3,79	0,84
18. Yazılı yönergeler ve raporlar açık ve nettir	3,81	1,02
19. Çalışanların kurumdaki iletişime yönelik tutumları sağlıklıdır	3,9	0,721
20. Genel olarak kurumdaki iletişim yeterlidir	3,83	0,849
21. Çalışanların bölümler arası iletişimlerinde problem çözme düzeyi yüksektir	3,78	0,702
22. Bölümler arası iletişim (miktar olarak) yeterli düzeydedir	3,92	0,703
23. Bölümler arasında takım çalışma duygusunun düzeyi yüksektir	3,87	0,68
24. Bölüm yöneticilerinin bir diğer yöneticiyle iletişim kurma düzeyi yüksektir	3,94	0,691
25. Bölümüm ve diğer bölümler arasında öncelikler üzerinde uzlaşmış olma düzeyi yüksektir	3,94	0,669

Üstteki tablo incelendiğinde genel örgütsel iletişim boyutlarının yaklaşık 3,2459 olduğu görülmüştür. Örgütsel iletişim alt boyutlarını değerlendirdiğimizde 3,5167 değer ile yatay iletişimin en yüksek olduğu tespit edilmiştir. Burada 3,1315 ortalama ile en az değişken olarak iletişim iklimi karşımıza çıkmıştır.

Tablo 4. Katılımcıların İş Motivasyonu Ölçeğine Verdikleri Yanıtların Tanımlayıcı İstatistikleri

İş Motivasyonu Değişkenleri	Ort.*	SS
1. Yaptığım işte başarılıyım.	4,13	0,394
2. Yaptığım işle ilgili sorumluluğa sahibim.	4,34	0,586
3. Çalışma arkadaşlarım çalışmalarımın dolaylı beni takdir ederler.	4,11	0,64
4. Yaptığım işin yapılmaya değer bir iş olduğuna inanıyorum.	4,11	0,67
5. İşimi tam anlamıyla yapabilecek yetkiye sahip olduğuma inanıyorum.	4,00	0,76
6. Yaptığım işin saygın olduğuna inanıyorum.	4,06	0,698
7. Kendimi işletmenin önemli bir çalışanı olarak görüyorum.	4,09	0,628
8. Yaptığım işle ilgili bir konuda karar verme hakkına sahibim.	4,02	0,843
9. Yöneticilerim çalışmalarımın dolaylı her zaman beni takdir ederler.	3,96	0,799
10. Yönetim, izin isteğimi olumlu karşılar ve reddetmez.	4,19	0,81
11. Çalışma ortamımda fiziksel şartlar uygundur.	3,94	0,864
12. İşletmede, yemek, çay, kahve gibi yiyecek-icecek ikramları yapılır.	4,02	0,99
13. İşyerindeki araç ve gereçler yeterlidir.	4,04	0,96
14. Çalışanlarla ilişkilerim iyi düzeydedir.	4,29	0,498
15. Konularında uzman olan kişiler tarafından toplantı, seminer, konferans gibi eğitim faaliyetleri yapılmaktadır.	3,81	0,817
16. Çalışmakta olduğum kurumun ileride şu anki durumundan daha iyi olacağına inanıyorum.	4,29	0,848
17. Yöneticilerim ile ilişkilerim iyidir.	4,23	0,505
18. İşimde terfi imkânım vardır.	3,92	1,053
19. Yöneticilerim çalışanlarla/vatandaşla olan anlaşmazlıklarımı çözmekte yardımcı olurlar.	3,89	0,891
20. Başarımdan dolayı ekstra ücret alırım.	4,17	1,282
21. Başarımdan dolayı ödüllendirilirim.	3,71	0,957
23. Bu işyerinden emekli olacağıma inanıyorum.	4,3	0,668
24. Yaptığım işten aldığım ücretin yeterli olduğunu düşünüyorum.	3,87	1,075
GENEL İŞ MOTİVASYONU	3.4058	.61718

Yukarıdaki tabloda analizin iki ana boyutundan biri olan iş motivasyonuna ait alt boyutlar ortalama ve standart sapmalarıyla verilmiştir buna göre genel iş motivasyonu 3,4058'dir. En yüksek ortalama ise 4,3018 ile içsel motivasyondur.

5.4. İlişkilerin Belirlenmesine Yönelik Korelasyon Analizi

Tablo 7. Değişkenler Arası İlişkileri

	1	2	3	4	5	6	7
1. Üst iletişim	1	.350**	696**	663**	598**	550**	515**
2. Yatay İletişim		1	569**	470**	428**	.0,232*	447**
3. İletişim İklimi ve Kalitesi			1	725**	708**	591**	641**
4. İletişim Araçlarının Kalitesi				1	641**	682**	674**
5. Bölümler Arası İletişim					1	488**	590**
6. İçsel Motivasyon						1	667**
7. Dışsal Motivasyon							1

* p<0,01 ve ** p<0,00

Örgütsel iletişim doyumu ölçeğindeki alt boyutlar ve iş motivasyonu ölçeğindeki alt boyutlar birlikte korelasyon analizine tabi tutulmuş aralarındaki ilişkiler tabloda gösterilmiştir. Buna göre iletişim ve motivasyon arasında pozitif ilişki olduğu tespit edilmiştir.

6. SONUÇLAR VE ÖNERİLER

Çalışmamızın amacı, motivasyon ile örgütsel iletişim arasındaki ilişkiyi tespit etmektir. Buna ilave olarak örgütsel iletişim etkinliğinin alt başlıkları ile iş motivasyonu arasında nasıl bir ilişki olduğu ile içsel ve dışsal motivasyon ile örgütsel iletişim arasındaki ilişkiyi tespit etmektir

Elde edilen veriler sonucunda araştırmada belirlenmiş 10 hipotezden 9' u kabul görmüştür. Örgütsel iletişim ve iş motivasyonu arasında pozitif yönlü ve anlamlı bir ilişki olduğu anlaşılmıştır. En yüksek ilişki gücü olan değişkenler, örgütsel iletişim etkinliği ile dışsal motivasyondur. Örgütsel iletişim etkinliği çalışanlar çerçevesinden değerlendirildiğinde önemli bir etken olarak görülmektedir. Yapılan literatür çalışması ve araştırmanın analizi sonucunda, etkin bir örgütsel iletişimin çalışanların dışsal motivasyonunu artıracığı anlaşılmıştır. Dolayısıyla örgütün iletişim etkinliği ile çalışanların motivasyonel durumu arasında, karşılıklı ve birbirlerini etkileyebilecek nitelikte bir ilişkinin olduğu düşünülmektedir.

Yapılan bu çalışma neticesinde bazı öneriler geliştirilmesinin faydalı olacağı değerlendirilmiştir. Personellerin iş motivasyonunu yükseltmek ve performanslarını artırabilmek için iletişim çalışmaları yapılmalı, çıkan sonuçlar değerlendirilerek atılması gereken adımlara göre planlamalar yapılmalıdır. Yapılan bu çalışmanın genel olarak literatüre fayda sağlayacağı, kurum ve işletmeler açısından yararlı olacağı değerlendirilmektedir.

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Gösteri Toplumu Bağlamında Instagram Yoluyla Yeniden Üretilen Evlilik ve Nişan Ritüelleri

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ÖZET

Küreselleşen dünyanın önemli bir meta silahı olan kapitalizm, kitle iletişim araçları yoluyla yaşamın her boyutunu olduğu gibi tüketim toplumlarının kültürlerini de belirlemektedir. Gösteri Toplumu adlı eserinde Guy Debord fiziksel ve toplumsal düzenlemeler ile kapitalizm arasındaki ilişkiyi odaklanır. Tarihi, *dondurulmuş zaman* olarak tanımlarken geçmiş ile şimdiki zamanın dengesini, tarihi yadsıyan gösterinin, sahte tarihler inşa etme yoluyla kurduğunu belirtir.

Gösteri, toplumların tarihlerini, ritüellerini ve kültürlerini tehdit etmektedir. Gösteri toplumlarında kitle iletişim araçları, tüketimle yoğurulan meta ideolojileri yayan en önemli platformlardır. Yeni medya teknolojileri ile hayatımıza giren sosyal medya platformları da enformasyonun tek taraflı yapısını *etkileşim* olanaklarıyla dönüştürmüştür; geçmişte enformasyon ile duyumsal bir yaklaşım gösteren bireyi sosyal ağlarda üretici ve tüketici konumuna getirmiştir.

Sosyal medya platformlarında tüketim benliklerini kolaylıkla idealize eden bireyler Baudrillard'ın tabiriyle övgüye boğulmayı severler. Bireylerin gösterişçi tatminleri için bir podyuma dönüşen sosyal medya mecrası olan Instagram aynı zamanda birey için benliğini bulacağı nesneyi de kendisine sunmaktadır. Instagram, küresel evlilik ve nişan ritüellerini tüketim içinde yeniden üreterek gösteri ideolojisini de bir yandan bireye aktarır. Bu çalışmada Instagram'da öne çıkan evlilik ve nişan organizasyon sayfalarının paylaşımları ve bu paylaşımlarla birlikte yeniden üretilen evlilik ve nişan ritüelleri üzerine yoğunlaşmaktadır. Bu paylaşımların tüketim toplumu içerisinde var olmaya çalışan evlilik ve nişan aşamasında olan bireylerin değerlerine nasıl hükmettiği sorusuna cevap aranacaktır.

Anahtar Kelimeler: Gösteri Toplumu, Tüketim Toplumu, Kültür Endüstrisi, Fordizm, Post-fordizm, Yeni Medya, Instagram.

Marriage And Engagement Rituals Reproduced Through Instagram in the Context of Spectacle Society

ABSTRACT

Capitalism which is an important meta weapon of globalised world has determined the culture of the consumer society by means of media, just like it has determined every dimension. In his work titled *The Society of the Spectacle* is focused on the relations between physical, social regulations and capitalism. While defining history as frozen time he states that the balance between past and present, the spectacle that denies history, is established through building false histories.

The spectacle is a thread to the the histories, rituals and cultures of the societies. In spectacle societies, media are the most important platforms that are used to disseminate meta ideologies embedded in consumption. Social media platforms entering our lives with new media technologies has transformed the unidirectional structure of information by providing interaction facilities and has made the individual, who had a sensory approach to information in the past, a producer and consumer in social networks.

Individuals who easily idealize their self-consumption in social media platforms like to be over-praised; Baudrillard's expression. Social media adventure Instagram, which turns into a podium for the indulgent satisfaction of individuals, also offers the object to the individual by which the individual find oneself as well. On one hand, Instagram transfers spectacle ideology to the individual by reproducing global marriage and engagement rituals in consumption. This study focuses on the sharing of prominent marriage and engagement organization pages on Instagram and the marriage and engagement rituals reproduced along with these sharings. The question of how these sharings dominate the values of the individuals who are at the marriage and engagement stage and trying to exist within the consumer society will be sought.

Key words: Society of Spectacle, Consumer Society, Culture Industry, Fordism, Post-fordism, New Media, Instagram.

GİRİŞ

İhtiyaç kavramıyla ilişkili bir kavram olan tüketim, günümüzde artık ihtiyaçtan çok daha öte ve başka anlamları temsil etmektedir. Tüketmek artık hem bireysel hem toplumsal anlamları içinde barındıran, kişilerin kendilerini var etme ve toplumda bu yolla kendilerini gerçekleştirme biçimi olarak yeni bir boyut kazanmaktadır. Tüketmek ve kimlik kazanmak ile o toplumun içinde kendini var edebilmek arasında önemli bir ilişki kurulduğu görülmektedir.

İçinde bulunduğumuz yüzyılda tüketen bireyler bireysel olarak kendilerini daha değerli ve daha sosyal olarak değerlendirirken diğer boyutta da toplumsal kabulleri ve gelenekleri etkileyerek toplumsallığı da değişime uğratmaktadır. Bu değişimlerde pek çok faktörün etkisinden söz etmek mümkündür. Ancak bilgi ve iletişim teknolojilerindeki gelişmeler ve özellikle de yeni medya ortamının tüketimle ilişkisi, çalışmamızın odak noktasını oluşturmaktadır.

Tüketim, her ne kadar insanla ilişkili bir kavram olarak tarihsel olarak ilk insana kadar gidebilse de tüketimin bugünkü anlamı geçmişe nazaran çok daha başka bir boyut kazanmış ve modern dönemle anlamlı hale gelmiştir. 19. yüzyılda Sanayi Devrimi sonrasında "Henry Ford'un seri otomobil üretimi ile gelişen batı kapitalizminin Gramsci tarafından *fordizm* olarak adlandırılan girişimi, tüketimin yayılmasını sağlayan en önemli faktör olarak" (Orçan, 2014: 20) belirlemiştir. Fordizmde geniş üretim bantları kullanılarak seri bir şekilde toplu tüketim nesnelere üretilmektedir. Adorno (2011) *kitle kültürü* olarak adlandırdığı bu üretim kültüründe: standartlaşmış -tek tip- ürünlerin seri bir şekilde üretilmesi ve proletaryanın ürettiği ürüne *yabancılaşması'nı* eleştirmektedir. Fordizmin tüketim kültürü açısından en büyük sıkıntısı *kitlesel* oluşudur. Sanayi Devrimi'nden sonra insan gücünün yerini makinelere bırakması, proleteryanın *boş zaman* kavramıyla tanışmasını sağlamıştır. Kapitalizm ve kültür endüstrisi proleterlerin *kitle kültürü* içinde sadece üretim yapmalarından rahatsızlık duyar, aynı zamanda proleterlerin kendi ürettikleri seri üretim nesnelere tüketicisi haline gelmelerini sağlar.

Post-fordizmle birlikte tamamıyla yok edilmeye çalışılan *manevi kültür* yerini kültür endüstrisinin yardımıyla *maddi kültüre* bırakmıştır. Post-fordizmle çalkalanan "tüketim toplumlarında özne ön plana çıkmış ve kişiye özel, sipariş niteliği taşıyan ürünlere, özel tasarım ve kalite olarak yüksek standartlara sahip ürünlere yönelik ilgi artmıştır" (Kula, 2012: 511). Post-fordizmle birlikte sanayide yaşanan teknolojik gelişmelere ayak uyduracak eğitilmiş ve kalifiye işçilere ihtiyaç duyulmaktadır. Bu tüketim toplumunda sınıf ayrımı yaratmıştır. Post-fordizmin getirdiği esnek üretim modelleri toplumun her sınıfından olan bireylere kültür endüstrisi ve kapitalizm hegemonyasının belirlediği ölçüde seri üretim nesnelere karşı seçim şansı sunmuştur.

Veblen (2004), gösteri toplumu içinde sıkışık kalmış bireylerin kurumsal yapılarını incelediği *Aylak Sınıfının Teorisi* adlı eserinde *gösterişçi tüketimin* temellerini atmıştır. Gösterişçi tüketimde, üretilen nesnenin işlevsellikten çok markası önemlidir. Gösterişçi tüketim ve prestij yakın ilişkili kavramlardır ve satın alınan ürünlerin çevre tarafından prestij göstergesi

olarak algılandığı görülür (Güleç, 2015: 79). Tüketim gösteri toplumlarında bu bağlamda ekonomik bir olgu olmasının yanısıra kültürel bir olgu haline gelir.

Arzu kavramının tüketimi anlamlandırma açısından önemli bir yeri vardır. Kapitalizmle birlikte tüketimde ihtiyaç kavramı bir arzuya dönüşmüştür. “İnsan ihtiyaçları, istekleri ve arzuları tüketim olgusunun ardında yatan itici güçlerdir (İslamoğlu & Altunışık, 2013: 3). Bocock (1997), tüketimi nesneye karşı duyulan *arzu* kavramıyla açıklamaktadır. Bu arzulan tüketim nesnesi gösteri toplumunda bireyin aynı zamanda toplum içindeki statüsünü de belirler hale gelmiştir. “Tüketimdeki Modern kapitalist toplumlarda artık insanların kim oldukları ve/veya kim olmak istedikleriyle ilgili duyarlılıkları da tüketim kültürü tarafından belirlenmektedir” (Bocock, 1997: 10). Kapitalizmin belirlediği çerçevede çeşitli medya endüstrileri tarafından pompalanan popüler tüketim nesnelere yönelen bireyler “kendi kimliklerini yaratmalarına yardımcı olacağını düşündükleri malları tüketerek, olmayı arzu ettikleri varlık gibi olmaya ve kendileriyle ilgili bu imajı, bu kimliği sürdürmeye çalışırlar (Bocock, 1997: 74). Kitle iletişim araçları bu noktada gösteri toplumuna *tüketim arzusu* aşılacak için en önemli mecraları içinde barındırmaktadır. Bireylere görsel ve işitsel medya araçlarıyla hızlı tüketme alışkanlığı aşılayan kapitalizm, Web 2.0 teknolojinin 2004 yılında yeni medya kavramıyla hayatımıza girmesiyle küreselleşen enformasyonla birlikte, toplumun tüketim kurumlarını tamamiyle ele geçirmiştir.

Adorno (2011), kitle iletişim araçlarının ilk planda tüketicilere *tüketim ruhu* üflediğini belirtmektedir. Debord (2018: 40) ise kitle iletişim araçlarını, “basit aletler toplumu olarak toplumu istila ediyormuş gibi görünse bile bu aletler aslında hiç yansız değildir, aksine bizzat gösterinin bütüncül öz devinimine elverişli araçlardır” şeklinde açıklamaktadır. Batılılaşma kavramı ile toplumların kültürlerini birbirlerine yakınlaştıran kapitalizmle birlikte bireylerin, tüketim nesnelere yeniden ürettikleri kendi benlikleri için adeta bir podyuma dönüşen sosyal medya mecraları gösteri toplumunun vazgeçilmez haline gelmiştir.

GÖSTERİ TOPLUMU VE TÜKETİM

Gösteri metası, sıradan olan seri üretim nesnelere, kitle iletişim araçlarıyla birlikte ünlü kişilerin benliklerine yükleyerek, basit nesneye büyük bir önem atfetmektedir. Seri üretimle birlikte tüketimde kalitenin yerini dış görünüş, imaj ve marka değeri kazanmıştır. Nesnelere atfedilen geleneksel kodların sömürsü taklitçi bir biçimde kalitesiz olarak gösteri toplumunda ortaya çıkmaktadır. Geçmiş değerleri hiçe sayan tüketim bilinciyle görünür olanı insanlara sanki hep böyleymişçesine sunar.

Debord gösteri toplumunda sahip olma arzusunu, taklitçi nesnelere üzerinde kurulduğu gerçeğini açıklamaktadır. Gösteri toplumunda asıl gerçek yerini gösteri hegemonyasının istediği gerçekliğe bırakmak zorundadır. Boş zamanların yaratılmasıyla, proleterlerin faaliyetsiz kaldıklarındaki özgürlükleri aslında bir yanılsamadır. Proleterler gösteri toplumunda üretmedikleri süreç içerisinde tekrardan gösteri çarklarına hizmet etmeleri -tüketim eylemi içinde olmaları- için boş zaman adı altında bir yanılsamaya yani tüketimin asıl alanına doğru itilirler.

Boş zamanlarla kendini üretimin dışında hisseden proleter kesim, “tüketici kisvesi altında son derece kibar davranılan bir yetişkin muamelesi görür. Bu durumda, *meta hümanizmi* proleterin *boş vakitlerinin ve insani yönünün sorumluluğunu* üzerine alır” (Debord, 2018: 51) ve tüketmeye başlar. Gösteri kendi mallarını ve metalarını, kitle iletişim araçları ile insanlara devamlı kabul ettirmek istemektedir. Sanayi Devrimi ve üretim bantlarıyla birlikte oluşan yeni proleter sınıflar için gösteri yeni sektörler yaratmak durumundadır. *Hizmet sektörü* de bu sektörler arasında boş zamanın kavramının tanınmasıyla ortaya çıkmıştır. Çeşitli yapay ihtiyaçlar yaratan gösteri, daha fazla tüketim için elindeki tüm imkanları seferbet etmektedir.

Gösteride popüler kültüre sunulacak yeni tüketim nesnesi, kitle iletişim araçları tarafından Debord’un tabiriyle bir *heyecan dalgası yaratılarak*, yaygınlaştırılır. “*Biçimlerin*

yakınlaşması, diye adlandırılan bir süreç medyalar arasındaki, hatta posta, telefon, telgraf gibi iki nokta arası, basın, radyo, televizyon gibi kitlesel iletişim araçlarının arasındaki çizgileri belirsizleştirmektedir” (Jenkins, 2016: 28). Bir televizyon dizisinde ana karakterin giyim tarzı *moda* olurken, bir otomobil dergisi bir otomobil markasının satışlarını arttırabilmektedir. “Reklamların her *yeni yalanı* aynı zamanda bir önceki yalanın ikrarıdır” (Debord, 2018: 66). Sektörler arası bu sışlamalar, dijital yakınlaşma ile gösteri metalarını küreselleşmenin yardımıyla insanlara hızlı bir şekilde yayma gücüne sahiptir.

Gösteri, toplumların zamanlarını da hızla tüketmesini istemektedir. Bunun nedeni tüketim ritüeli içinde olan bireyin *gösteri anı* bitmeden diğer bir tüketim anına geçemiyor oluşudur. Alışveriş merkezlerinde saatlerin bulunmaması, kullanılan mimaride dışarıya bakan camlara yer verilmemesi ve günün her saati ışıklarla apaydın olmasının nedenini buna bağlamak gereklidir. “Yaratılan *sahte-döngüsel* zaman, *gösteri* zamanıdır” (Debord, 2018: 123). Diğer yandan gösteri bu zaman tüketimi metasını tatiller ve eğlence hizmetleriyle doldurmayı hedefler. Tüketim imajları ve metalarıyla doldurulmuş olan tüketim katedrallerinde tüketiciler, gösterinin yüzlerine çarptığı birçok ideoloji ile baş başa kalırlar ve kendilerini kaybederler. “Bauman’a göre tüketim toplumunun en belirgin özelliğini akışkanlık: bir nesneden bir diğerine, bir arzudan bir diğerine vb. ve baştan çıkarılma olarak nitelendirebiliriz” (Senemoğlu, 2017: 70). Hatırlayamadıkları değerlerin sahte imitasyonları ile birlikte, bireyin öz tarih ve değerleri iyice aklımdan silinmek istenmektedir. “Bu *uzamsal yabancılaşmada*, özne ile öznenin elinden aldığı etkinliği birbirinden kökten ayıran toplum, öncelikle özneyi kendi zamanından ayırır” (Debord, 2018: 125).

TÜRK GELENEKLERİNDE EVLİLİK RİTÜELLERİ

Ritüeller toplumların geleneksel dinamikleriyle bağlantılı, standartlara ve kurallara dayalı -performatif⁴- olarak belli aralıklarla uyguladıkları sembolik ve kültürel aktivitelerdir. Birey kendi kültüründeki ritüeller yoluyla kendi rüşünü topluma ispatlamaktadır. Ritüeller aynı zamanda toplumun otokontrol mekanizmalarıdır.

Ritüeller toplumun birlik ve beraberlik bütünlüğüne sahip çıkan aktivitelerdir. Aynı zamanda toplum içindeki ritüeller sembolik bir biçimde de karşımıza çıkmaktadır. Tüketim yaşamın her alanına sirayet ettiği gibi kültürel ritüel kodlarını da kendi istediği şekilde değiştirmiştir. “Günümüzde pek çok tüketim eylemi ritüel temellidir. Bu nedenle de markalar günlük ritüellerin içinde kendilerine yer bulmak amacıyla pazarlama stratejilerini bu temel çerçevesinde şekillendirmektedir” (Gökaliiler & Saatcioglu, 2016: 30). Markalar yardımıyla kültürlerin ritüellerine kadar işleyen kapitalizm, toplumun aile kurumunun safhaları olan nişan ve evlilik kurumlarının samimi kodlarını da değiştirmiştir.

Bir toplumun en küçük kurumu ailedir. Toplum yapısı aile kurumunun dinamikleriyle şekillenmektedir. “21. yüzyıl, siyasal yaklaşımları, ekonomik dizgeleri, dağınık aile yapısı, bireyci yaklaşımları ve gösterişli yaşamıyla, sınırlı üretime ve aşırı tüketime dayalı çelişkili bir temel üzerinde biçimlenmektedir. Böylece gelinin ve güvenin evliliği yasa, din ve bağlı bulunduğu toplum üyelerinin onayı ile geçerli sayılmış olur” (Demirağ, 2017: 5).

Toplumların tarihsel kodları, ekonomik ve coğrafi düzenleri, üretim ve tüketim ilişkileri evlilik ritüellerini belirlemektedir. “Dünyanın en eski ve kalıcı kurumlarından biri olan evlilik, birbirinden farklı iki insanın paylaşmaya başladığı yeni bir yaşam dönemi olup iki insan için de hayatlarında radikal bir değişim sürecidir” (Bayer, 2013: 121). Toplumlar kendi gelenek ve göreneklerine göre uygun evlenme ritüellerini tercih ederler.

³ Benimseme, onama, kabul, tasdik (Türk Dil Kurumu)

⁴ Bkz. Judith Butler “Cinsiyet Belası”

Ülkemizde günümüzde, şehir yaşamında doğrudan tanışarak evlenmeler hakimken yerelde ise *görücülük*⁵ geleneği sürdürülmektedir. Birbiriyle tanışıp evlenmek isteyen çift evlilik öncesi belli Türk kültür ritüellerini tamamlaması gerekmektedir. Evlenecek olan bireylerin ailelerinin tanıştığı *kız isteme* ritüelinde: erkeğin ailesi, kızın ailesinin evine gider. Aile büyüklerinden kız istenir. Eğer aile büyükleri bir ailenin kurulmasında hemfikir kılınırsa sıra *söz kesimine* gelir. “Dünürçülük yoluyla anlaşılan ailelerin, bu anlaşmalarını daha geniş bir çağrılı huzurunda sözle iyice pekiştirmelerine *söz kesimi* ya da *söz kesme* denmektedir. Söz kesiminde başlık ve hediyeler de konuşulur, söze bağlanır” (Örnek, 2000: 191). Bu fasıldan bir süre sonra *nişan* ritüeline geçilir. “Nişan elbisesini giyen kıza kayınvalidesi ile erkeğin yakınları tarafından *takı* denilen ziynet eşyası takılır. Geleneksel kesimde nişan töreni, erkeklerin ve kadınların aynı yerlerde oturdukları bir evde yapılır” (Örnek, 2000: 193).

Düğün ritüellerinin başında *kına gecesi* gelmektedir. Kına gecesi *gerdek gecesinden* bir gün önce kız evinde gerçekleşmektedir. Kına gecesinden bir gün sonra *düğün* ritüeli gerçekleşir. “Medeni ya da dinsel nikahtan sonra gelinle güveyin bir araya gelmelerine *gerdek* denir” (Örnek, 2000: 197).

Evlilik ritüellerinin ana aşamalarına ek olarak, gelin hamamı, çeyiz düzme gibi Türk geleneklerinin içine işlemiş çeşitli ritüeller de bulunmaktadır. Sembolik anlamları güçlü olan bu ritüeller günümüzde *popüler kültür* aracı olarak kullanılmaktadır. Gösterinin amacı, geçmişten günümüze aktarılan önemli ritüelleri kendi tüketim kodlarıyla donatıp yeniden tüketim kültürü içine bırakmaktır. Bu bağlamda Türk geleneksel evlilik ve nişan ritüelleri değişime uğramış, bekarlığa veda ve after partiler, balayı tatilleri, düğün filmleri gibi olgular insanlara seçenek olarak sunulmuştur.

Evlilik ritüellerinin toplumdaki önemi çok fazladır. Bunun nedeni, evlilik ritüelinin, evlenecek bireyler ve akrabaları için hayatlarında bir kere gerçekleşecek bir olguymuş gibi düşündükleri içindir. Çocuklarını evlendirecek olan aileler maddi gelirleri yeterli olmasalar bile çeşitli borçlar ve banka kredileri altına girerek çocuklarının en mutlu bir biçimde bu ritüeli gerçekleştirmesini sağlamak istemektedirler. Evlilik töreni çoğu toplumda bireylerin, hayatlarının en heyecanlı ve en dramatik törenleri olmuştur. Evlenecek olan bireyler bu ritüele hazırlanmak için yoğun bir tüketim hareketi başlatırlar. “Baudrillard, tüketicilerin örneğin giyim eşyası, gıda, takı, mobilya ya da bir eğlence tarzını, kim olduklarıyla ilgili zaten var olan duygularını dışa vurmak için satın almadıklarını öne sürer. Aksine insanlar, kimlik duygularını, bu satın aldıkları şeyler aracılığıyla oluşturmaktadırlar” (Bayhan, 2011: 229).

Bir *gösteri anına* dönüşen düğün ve nişan ritüelleri, evlenecek bireylerin adeta olmak istedikleri kişileri ve yaşamak istedikleri hayatı yeniden üretebilecekleri bir alan haline gelmektedir. Düğün törenleri, sadece düğün sahibi için değil, düğüne katılan insanlar için de bir fırsat olarak tanımlanmaktadır. Düğün ritüeli gösterinin podyumu haline gelmiştir. Törenin nerede yapıldığı, gelin arabasının yahut nişan masasının nasıl süslendiği, düğün pastasının uzunluğu, kimin ne kadar takı taktığı, gelinin sözde giydiği kıyafeti nişanda giyip giymemesi gibi faktörler tüketim toplumunda önemli bir yer kaplamaktadır.

Aynı zamanda bu *gösteriye* katılan insanlar, ritüelin gerçekleştiği zaman ve mekanda orada olmak zorunda değildirler. Sosyal medya platformları tüketimle samimiyetini kaybetmiş bir ritüeli kendi içindeki yeniden üretilmiş aksiyel, kendi kullanıcılarına yansıtmaktadır. Bu ritüeller içinde yerle bir edilmiş asıl kültür Debord’un tabiriyle (2018: 136) “kaybedilmiş birliğin arandığı yerdedir.” Gösterinin temel görevi tarihi *dondurmaktır*. Dondurulmuş tarihe kendi ideolojilerini yükleyen *gösteri*, bireyleri, kültür kodlarının en ücra köşelerine kadar işlemiş olan ritüellerine sızarak vurmaktadır. Gösteride kültür tamamıyla bir meta haline gelmiştir.

⁵ “Kız bakma”, “görücü çıkma”, “dünür gezme” Görücülüğün aslını, evlenecek erkeğin aile üyeleriyle, akraba ve komşularından seçilen birkaç kadının daha önceden üzerinde durulan ya da tanıdıklarca önerilen kızın evini ziyarete gidip, hem kızı yakından incelemeleri, hem de niyetlerini belli etmeleri (Örnek, 2000: 185)

INSTAGRAM YOLUYLA YENİDEN ÜRETİLEN EVLİLİK VE NİŞAN RİTÜELLERİ

Instagram, kapitalizmin kültür endüstrisi içindeki bireylere tuttuğu bir silahtır. Instagram içinde sponsorlu reklamlar haricinde insanlar Hastag(Etiket) adı verilen etiket biçimleri yardımıyla kendi arzuladıkları evrensel tüketim nesnelere rahatlıkla ulaşabilmektedirler. Aynı şekilde kapitalizm içinde yoğurulan evlilik ve nişan ritüellerini tüketim nesnesi haline getiren organizasyon sayfaları, düğün fotoğrafçıları da paylaşımlarının altına belirli hastagler ekleyerek tüketim arzusu içinde olan bireylere kolaylık sağlamış olurlar.

Günümüz toplumlarında bireyler evlilik ritüellerini bir benlik sunumuna dönüştürme ihtiyacı hissetmektedirler. “Goffman’ın tabiriyle bir sahne olan hayatta oyuncular olarak sosyal medya kullanıcıları, vitrinlerinde (sayfalarında) performanslarını yerine getirmek üzere rollerine hazırlanırlar ve performanslarını sergilerler” (Hülür & Akınç, 2017: 2102). Bu performanslar için adeta bir *gösteri alanı* sunan instagram, evlilik ve nişan ritüelleri gerçekleştirecek bireyler için bulunmaz bir mecradır. Evlenme aşamasındaki bireyler bu hastagler vasıtasıyla popüler kültürün dayattığı evlilik trendlerini instagram vasıtasıyla inceleme şansı ederek tüketimin istediği nesnelere arzularlar.

⁶Instagramın kendi içindeki arama motoruna *nişan* yazıldığında 6.110.000 gönderinin nişan, 371.000 gönderinin nişan masası, 489.000 gönderinin nişanlık, 866.000 gönderinin nişan tepsi hakkında olduğu göze çarpmaktadır.



Şekil 1

Yukarıdaki görsellerde *nişan masası* hastagi altında paylaşılan iki adet fotoğrafa yer verilmektedir. Burada görüldüğü üzere bir evin salonu dahi olsa perdelerle takılan yüyler, gösterişçi masa dekorları, heybetli durması amaçlanan köpük pastalar, pleksi kesim isimlikler göze çarpmaktadır. Aynı zamanda organizasyon şirketleri bu ritüeller için özel ürettiği bu tüketim malzemelerini kiralık olarakta pazarlamaktadırlar. Organizasyonlar resim seçimlerinde görüldüğü gibi *ünlü kişi* izlenimi verdikleri müşterilerini diğer tüketicilere örnek teşkil etmesi amacıyla kullanırlar. Instagramda gezen bireyler bu görsellerle arzularına ulaşmaktadırlar.

⁶ Bu paragraftaki veriler 29.02.2019 tarihinde ve Bolu konumuna e ait yaklaşık olarak edinilen verilerdir. Veriler Instagram algoritmasından dolayı farklı konumlara göre değişiklik gösterebilmektedir.



Şekil 2

Ayrıca yukarıdaki fotoğraflarda görüldüğü gibi Instagramda isteme çiçekleri, erkeğin içtiği ilk kahvenin takımı, nişan tepsileri gibi birçok ritüel araçları da kendi sembolik anlamından uzaklaştırılarak tüketimin bir malzemesi haline gelmiştir. Geçmişte naif hediyeler ve kültür motifleriyle bezenmiş olan ritüeller, gösterişçi tüketimle birlikte yerini büyük hediyelere ve şatafat sunumuna bırakmıştır. ⁷Instagram'ın kendi içindeki arama motoruna evlilik yazıldığında 1.964.556 gönderinin evlilik, 359.000 gönderinin evlilik teklifi, 125.000 gönderinin evlilik hazırlıkları hakkında olduğu göze çarpmaktadır.

Çeşitli video görsellerle de şekillenen gönderiler içinde günümüzde evlilik teklifleri de ritüeller arasında yerini almaktadır. Değişen bu ritüellerde tekne ile boğaz turu ve çift masası (bk. Şekil 3), havai fişek gösterisi, konfeti yağmuru ve bunların bir film haline dönüştürülmesi vadedilerek evlenecek çiftlerin ilk adımlarından itibaren tüketime sevk edilmektedir. Evlilik teklifi edecek bireyler için organizasyon firmaları çeşitli sektörleri birbirlerine entegre ederek kapitalizmin gerçekleştirmek istediği yakınlaştırma vurgusunu kendi kurumları içinde küçük bir prototipini sergilemektedirler.



Şekil 3

Dar gelimli aileler tüketim benliklerini, Instagram yoluyla gördükleri imajlar üzerinden sergileyemedikleri için *tüketim mağlubiyeti* hissederler ve bireyler tüketim nesnelere içinde boğulurlar. “Dünya hızla değişmektedir. 20. yüzyıldan 21. yüzyıla geçerken en hızlı değişen, yerleşik değer yargılarıdır. Artık *doğal* olan yerini *yapaya* bırakmaktadır. *Gerçek* yerini *sanala* bırakmakta, *asıl* da yerini *imgeye* bırakarak gözden kaybolmaktadır” (Bayer, 2013: 113). Asıl

⁷ Bu paragraftaki veriler 29.02.2019 tarihinde ve Bolu konumuna e ait yaklaşık olarak edinilen verilerdir. Veriler Instagram algoritmasından dolayı farklı konumlara göre değişiklik gösterebilmektedir.

amacının dışına çıkan ritüeller, Debord'un bahsettiği *gösterinin* gerçeği yok edip, *yeniden ürettiği* gerçeği, *hakiki gerçek* olarak bireye inandırması durumuyla örtüşmektedir.

SONUÇ

Sanayi Devrimi sonrasında *fordizm* ve *post-fordizm* ile birlikte ortaya çıkan *boş zaman* kavramı, Debord'un ifadesiyle *gösterinin* en *geniş alanı* haline gelmiştir. Tüketim toplumu ve popüler kültür metaları kapitalizme hizmet ederek boş zaman içinde *emeğine yabancılaşan* bireyleri sosyal medya platformlarının da yardımıyla *gösterişçi tüketime* sürüklemiştir.

Gösteri toplumunda, bireylerin kendi kimliklerini oluşturduğu bir sosyal medya platformu olan Instagram'da, tüketim metalarıyla yeniden üretilen toplum değerleri adeta pazarlanmaktadır. Bu süreçte "hiç kimsenin artık diğerleri tarafından *tanınmadığı* bir toplumda, her birey kendi gerçekliğini tanıyamaz hale gelir (Debord, 2018: 154). Gösteri toplumunun kişisi kendi kimliğini oluşturmak için popüler kültür nesnelere yönelerek hem topluma hem de benliğine kendini kanıtlamak ister. Gösteri bu yolla "kendi bütünlüğü içinde, seyircinin *aynadaki imajı*" (Debord, 2018: 154) haline dönüşmektedir.

Gösteri, kültürlerin ve ritüellerin bireyin yaşamında tek bir kısıntısı kalmasını istemez. Bauman'ın (2016: 93), "insanın yaşamak için mi tükettiği yoksa tüketebilmek için mi yaşadığı" sorusu, gösterinin karşısında tüketimle tüm ritüelleri yok edilmiş ve ruhuna tüketim arzusu üflenmiş birey tarafından asla sorgulanamayacaktır.

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COVID-19 Salgını Döneminde Dijitalleşen Eğitim ve Greenscreen Örneği

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ÖZET

Antik çağlardan itibaren insanlar, çeşitli bulaşıcı hastalıklarla karşılaşmıştır. Yaşanan salgınlar yalnızca insanları bireysel sağlık açısından etkilemekle kalmamış kültürel, ekonomik ve toplumsal açılardan da ciddi sonuçları beraberinde getirmiştir. Bu bulaşıcı hastalıklar bazen çıktıkları yerlerde daha belirli alanlarla sınırlı kalırken bazen de çok geniş alanlara yayılarak dünyanın çok önemli kısmını etkisi altına almış ve insanlığın ortak sorunu olmuşlardır. 2019 yılında ortaya çıkan ve halen dünyayı etkisi altına alan COVID-19 salgını da tüm dünyada çeşitli sorunlara neden olmuştur.

Bilgi ve iletişim teknolojilerindeki gelişmelerin sonucu olarak, birçok alanda olduğu gibi eğitim alanında da şimdiye kadar hiç olmadığı kadar nitelikli, çok yönlü ve etkili bir ortam gelişmiştir. Dijital bilgi çağında, enformasyon bilgiyi, bilgi ise bilgeliği sağladığı için, veriyi işleyip enformasyona dönüştürme, en temel eylemlerden birisi haline gelmiştir. Bu çalışmada, salgın dönemi ile hayatımızın vazgeçilmez konumuna gelen dijitalleşme kavramını ve dijital çağda eğitim alanında yaşanan gelişmeleri ele alarak, bu alandaki olanaklara, fırsatlara ve pratiklere odaklanılmaktadır. Daha özel olarak dijital bilgi çağında dijital eğitim kavramını ele alınmış ve bu çerçevede yani dijital eğitim bağlamında Greenscreen örneği incelenmiştir.

Anahtar Kavramlar: Salgın Dönemi, COVID-19, Dijitalleşme, Eğitim, Greenscreen Teknolojisi.

Digitalization of Education During the COVID-19 Pandemic and the Case Of Greenscreen

ABSTRACT

Since ancient periods, people have suffered from various contagious diseases. Epidemics have not only affected people's own health individually, they also have brought serious results culturally, economically and socially. These contagious diseases sometimes remained limited in places where they occurred, however, on occasions, they spreaded out around a large scale and affected a wide scope, thus turned into a common problem of mankind. Covid 19, which emerged in 2019 and is still a common threat of nations, caused many issues all over the world. As a consequence of informative and technological improvements, a very qualified, versatile and effective environment than ever before has evolved in education, just like in many areas.

In digital information era, because of the fact that information provides knowledge, and knowledge provides wisdom, transforming data into information after processing it has turned into a major business. Throughout this study, the notion "digitalization" that has become vital part of our lives with the epidemics period and the developments in education during digital era are handled by focusing on possibilities, opportunities and applications. More specifically, digital education concept has been tackled in digital information era, and within this scope, in other words, in digital education framework Greenscreen example has been examined.

Keywords: Epidemics Period, COVID-19, Digitalization, Education, Greenscreen Technology.

GİRİŞ

Bulaşıcı hastalıklar tarih boyunca insanları etkileyen önemli sorunlar olarak var olmuştur. Yaşanan salgınlar insanları kişisel olarak etkilemekle kalmamış kültürel, ekonomik ve toplumsal bağlamda da önemli etkilere neden olmuştur. Bu bulaşıcı hastalıklar yayılma alanıyla ilgili olarak bazen çıktıkları yerlerde daha belirli alanlarla sınırlı kalırken bazen de çok geniş alanlara yayılarak dünyanın önemli kısımlarını etkisi altına alarak insanlığın ortak sorunu haline gelmiştir. 2019 yılında ortaya çıkan ve halen dünyayı etkisi altına alan COVID-19 salgını da dünya genelinde etkileri olan bir hastalık olarak karşımıza çıkmaktadır.

Dünya tarihinde tarihin akışını, yönetimleri, toplumsal yaşamı, ekonomileri ve inançları derinden etkileyen pek çok hastalık olmuştur. Tarihsel belgelerde de görüldüğü gibi güçlü etkileri olan salgınların bireysel sağlığı etkileyip ölümlere neden olmasından tutun da makro düzeyde de çeşitli etkilere neden olduğu bilinmektedir. Bu salgınların siyasal yönetimleri bile etkilediği, ekonomik yapıyı ve dengeleri değiştirdiği hatta inanç düzeyinde etkilere neden olduğu görülmektedir. Bu çalışmada dünya tarihindeki tüm salgın hastalıklar ele alınmayıp en dikkate değer bulduğumuz birkaç bulaşıcı hastalıktan söz edeceğiz. Bunlar ise veba, İspanyol Gribi ve COVID-19 salgınlarıdır.

Her salgın dönemi kendi döneminin koşulları içinde ele alınmakta ve bir diğerinden farklı koşulları içinde barındırmaktadır. COVID-19 salgını ise diğer salgınlardan farklı olarak içinde yaşadığımız dönemin koşullarında daha komplike özellikler göstermektedir. Bilgi ve iletişim teknolojilerinin ulaşılmış olduğu nihai durum nedeniyle, bu salgının yaşandığı dönemin insanları olarak bizler salgın dönemindeki bilgi akışından tutun da enformasyon akışına kadar önceki salgınlara kıyasla daha zengin bir içerikle muhatap olduk. Salgının tanımından, nedenlerine, tedavi yöntemlerinden sonuçlarına kadar çeşitli enformasyonları takip etme olanağına sahip olduk.

Dijitalleşme sürecinin bir boyutu olarak karşımıza çıkan dijital kültür, teknolojiye ve tüketim odaklı bir işleyişe dayanmaktadır. Bu iki unsurun varlığına bağlı olarak gelişen yeni medya ortamı bilişim tabanlı teknolojilerin birleşimidir. Bu ortamda tüketime dayalı bir sistemin gerektirdiği pratikler gerçekleştirilmektedir. Aynı zamanda bu yeni ortam, var olan geleneksel kalıpları ve uygulamaları da değişime zorlamaktadır. Yeni medya alanının etkileşim alanlarından biri de eğitimidir. “Erişim kolaylığı, hız, üretim maliyetlerinin düşüklüğü, çoklu materyal uygulamalarına uygunluk, bireysel özgürlük, eylem ve etkileşime imkân tanıyan yönleriyle yeni medya, giderek daha fazla popüler bir eğitsel alana dönüşmektedir” (Atik ve Ata, 2018: 145).

Yeni medya teknolojileriyle oluşan uygulamalar her alanda olduğu gibi eğitim alanında da değişimleri beraberinde getirmiştir. Geleneksel eğitim anlayışı da bu ortamların yaşamın merkezine yerleşmesiyle birlikte değişime uğramıştır. Özellikle eğitimde artık sıklıkla kullanılmaya başlanan ve interneti pedagojik açıdan son derece değerli bir kaynağa dönüştüren video ve ses, eğitimi, dijital anlamda bambaşka bir boyuta ulaştırmıştır. “Öğrenme ve öğretmeyi kolaylaştıran inovatif eğitsel yöntem ve araçlar yeni medyayı, geleneksel eğitime destek olan bir ortam olmanın ötesine taşımıştır” (Atik ve Ata, 2018: 146). Bu da yeni medyanın insanlığa sunduğu önemli olanaklardan biridir.

Dijital eğitimin sunduğu birçok avantaj bulunmaktadır. Ancak bunların hepsini detaylandırıp anlatmak yerine doğrudan okullarımızda kullanılan ve bu çalışmanın da konusunu oluşturan Greenscreen teknolojisine odaklanmak yerinde olacaktır. Tüm bu gelişmeleri daha sağlıklı anlayabilmek ve bu konuda daha detaylı bilgi sahibi olabilmek için geçmişten günümüze kadarki kısa tarihi gelişmelere göz atmakta fayda var.

SALGINLAR

Dünya tarihine baktığımızda çok çeşitli salgın hastalıkların çeşitli dönemlerde etkili olduğunu görürüz. Veba (Kara Ölüm), HIV/AIDS, İspanyol Gribi, Asya Gribi, Kolera, Tifüs, Ebola ve Çiçek hastalıklarının dünya genelinde önemli etkileri olan ve toplumsal sonuçlara neden olan hastalıklar olduğu görülür. Bu çalışmanın konusunu oluşturan salgın hastalıklardan COVID-19 salgını döneminde eğitimde yeni bir fırsat olarak öne çıkan GreenScreen teknolojisine değinmeden önce tarihe damga vuran iki büyük salgını kısaca açıklamak gereği duyulmuştur. Bu yolla halen etkisini sürdüren COVID-19'u geçmişteki örneklerden yola çıkarak bu dönemin koşullarında anlamlandırmak hedeflenmiştir.

Veba

Yazının icadından önceki dönemlerde var olan durumlar fosil, iskelet kalıntısı, mağara resimleri gibi kaynaklara dayanmaktaydı. Yazının icadıyla birlikte tarihsel gelişmeler kayda alınmış ve günümüze kadar ulaşmıştır. Veba hastalığının yazıdan önceki dönemlerde var olup olmadığı net olarak bilinmemektedir. Vebayla ilgili ilk kayıtlardan biri M.Ö 2000'de yazılan Gılgamış Destanı'dır. Hititler, Akadlar dönemindeki ve Mısır dönemindeki milattan önceki kayıtlarda da veba hastalığına dair bilgiler mevcuttur. M.S. 80 yılında Bizans'ta İmparator Titus zamanında meydana gelen salgın, çok sayıda insanın ölümüne neden olan veba olarak tarihsel kaynaklarda yer almaktadır. 164 yılında Roma'da meydana gelen veba salgınının da geniş bir alana yayıldığı ve Etiyopya'ya kadar ulaştığı bilinmektedir. 251 yılında ise tekrar Roma'da yüzünü gösteren salgından pek çok kişi etkilenmiştir. İlkçağda ortaya çıkan ve günümüze kadar çeşitli şekillerde geniş ve farklı bölgelerde varlık gösteren vebanın toplumsal düzeyde üç ayrı zaman diliminde ciddi etkiler oluşturduğu görülür. Bu üç dönem Justinyen vebası, kara ölüm ve Bombay vebası olarak adlandırılmaktadır (Menteşe, 2020: 79-81). Bu dönemler içerisinde salgının baş gösterdiği bölgeler değerlendirildiğinde dünyanın çok sayıda bölgesinde hayatı olumsuz etkileyen büyük bir felaket olduğu görülmektedir.

Tarih öncesi dönemlerden başlayıp 19. Yüzyılın sonlarına kadar aktifliğini kaybetmeyen veba salgınının batıdan doğuya büyük bir alanda etkili olduğu görülmüştür. Toplumları çok yönlü ve olumsuz olarak etkileyen veba salgınının etkili olduğu yerlerde kimi zaman nüfus azalmasına neden olurken kimi zaman da nüfusu tümüyle yok ettiği bilinmektedir (Menteşe, 2020: 86). Günümüzde tedavi edilebilir bir hastalık olsa da hala dünyanın gelişmemiş bölgelerinde zaman zaman ortaya çıkmaktadır.

İspanyol Gribi

İspanyol gribi olarak adlandırılan H1N1 grip salgını 1918'de Amerika'da ortaya çıkmış ve dünya nüfusunun yaklaşık dörtte birine yayılmıştır. I. Dünya savaşının sonlandırılma nedeni olarak da gösterilen bu salgın, H1N1 influenza A virüsünün neden olduğu son derece ölümcül bir grip salgınıydı. 1 yıldan fazla fazla süren ve 500 milyon insanı enfekte eden bu salgında ölüm sayısının 17 milyon ila 100 milyon arasında olduğu ve bu haliyle insanlık tarihinin en ölümcül salgınlarından biri olduğu düşünülür. Moral bozmamak için I. Dünya Savaşı sansürcüleri hastalık ve ölüm sayılarının raporlarını düşük olarak bildiriyorlardı. İspanya ise savaşa katılmadığından özgür bir şekilde ölüm raporlarını yayınlıyordu. Bu nedenle salgına "İspanyol" gribi adı verildi. Osmanlı Devletinin de grip salgınından etkilendiği bilinmektedir (Erdal, 2020:184).

Tüm pandemiler gibi dünya genelinde çok yönlü olumsuz etkileri olan ve çok sayıda insanın hastalandığı ya da hayatını kaybettiği İspanyol gribi de bugün hala dünyanın gündemini meşgul eden COVID-19 Pandemisini anlamamızda ve buna yönelik çözüm üretmemizde önemli bir yol gösterici olmuştur.

COVID-19

Coronavirüsler insan ve hayvanlarda görülen RNA virüsleri olup insanlarda soğuk algınlığından pnömoni'ye kadar değişen solunum yolu enfeksiyonlarına neden olurlar. Genelde hastalar hızlı bir şekilde hastalığı atlattıkları ancak hastaların küçük bir kısmında ve ölüm gelişebilir. Bununla birlikte özellikle 2000'li yıllardan sonra görülen yeni tip Coronavirüsleri ise grip benzeri daha ağır bir tablo oluşturur. Özellikle bu virüsün bulaştığı kişilerde yüksek ateş, kas ağrısı, ishal, öksürük ve zor nefes alma gibi semptomlar gelişebilir (Şeker vd., 2020: 42).

Yeni tip Coronavirüslerden biri olan COVID-19'un Çin'in Vuhan Eyaleti'nde ortaya çıktığı kabul edilir. Vuhan'da solunum yolu sıkıntıları yaşayan hastalar üzerinde yapılan araştırmalar sonucunda tanımlanmış bir hastalıktır. Virüs Ocak 2021 tarihinde tanımlanmış olsa da varlığının çok daha öncelere dayandığı düşünülmektedir. Virüsün nerede başladığı ve ne şekilde yayıldığına dair dünya genelinde çeşitli spekülasyonlar bulunmakta ve salgının etkileri tüm dünyada tartışılmaya ve soruna yönelik çözüm önerileri üretilmeye devam etmektedir.

Bireysel, sosyal, ekonomik, siyasal pek çok etkiye neden olan COVID-19 pandemisinin yaşamı bugüne kadar hiç olmadığı şekilde etkilediği görülmektedir. Dünya genelinde büyük olumsuz etkilere neden olan pandemiyle birlikte toplumdan izole olan insanların istekli ya da zorunlu olarak evlere çekildiği, sanal ortamlarda sosyalleştiği, yeni koşullara göre yaşamlarını düzenlediği ve sosyal mesafenin korunmasına özen göstererek kendilerini koruma duygusunu öncelikle yeni kabuller söz konusu olmakta. Bu yeni sosyal mesafe durumu eski olan sosyallik anlayışını da kökten etkilemekte, pandemi süreci bitse bile yaşamın akışının eskisi gibi olamayacağı düşünülmektedir. Bu dönemde okulların, işyerlerinin kapanması ve bu kurumların pek çoğunun online olarak hizmet sağlaması dolayısıyla zaten yaşamın önemli bir parçası olan dijitalleşme daha da önemli bir hale gelmiştir.

DİJİTALLEŞME, EĞİTİM ve GREENSCREEN

İletişim toplum varlığının en önemli parçasıdır. İlk insandan bugüne kadarki süreç değerlendirildiğinde modernleşmeyle birlikte iletişimin ve dolayısıyla toplumun varlığının dramatik şekilde değiştiği görülür. Bilgi ve iletişim teknolojilerindeki gelişmelerle birlikte birey, toplum, siyaset, ekonomi, uluslararası alanlar ve hatta içinde bulunduğumuz dünya dışında dahil olduğumuz evrene kadar tüm anlayışlar ve işleyişler yeni bir şekil almış, almaya da devam etmektedir.

Yaşamın en önemli alanlarından biri haline gelen yeni medya teknolojileriyle birlikte, birçok alanda olduğu gibi eğitim alanında da yeni bir kültür yapısının ortaya çıktığını söylemek yanlış olmaz. Geleneksel anlayışa göre eşitliği, farklılıkları, özgürlüğü, kolay ulaşılabilmeyi kullanıcılarına sağlayan yeni medya ortamında (Deniz ve Hülür, 2016:10) eğitimin de bu ortamın özelliklerine uygun olarak şekillendiği görülmektedir.

Toffler (2018) "Üçüncü Dalga" adlı eserinde toplumları etkileyen üç tür dalgadan söz eder ve birinci dalgayı tarım toplumu, ikinci dalgayı kitlesellikle tanımlanan sanayi toplumu ve üçüncü dalgayı ise sanayi sonrası döneme denk gelen bilgi toplumu olarak tanımlar. Bilgi toplumunun en temel özelliği olarak da bilginin gücün belirleyicisi olmasıdır.

Fuller, 2000'li yıllardan sonra üretilen bilginin insanlık tarihi boyunca üretilen bilginin tamamından fazla olduğunu ortaya koyar. "Bilginin katlanarak ilerlemesinin bir sebebi de bilgisayar, internet ve diğer çevrimiçi teknolojilerle bilginin erişilebilir olması, bilgiye erişmek isteyenler ve bilgi kaynakları arasındaki sınırın ortadan kalkması, yeni bilginin hızlı bir şekilde yayılması/dağı(tı)lmasıdır" (Bozkurt vd., 2021: 37). Ancak dijitalleşmeyle birlikte bilginin katlanarak ilerlemesinden söz ederken bunun yalnızca teknolojik olan kısmını dikkate almamak gerekir. "Dijitalleşme sürecinin esas aktörleri yeni nesil bireyler, yeni nesil bilgisayarlar ve yeni

nesil internet olarak üçlü bir sacayağına oturtulabilir” (Parlak, 2019: 85). Dijitalleşme sürecinde başarıyı yakalamanın yolu bu üç aktörün uyumlu birlikteliğini gerekli kılar.

Dijital teknolojilerin bilgisayar tabanlı ya da mobil tabanlı olarak yaygınlaşması ve geniş kitlelerce kullanılarak benimsenmesi, birçok alanda olduğu gibi eğitim alanında da avantaj sağlamıştır. Bu teknoloji doğası gereği zaman ve mekandan bağımsız olarak içeriklere kolayca ulaşmayı sağlamaktadır. Bu durum sınırları da kaldırarak içeriklerin izin verildiğinde küresel olarak dolaşımda olmasını da beraberinde getirir. Eğitim içeriklerinin küresel olarak dolaşımda olması ise yeni bir eğitim anlayışının oluşmasını sağlar.

Dijitalleşmeyle birlikte eğitim ve öğretim yöntemleri de gelişmiştir. Öğrenme ve öğretmenin kişiselleştirilmiş öğrenme sistemine çevrilmesi ile eşleştirilebilen öğretim tarzı ve hızı sayesinde öğrenci ihtiyaçlarını çok daha iyi bir şekilde karşılar. Teknolojinin eğitime sağladığı bir diğer avantaj da yazılımın uyarlanabilir olması, öğrenci etkinliğine zaman ve mekandan bağımsız olarak seçenek sağlama, öğreticiye geri bildirimde bulunma gibi konularda destek sağlar. Bu avantajlarına ek olarak da dijital teknolojilerin öğrenmeyi değiştirme kapasitesinin olduğunu söylemek yanlış olmaz (Parlak, 2017: 48). Dijital teknolojilerle birlikte artık dersler geleneksel sınıf yapılarına zorunlu olarak bağlı olmaktan çıkıp hemen her yerde kolayca ulaşılabilir dijital sınıf ortamlarında birbirinden etkili uygulamaların kullanılmasıyla yapılabilir hale gelmiştir.

Yeni nesil eğitim uygulamalarında dijital teknolojik içeriklerin kullanım alanlarından biri de Greenscreen uygulamasıdır. Bu teknoloji sayesinde videolar, video klipler, reklamlar ve haber programları teknolojik bir arka plan- yeşil veya mavi renkli- yardımıyla kolaylıkla oluşturulur. İki ayrı videonun iç içe geçirilmesine olanak tanıyan bu teknoloji ile yüksek miktarda maliyet gerektiren ya da reelde tehlikeli ya da çekilmesi imkansız olabilecek sahnelerin çekilebilmesi mümkün olur. Chroma key, Greenbox, Bluescreen, Bluebox gibi farklı adlarla da tanımlanan bu uygulama ilk kez 1940’da The Thief of Bagdad (Bağdat Hırsızı) filminde kullanılmış ve Greenscreen tekniği sayesinde Oscar ödülü almıştır. Bu teknoloji temel olarak yeşil ya da mavi arka plan önünde çekim yapıldıktan sonra bu renkli fonun bilgisayar ortamında silinip yerine gerekli olan resim ve/ya videoların eklenmesi ile oluşturulur. Bu yöntemle iki video iç içe geçirilmiş olur ve etki bilgisayar ortamı sayesinde arttırılmış olur (“Green Screen Nasıl kullanılır?” 2021). Kısacası bu teknoloji yardımıyla prodüksiyon maliyetleri önemli bir şekilde düşürülerek karlılık arttırılırken aynı zamanda izleyicideki etkinin de arttığı görülür. Ayrıca zamandan tasarruf edilmesi, tehlikeli olabilecek durumların yapılmadığı halde yapılmış gibi yapılarak önüne geçilmesi de bu teknolojinin bizlere sunduğu avantajları oluşturur.

Greenscreen teknolojisinin avantajlarının fark edilmesi, eğitim alanında da uyarlanabilmesini beraberinde getirmiştir. Eğitimdeki en temel amaçlardan biri olan öğrenmenin gerçekleşmesi için zamanın gerektirdiği tüm olanaklardan yararlanmak gerekir. Bu nedenle de son yıllarda, özellikle de dijitalleşmenin en çok hız kazandığı pandemi döneminde uzaktan eğitim yoluyla gerçekleştirilen eğitimde Greenscreen teknolojisinin önemli avantajlar sunduğu görülmüştür. Öğrencilerin öğrenmesine görsellerle katkıda bulunan bu sistemin geliştirilmesi ve bu alanda yaygınlaştırılması temel hedeflerden biri olmalıdır.

SONUÇ

İçinde bulunduğumuz dönemde bilgi en önemli metadır. Bilgi ve iletişim teknolojileri ise bilginin değerini arttırmaktadır. Büyük verilerin kaydedilmesinin kolaylaşması ve ucuzlaması, kullanıcıların bilgiye ulaşmasının, iletilmesinin ve üretilmesinin kolaylaşması ve daha da önemlisi veriyi birleştirme ve çözümleme olanağının bu ortamlarda oluşması bu çağın bize sunduğu en önemli avantajlardır. Eğitim sektör toplumu kuşatan kapsamlı ve kritik değeri olan bir sektördür. Günümüzde 5 yaşından itibaren başlayarak olgun yaşlara kadar süren eğitim sisteminin içinde yer alan bireyler göz önüne alındığında neredeyse beşikten mezara kadar eğitimin bir parçası olduklarını söylemek yanlış olmaz. Yetişkin eğitimi, yaşlı eğitimi, işyeri eğitimi, aile eğitimi gibi örnekler de eğitimin çeşitli boyutları olarak değerlendirilmelidir. Hangi boyutuyla olursa olsun 21. Yüzyılda eğitim olanaklarındaki yaygın, güçlü ve nitelikli durumun tarihte hiç olmadığı kadar gelişmiş olduğu ve yeni teknolojilerin de katkısıyla eğitimde kullanılan dijital araçların giderek çeşitlendiği görülmektedir (Parlak, 2017: 1742). Eğitimde geleneksel yöntemlerin kullanılmasına ilave olarak yeni yöntemlerin de uygulanıyor oluşu, etkinin artırılmasında ve gelişmenin hızlanmasında çok önemli bir rol üstlenmektedir.

Yeni teknolojilerin yaşamın her alanında olduğu gibi eğitim alanında da kullanılması, yeni ve alternatif uygulamaların eğitime uyarlanmasını gerekli kılmıştır. *Greenscreen* uygulamasının eğitimde kullanılması da çağın gerekliliklerine uygun olarak önemli bir etki oluşturma yöntemi olarak değerlendirilebilir. Bu yolla yapılan eğitimde öğretmenin dersi anlatırken doğrudan görselin içine girebilmesi, öğrencinin ilgisini doğrudan arttırdığı görülmektedir. Sadece anlatım yöntemi ile dikkati bir noktaya toplamak zordur. Bu uygulamanın eğitimde kullanılmasıyla öğrenmede kalıcılığın artırılacağı düşünülmektedir. Yeni teknolojilerin kullanıldığı bu yöntemle dijital ortamın sınıf ortamı olarak kullanabildiği ve hatta görselliğin ve arka plandaki hareketli ya da hareketsiz görsellerin desteğiyle daha da etkili bir ortam olduğu söylenebilir.

Dijital dönüşümle ilgili olarak çeşitli düşünceler olsa da COVID-19 pandemisinin eğitim alanında kendini uyarlayabilme ve değişime becerilerine sahip olmayı gerekli kıldığı düşünülmektedir (Akt. Bozkurt vd., 2021: 41). Tüm insanlığın değişime adapte olmasının gerekli olduğu koşullarda teknolojinin getirdiği olanaklardan yararlanmak ve yaşamın ayrılmaz bir parçası olan eğitime uyarlanabilmek temel bir gerekliliktir.

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Vergi İcra Hukuku Bağlamında İhtiyati Haciz Müessesesi: Danıştay Kararları Çerçevesinde Hüküm ve Sonuçları

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ÖZET

6183 sayılı Amme Alacaklarının Tahsil Usulü Hakkında Kanun (AATUHK) kapsamında, kamu alacaklarının tahsilini garanti altına alabilmek için geliştirilen birtakım hukuki koruma tedbirleri düzenlenmektedir. Kamu alacakları içinde mahiyet ve miktar anlamında en önemlisini vergi alacakları oluşturmaktadır. Kamu alacaklarının kanuni birtakım güvence araçlarıyla teminat altına alınması, anayasal olarak hüküm altına alınan hem devletin gelir kaynağının hem de toplumsal adil vergi yükü dağılımının korunabilmesi açılarından önem taşımaktadır. Kanun kapsamında, kamu alacağını koruma tedbirleri olarak teminat isteme, ihtiyati haciz ve ihtiyati tahakkuk müesseseleri geliştirilmiştir. Bahsedilen koruma tedbirlerinden etki etkili olanlarından biri "ihtiyati haciz" müessesesidir. İhtiyati haciz müessesesi Kanun'un 13'üncü ve 16'ncı maddeleri arasında düzenlenmiştir. Buna göre kanunda sayılan sebeplerden birinin mevcut olması durumunda, söz konusu geçerli sebebe dayanarak alacaklı kamu idaresi kamu borçlusu hakkında ihtiyati haciz sürecini başlatabilmekte ve hüküm ve sonuçlarının ortaya çıkmasına zemin hazırlayabilmektedir. İhtiyati haciz kamu borçlusunun borçlu olduğu miktarı karşılayacak ölçüde malvarlığına el konulmasını kapsamakta ve kesin haciz işleminin uygulanması ile sona ermektedir. Kamu borçlusunun kanuni birtakım hak ve menfaatlerinin dikkate alınarak yürütülmesi gereken bu süreçte yükümlünün haksız zararının oluşmaması son derece önemlidir. Genel süreç bu şekilde olmakla birlikte bu çalışmanın içeriğinde istisnai uygulamalar ve ortaya çıkabilen sonuçlar mevcut ve güncel Danıştay kararları çerçevesinde ele alınarak, ihtiyati haciz müessesesi ayrıntılı olarak değerlendirilmiştir.

Anahtar Kelimeler: Vergi Hukuku, 6183 sayılı AATUHK, Vergi Koruma Tedbirleri, İhtiyati Haciz, Danıştay Kararları.

Injunction in the Context of Tax Enforcement Law: Provisions and Consequences within the Framework of the Decisions of the Council of State

ABSTRACT

In accordance with the Law No. 6183 on the collection procedure of Public receivables (AATUHK), a number of legal protection measures developed to guarantee the collection of public receivables are regulated. In accordance with the law, institutions for requesting collateral, foreclosure and accrual of injunctions have been developed as measures to protect public receivables. One of the protection measures mentioned is the "precautionary assessment" institute. The precautionary assessment institute is regulated between Articles 13 and 16 of the law. Accordingly, if one of the reasons listed in the law exists, on the basis of this valid reason, the public administration of the creditor can initiate the precautionary assessment process on the public debtor and prepare the basis for the emergence of its provisions and consequences. A precautionary assessment covers the confiscation of assets to the extent that the public borrower covers the amount owed and ends with the implementation of the final foreclosure process. Although the general process is in this way, exceptional practices and results that may arise in the content of this study were considered within the framework of current and current decisions of the Council of state, and the institution of precautionary assessment was evaluated in detail.

Keywords: Tax Law, AATUHK No. 6183, Tax Protection Measures, Precautionary Assessment, Decisions of the Council of State.

GİRİŞ

Devletlerin toplumsal yararı bulunan ve toplumsal ihtiyaç olarak kabul edilen mal ve hizmetleri üretmek, sunması için yapılması gerekli kamu harcamaları ile dengeli olmak üzere kamusal kaynağa gereksinimleri bulunmaktadır. Toplumsal ihtiyaçların her geçen gün artma ve çeşitlenme eğilimi olmakla birlikte kamusal kaynak temini aynı ölçüde ve kolaylıkla arttırılamamakta ve çeşitlendirilememektedir. Ve toplumsal düzeyde bedavacılık sorununun varlığı, söz konusu kamusal finansman teminini zorlaştırabilmektedir.

Modern devlet anlayışlarında, devletin en önemli gelir kaynağını vergiler oluşturmaktadır. Kayıtdışı ekonomi düzeyinin yüksek olabildiği gelişmekte olan ülkelerde vergi erozyonu yüksek görülebildiğinden bütçe ile planlanan finansman seviyesine ulaşılmasına veya başka bir ifadeyle vergilendirme kapasitesinin tam anlamıyla kullanılabilmesine imkân bulunmamaktadır. Bu sebeplerle devletlerin mevcut kamu alacaklarını takibi ve tahsili her geçen gün daha kıymetli hale gelmekte ve önem kazanmaktadır.

Kamu alacağı kavramı, dar anlamda devletin vergi gelirlerini tanımlamakta iken; geniş anlamda kamu alacağı tanımlanmasına, başta vergiler olmak üzere, harçlar, resimler, şerefiyeler, sigorta primleri, vergi ve trafik cezası gibi idari parasal cezalar, öğrenim kredileri ve benzeri tüm kamusal gelir kaynakları dâhil olmaktadır. Dolayısıyla devletin temel finansman kaynağı vergilerin yanı sıra tüm kamusal kaynakların devlet hazinesine tam ve zamanında intikalinin gerçekleştirilmesi, finansman sıkıntısının ortaya çıkmaması açısından bir mecburiyettir.

6183 sayılı Amme Alacaklarının Tahsil Usulü Hakkında Kanun, devletin kamu alacaklarını güvence altına alması ve kamu borçlusu tarafından vadesinde ödenmeyen alacakların cebri yöntemler kullanılarak tahsilinin mümkün hale getirilmesini amaçlamaktadır. Kanun'da kamu alacaklarını hukuki koruma altına alabilmek için teminat isteme, ihtiyati haciz ve ihtiyati tahakkuk gibi yöntemler geliştirilerek düzenlenmiştir. Sayılan her bir yöntemin kamu alacaklarının koruma altına alınabilmesi açısından önemli fonksiyonları ve etkinlikleri bulunmaktadır. Bu yöntemlerden biri de ihtiyati haciz müessesesidir. Bu çalışmanın amacını, nitel araştırma yöntemlerinden betimsel modelleme ile araştırma tekniklerinden dokümantasyon analizi kullanılarak, Danıştay kararları çerçevesinde ihtiyati haciz müessesesinin önemi ve etkinliği tüm yönleriyle ortaya konulması oluşturmaktadır.

1. İHTİYATİ HACİZ KAVRAMI VE HUKUKİ NİTELİĞİ

İhtiyati haciz müessesesi 6183 sayılı AATUHK'da 13'üncü ve 16'ncı maddeler arasında düzenlenmiş olan bir kamu alacağını güvence ve garanti altına alma yöntem ve araçlarından biridir. İhtiyati haciz, bir menkul veya gayrimenkul varlık üzerinde malikinin veya zilyedinin tasarruf yetkisinin kamu alacağını garanti altına alabilmek için sonlandırılması, malikin veya zilyedin varlık üzerinde sahip olduğu hakların usulüne göre ve gerektiğinde kamu alacaklısının haklarını karşılamak üzere muhafaza edilerek hukuken kullanıma hazır hale getirilmesidir (Özmen, 1996: 339). Diğer bir tanımlamayla ihtiyati haciz, kamu alacağı niteliğine haiz para alacaklarına ilişkin mevcut veya muhtemel bir takibin sonucunun ilgili alacaklı kamu müessesesi tarafından güvence altına alınması için mahkeme karar ile kamu borçlusunun malvarlığına el konulmasını temin eden 6183 sayılı AATUHK'da düzenlenmiş, geçici bir hukuki koruma müessesesidir (Özekes, 2005: 445). Kamu borçlusunun mal varlığında bulunan iktisadi değerlerden kamu alacağını karşılayabilme kabiliyeti bulunan belli bir kısmı üzerinde,

borçlunun zilyetliği kaldırılarak söz konusu iktisadi değerlere idare tarafından el konulması sürecidir (Arslan, 2014: 70).

İhtiyati haciz müessesesinin hukuki niteliği değerlendirildiğinde vergilendirme işlemi ile benzer özellikler gösterdiği söylenebilir. Dolayısıyla doğrudan ilgili kişiye yöneldiğinden subjektif-bireysel, yeni bir hukuki durum oluşturması hasebiyle inşai (yapıcı) ve kamu borçlusuna belli yükümlülükler yüklemesi açısından yükümlendirici ve tek taraflı bir idari işlemdir. Diğer taraftan unsurları bakımından, ihtiyati haciz, nedensellik bağı içinde belirli bir sebebe dayandırılarak gerçekleştirilebilmektedir. Hangi sebeplerin varlığı halinde idarenin ihtiyati haciz uygulamasına müracaat edebileceği 6183 sayılı kanununun 13. maddesinde sayma yoluyla belirtilerek uygulama tahdit edilmiştir (Dönmez, 1998: 14). İlgili maddede sayılan sebepler dışında herhangi bir nedenle ve şekilde ihtiyati haciz uygulamasına idare tarafından girilmesi durumunda, işlem hukuka aykırılık sebebi oluşturacak ve müracaat halinde idare mahkemesi tarafından iptali söz konusu olacaktır.

İhtiyati haciz müessesesinin amacı, henüz tahakkuku gerçekleşmemiş olmakla birlikte belirli bir süre sonra gerçekleşecek olan ya da tahakkuk etmiş fakat vadesi henüz gelmemiş olan ya da vadesi geçmiş olmakla birlikte henüz ödeme emri tebliği yapılmamış olan kamu alacaklarını tehlikeye düşürmemek maksadıyla tahsilini garanti etmektir (Güzel ve Özdemir, 2007: 29) . Dolayısıyla ihtiyati haciz müessesesine başvurulabilen kamu alacakları aşağıda belirtilmektedir.

- ✓ Henüz tahakkuku gerçekleşmemiş fakat gerçekleşeceği bilinen,
- ✓ Tahakkuk etmiş fakat vadesi gelmemiş,
- ✓ Vadesi geçmiş fakat ödeme emri tebliğ edilmemiş, kamu alacakları için uygulanabilmektedir.

Kamu borçlusuna ödeme emri tebliğ edildikten sonra hakkında ihtiyati haciz uygulaması başlatılamayacak doğrudan kesin haciz işlemleri tatbik olunarak kamu alacağının tahsili yoluna başvurulabilecektir (Yapar, 2019: 111). Fakat kamu borçlusuna ödeme emrinin tebliği tarihinden itibaren 15 gün geçmedikçe kesin haciz uygulanamayacağından bu süre zarfı içinde ihtiyati haciz kararı alınıp uygulanabilir (Candan, 2013: 98).

Danıştay 4'üncü dairesinin 2004/1483 Esas ve 2004/2632 Karar Numaraları ile 28.12.2004 tarihinde vermiş olduğu kararda "...Kesin haciz kararı alınabilmesi için alacağın tahakkuk etmiş ve ödeme emri ile istenilmiş olması gerekmektedir..." hükmü verilmiştir. Bu hüküm uyarınca, İhtiyati haciz, kamu borçlusunun hacz edilen malvarlığının paraya çevrilebilmesi sonucunu doğurmayan geçici bir tedbir olarak kabul edilmiştir (Danıştay Kararları, 2020: <http://emsal.danistay.uyap.gov.tr>). Diğer bir ifadeyle ihtiyati haciz, kamu alacaklısının alacak miktarını tahsil edebilmesine yönelik bir hukuki koruma aracı olmamakla birlikte kamu alacağının tahsil edilebilmesi imkânını sunarak borçlunun takibinin yapılabilmesini sağlayan bir hukuki tedbir yoludur (Özekes, 1999: 13). İhtiyati haciz, kamu alacaklarını güvence altına alan bir diğer önlem olan teminat istemeye göre sonuçları açısından daha ağır bir tedbir aracı olarak kabul edilebilir. Kamu alacağını tehlikeye düşürmemek ve garanti altına alabilmek için kamu borçlusundan borç miktarı düzeyinde nakdi veya gayri nakdi teminat istenmesinde kamu borçlusunun mal varlığı üzerinde doğrudan doğruya alınmış bir tedbir ve icra fiili söz konusu olmamaktadır. Fakat ihtiyati haciz işleminde tedbir doğrudan kamu borçlusunun mal varlığı üzerinde kurulmakta ve borçlunun ihtiyati haciz tedbiri uygulanan mal varlığı üzerindeki

zilyetliđi kaldırılarak bu mala alacaklı tahsil dairesi tarafından el konulmaktadır (Akdeniz, 2006: 198-199).

2. İHTİYATİ HACİZ UYGULAMASININ SEBEPLERİ

Kamu alacaklarının güvence altına alınabilmesi maksadıyla alacaklı kamu idaresinin ihtiyati haciz uygulamasına başvurabilmesi için 6183 sayılı Kanun'un 13'üncü maddesinde bulunması gereken sebepler "numerus clausus" ilkesi çerçevesinde diđer bir ifadeyle sınırlı sayıda tek tek sayma yoluyla sayılarak düzenlenmiştir (Geçer, 2017: 208). Söz konusu sebeplerden en az birinin varlığı halinde alacaklı kamu idaresi kamu alacağının tahsilini mümkün kılabilmek ve kamu alacağını tehlikeye düşürmemek için ihtiyati haciz yolunu uygulamak zorundadır. İhtiyati haciz müessesesinin uygulanmasının kamu borçlusu nezdinde ağır sonuçları olabileceğinden kanun koyucu ihtiyati haciz sebeplerini tahdidi sayma yoluna giderek idarenin olası yersiz uygulamalarını engelleyerek kişilerden nezdinde doğabilecek olumsuz sonuçları bertaraf etmiştir. Dolayısıyla alacaklı tahsil dairesinin maddede sayılan hallerin dışında bir sebebe dayanarak ihtiyati haciz uygulaması halinde yapılan icrai işlem, sebep unsuru yönünden hukuka aykırı kabul edilerek idari yargıda iptal konusu olacaktır (Candan, 2013: 95). 6183 sayılı Kanun'un 13'üncü maddesi uyarınca ihtiyati haciz işleminin uygulanacağı haller aşağıda belirtilmektedir.

- ✓ "6183 sayılı Kanun'un 9'uncu maddesi gereğince teminat istenmesini gerektiren hallerin varlığı",
- ✓ "Borçludan teminat gösterilmesi istendiđi halde belli sürede teminat veya kefil göstermemiş olması ya da şahsi kefalet teklifinin veya gösterdiđi kefilin kabul edilmemiş olması",
- ✓ "Borçlunun belli bir ikametgâhının olmaması",
- ✓ "Borçlunun kaçması veya kaçma, mallarını kaçırma ve hileli yollara sapması ihtimallerinin var olması",
- ✓ "Mal bildirimine çağrılan borçlunun belli müddet içinde mal bildiriminde bulunmaması veya eksik bildirimde bulunması",
- ✓ "Hüküm verilmiş olsun ya da olmasın para cezasını gerektiren bir fiil dolayısıyla borçlu hakkında kamu davası açılmış olması",
- ✓ "İptali istenen muamele ve tasarrufların konusunu oluşturan mallar hakkında veya bu mallar elden çıkarılmışsa elden çıkarmanın diđer malları hakkında uygulanmak üzere aynı Kanun'un 27, 29 ve 30'uncu maddelerinin uygulanmasını gerektiren haller".

Sonuç olarak, kamu alacağının tahsilini garanti edebilmek maksadıyla kamu borçlusunun mal varlığı üzerinden ihtiyati haczin başlatılabilmesi için 6183 sayılı Kanun kapsamında bir kamu alacağının varlığı, 13'üncü maddede sayılan sebeplerden en az birinin bulunması ve alacaklı idare tarafından kamu borçlusu hakkında ihtiyati haciz kararı alınmış olması gerekir (Ateşaođlu, 2016: 28) . Burada dikkat edilmesi gereken önemli bir husus da ihtiyati hacze konu olacak kamu alacağının gerçekten var olması gerektiğidir. Diđer bir ifadeyle zaman aşımına uğramış, terkin edilmiş veya affedilmiş kamu alacaklarına söz konusu kamu alacağı bahsedilen işlemlerle ortadan kalktığı için ihtiyati haciz uygulamasına gidilemez. İhtiyati haciz sebebinin ortaya çıkıp çıkmadığı hususunda alacaklı kamu idaresi ile kamuya borçlu kişi

hakkında uyuşmazlık doğarsa söz konusu ihtiyati haciz sebebinin gerçekleştiğini ispat külfeti alacaklı kamu dairesine üzerindedir (Candan, 2013: 95).

Danıştay 9'uncu Dairesinin 23.06.2009 tarihli 2008/12 Esas ve 2009/2782 Karar Numaralı kararında "...aynı Kanun'un 13'üncü maddesinin 1'inci fıkrasının 1'inci bendinde; 9'uncu madde gereğince teminat istenmesini mucip hallerin varlığı halinde ihtiyati haciz kararı alınacağı, 9'uncu maddede ise; 213 sayılı Vergi Usul Kanunu'nun (VUK) 344'üncü maddesi uyarınca vergi ziyai cezası kesilmesini gerektiren haller ile 359'uncu maddede sayılan hallere temas eden bir amme alacağının salınması için gerekli muamelelere başlanmış olduğu takdirde vergi incelemesine yetkili memurlarca yapılan ilk hesaplara göre belirtilen miktar üzerinden tahsil dairelerince teminat isteneceği" öngörülmüştür (Danıştay Kararları, 2020: <http://emsal.danistay.uyap.gov.tr>). Dolayısıyla yalnızca vergi incelemesinin devamı sürecinde yapılan ilk hesaplamalara dayanılarak kamu borçlusundan teminat talep edilebilecek ve ihtiyati haczin tesisi mümkün olabilecektir. Vergi İncelemesi tamamlandıktan ve buna istinaden tarhiyat gerçekleştirildikten sonra ihtiyati haciz kararı alınması ve uygulanması söz konusu yapılamayacaktır. Diğer bir ifadeyle 9'uncu madde hükmüne göre kamu borçlularından borca karşılık teminat istenebilmesi ve haklarında ihtiyati haciz kararı alınabilmesi için vergi incelemesinin tamamlanmamış olması şarttır.

Benzer bir karar Danıştay 3'üncü Dairesi tarafından 23.02.2011 tarihinde 2009/1195 Esas ve 2011/623 Karar Numarası ile verilmiştir. "...6183 sayılı Kanun'un 13'üncü maddesinin 1'inci fıkrası uyarınca ihtiyati haciz kararı alınabilmesi için VUK'un 344'üncü maddesine göre vergi ziyai cezası kesilmesini gerektiren bir durum veya 359'uncu maddesinde sayılan fiillerin varlığına işaret eden bir olgunun tespiti nedeniyle vergi incelemesine başlanmış olmasının yeterli olduğu anlaşılmış olup, ayrıca inceleme elemanınca, borçludan teminat istenmesinin ve borçlu hakkında ihtiyati haciz kararı alınmasının önerilmesine gerek bulunmadığı, inceleme elemanının yapacağı hesaplamanın, borçludan istenecek teminatın miktarı ve dolayısıyla ihtiyati haczin kapsamının belirlenmesi yönünden önem taşıdığından vergi mahkemesince, yazılı gerekçeyle ihtiyati haczin kaldırılması yolunda verilen kararda hukuki isabet görülmemiştir" denilmiştir. Karara göre, vergi mahkemesince, 6183 sayılı Kanunun 13'üncü maddesinin 1'inci fıkrasına dayanılarak ihtiyati haciz kararı alınabilmesi için inceleme elemanınca inceleme devam ederken yapılan ilk hesaplamalara göre belirlenen tutar üzerinden, borçludan teminat talep dileyebileceği söz konusu olayda bu kurala uyulmamış olması gerekçesiyle alacaklı kamu idaresi tarafından başlatılan ihtiyati haczin iptal edilmesi hükmüne varılmıştır (Danıştay Kararları, 2020: <http://emsal.danistay.uyap.gov.tr>).

Alacaklı kamu idaresi tarafından kamu borçlusuna borcuna istinaden ödeme emrinin tebliğinden önce ihtiyati haciz işlemlerine başlanıldığı durumda, alacaklı idarenin kamu borçlusuna ödeme emri tebligatını usulüne uygun biçimde yapmamış olması, ihtiyati haciz kararının iptalini gerektirmemektedir. Nitekim Danıştay 13'üncü Dairesinin 07.10.2020 tarihli 2020/2461 Esas ve 2020/2475 Karar Numaralı kararında "...Davalı idare tarafından, ihtiyati haciz işleminin, ödeme emri öncesinde tesis edildiği, dolayısıyla ödeme emrinin iptaline ilişkin davada ödeme emrinin usulsüz tebliği gerekçesiyle verilen iptal kararının ihtiyati haciz işlemini etkilemeyeceği..." yönünde karar verilmiştir (Danıştay Kararları, 2020: <http://emsal.danistay.uyap.gov.tr>).

2. İHTİYATİ HACİZ SÜRECİ

İhtiyati haciz, alacaklı kamu idaresinin mahalli en büyük memurunun kararı ile kesin haczin tabi olduğu usullere göre 6183 sayılı Kanun'un 13'üncü maddesi uyarınca "derhal" uygulanmak zorundadır (Arslaner, 2010: 141). Nitekim Danıştay 4'üncü Dairesi'nin 22.10.2003 tarihinde 2003/306 Esas ve 2003/2508 Karar Numarası ile verdiği kararda "İhtiyati haciz kararı alacaklı kamu idaresi olan Devletin mahalli en büyük mülki idare amiri olan vali tarafından imzalanmış olması gerektiği hakkında" hükmüne varılmak suretiyle bu yetkinin kullanımına açıklık getirilmiştir (Danıştay Kararları, 2020: <http://emsal.danistay.uyap.gov.tr>). Alacaklı kamu dairesi tarafından oluşturulan ihtiyati haciz talebini illerde valiler, ilçelerde kaymakamlar ve belediye başkanları onaylayabilmektedir. Söz konusu yetkinin bir başka unvanlı kişi ve kuruma devredilmesi mümkün değildir. Bu konuda Danıştay 7'nci Dairesi, 01.10.2002 tarihinde 2001/3170 Esas ve 2002/3032 Karar Numaralı kararında "Devlete ait kamu alacakları için ihtiyati haciz kararının vali tarafından alınması gerektiği; yasada yetki devrine izin verilmediğinden vali yardımcısı tarafından alınamayacağı hakkında" yargısına varmıştır (Danıştay Kararları, 2020: <http://emsal.danistay.uyap.gov.tr>). Gelir İdaresi Başkanlığına doğrudan bağlı vergi dairesi başkanlıklarının kurulduğu illerde vergi daireleri tarafından takip ve tahsil edilen kamu alacakları için ihtiyati haciz uygulamasına kararı vergi dairesi başkanına aittir. Vergi dairesi başkanlığının olmadığı illerde bu yetkiyi vergi dairesi müdürleri kullanabilir (Bahçeci, 2019: 175). İhtiyati haczin uygulanmasına karar verme yetkisine sahip olan "mahalli en büyük memuru" yerine bu yetkinin başkası tarafından kullanılması yetki yönünden hukuka aykırılık teşkil edeceğinden işlemin idari yargı bünyesinde iptali söz konusu olacaktır.

İhtiyati haciz kararında karara konu olan kamu alacağının miktarı belirtilir ve buna istinaden ihtiyati haciz varakası ihdas edilir ve kesin haciz uygulamasında olduğu gibi kamu borçlusunun borcuna karşılık gelecek miktar ve tutarda malvarlığı ihtiyaten hacze tabi tutulur (Aykaç, 1976: 110). İhtiyati haciz varakasında kamu borçlusunun kimlik bilgileri, kamu alacağına ilişkin bilgiler, ihtiyati haciz sebepleri ve kanuni dayanakları gibi bilgilere yer verilir ve varaka işlemlere başlanılabilmesi için icra servisine yollanır. İhtiyati haciz işleminin sonuçları ihtiyati haciz tutanağı ile tespit olunur (Yapar, 2019: 125).

İhtiyati haciz uygulamasının devam edeceği süre hususunda 6183 sayılı Kanun'da herhangi bir hükme yer verilmemiştir. Dolayısıyla ihtiyati haczin uygulanmasına kesin haciz işlemleri yapılmaya veya yetkili makamlar tarafından ya da borçlu tarafından teminat gösterilmek suretiyle kaldırılmadıkça devam olunacaktır. Bu yüzden kamu borçlusunun ihtiyaten haczedilen malvarlığı arasında çürüyecek, bozulacak ya da zamandan dolayı değer kaybına uğrayacak olanlar var ise söz konusu malvarlığının derhal paraya çevrilerek bedellerinin muhafaza edilmesi icap eder (Aykaç, 1976: 110-111).

3. İHTİYATİ HACZİN SONUÇLARI

Kesin haczin sonuçlarına ilişkin 6183 sayılı Kanun'un 73'üncü maddesinde düzenleme yapılmışken, ihtiyati haczin sonuçları konusunda kanuni bir düzenleme getirilmemiştir. Fakat kesin haczin sonuçlarının ihtiyati haciz bakımından da gerçekleşeceği değerlendirilebilir. Çünkü ihtiyati haciz, 6183 sayılı Kanun'un 13'üncü maddesi uyarınca kesin hacze ilişkin hükümlere göre tatbik olunmaktadır (Dönmez, 1998: 51).

3.1 Kamu Alacaklısı İdare Bakımından Sonuçları

Kamu alacaklısı tahsil dairesi açısından bakıldığında ihtiyati haciz müessesesine başvurulmasının önemli ölçüde bir maliyetinin olduğu ifade edilebilir. İhtiyati haciz kararı yetkili amir tarafından verildikten sonra alacaklı kamu idaresi kanunen belirli prosedürleri yerine getirmek hem de ihtiyati haciz işlemi ile ilgili takip masraflarını üstlenmek durumundadır. Fakat fayda-maliyet kıyaslaması yapıldığında, ihtiyati haciz uygulamasının kamu alacağını garanti altına alma fonksiyonu nedeniyle alacaklı idare açısından sonuçları itibarıyla önemi son derece büyüktür (Çelik, 2018: 82) . İhtiyati haciz, kamu alacaklısına ihtiyaten haczedilen mallar üzerinde rehin hakkı türünden bir hak tanımamaktadır. Diğer bir ifadeyle alacaklı kamu idaresi, ihtiyati haciz işlemi neticesinde borçluya ait malvarlığı üzerinde rehin veya herhangi bir ayni hak tesis edememektedir. Fakat ihtiyati haczin kesin hacze dönüştürülmesi durumunda alacaklı kamu idaresin borçlunun malvarlığı üzerinde tasarruf hakkı bulunmaktadır. Diğer bir ifadeyle kamu borçlusu tarafından, ihtiyati haciz konusu yapılan miktarın vadesinde ödenmemesi durumunda, idarece söz konusu borç düzeyine karşılık gelen malvarlığının paraya çevrilerek alacağın tahsil edilmesi mümkündür.

İhtiyati haciz işleminin sonuçlarından bir diğeri, kamu borçlusu tarafından vadesinde ödenmeyen tutar üzerinden geçen her ay ve kesri için hesaplanacak olan gecikme zammı uygulanmasıdır. 6183 sayılı Kanun'un 51'inci maddesi hükmü uyarınca bu durumda bulunan kamu alacaklıları bakımından % 1,6 oranında gecikme zammı uygulanacaktır. İhtiyati haciz uygulamasına girildiği esnada genellikle kamu alacağının vadesinin belirsiz olması ve kamu alacağının tahsilinin uzun sürebilecek olması gecikme zammı uygulanmasını zorunlu kılmaktadır (Dönmez, 1998: 55).

Alacaklı kamu idaresi tarafından tedbir amacıyla ihtiyati haciz müessesesinin işletilmesi, ihtiyaten haczedilen kamu borçlusuna ait malvarlığının korunması yükümlülüğünü getirmektedir. Söz konusu malvarlığının muhafaza edilmesi sorumluluğu altına girmek istemeyen alacaklı kamu idaresi, ihtiyaten haczedilen malvarlığının bazı koşullar altında borçluya ve üçüncü kişilere bırakılmasını ve bu kişilerin kullanmalarını tercih edebilir (Çelik, 2018: 74).

3.2. Kamu Borçlusu ve Üçüncü Kişiler Nezdinde Sonuçları

İhtiyati haciz müessesesinin, kamu borçlusu açısından sonuçları değerlendirildiğinde, nezdinde ihtiyati haciz uygulamasına başlanılan kamu borçlusunun faaliyette bulunduğu alanda bir itibar kaybı ile karşı karşıya kalması muhtemeldir (Serim, 2007: 54). Diğer taraftan ihtiyati haciz uygulaması nedeniyle kamu borçlusu olan kişi hacze konu olan tür ve miktarda malvarlığı üzerinde, alacaklı kamu idaresinin müsaadesi olmadıkça herhangi bir biçimde tasarrufta bulunamamaktadır. Kamu borçlusu, alacaklı kamu idaresinin uygulamaya koyduğu ihtiyati hacze karşı dava açmış olsa dahi dava sonucu kamu borçlusunun lehine sonuçlanıncaya kadar ihtiyati haczin tatbiki devam etmektedir (Saraçoğlu, 2018: 38). Danıştay, ihtiyati haciz uygulanmasının kaynağını oluşturan kamu alacağının var olmadığına karar verirse ihtiyati haciz işlemi uygulamadan derhal kaldırılır (Özmen, 1996: 345). Kamu borçlusunun, ihtiyaten haczedilen malvarlığı üzerinde alacaklı idarenin izni olmadan herhangi bir tasarrufu söz konusu olmuşsa, örneğin ihtiyati hacze konu olan malvarlığının kamu borçlusu tarafından zilyetliğinin üçüncü kişiye verilmiş olması durumunda, üçüncü kişi iyi niyetli ise 6183 sayılı Kanun'un

73'üncü maddesinin 2'nci fıkrası uyarınca bu kişinin iyi niyeti korunur. Üçüncü kişilerin iyi niyetli olup olmadığının kıstası ise, üçüncü kişilerin kamu borçlusunun hacze konu olan malvarlığı üzerinde tasarruf yetkisinin bulunmadığını bilmemeleri ve bilecek durumda bulunmamalarıdır (Dönmez, 1998: 52).

4. İHTİYATİ HACZİN KALDIRILMASI

İhtiyati haciz, geçici bir hukuki koruma tedbiridir. Dolayısıyla belirli bir süre sonra ya tamamen ortadan kalkması ya da kesin hacze dönüşmesi beklenmektedir (Bahçeci, 2019: 173). İhtiyati haczin kaldırılmasına ilişkin düzenleme 6183 sayılı Kanun'un 16'ncı maddesinde "ihtiyati haczin kaldırılması" başlığı ile ifade edilmiştir. İlgili madde hükmünde kamu borçlusunun alacaklı kamu idaresine borcu nispetinde nakdi malvarlığını teminat olarak göstermesi durumunda ihtiyati haczin kaldırılacağı düzenlenmiştir. Diğer taraftan ihtiyati haciz uygulamasını ortadan kaldıran başkaca sebepler de bulunmaktadır. Aşağıda alacaklı kamu idaresinin başlatmış olduğu ihtiyati haciz uygulamasının ortadan kalması sonucu doğuran sebepler belirtilmektedir. Söz konusu sebeplerden birinin varlığı durumunda, ihtiyati haciz haczi başlatan makam tarafından kaldırılarak durum bir yazı ile kamu borçlusuna tebliğ olunur (Gelir İdaresi Başkanlığı, 2008: 18).

- ✓ "Mükellefler tarafından 6183 sayılı Kanun'un 10. maddesi 5. fıkrasında yazılı menkul mallar hariç olmak üzere aynı maddeye göre teminat gösterilmesi",
- ✓ İhtiyati haczin kaldırılması için kamu alacağını karşılayabilmeye yeterli miktarda teminat olarak gösterilebilecek malvarlığı; para, bankalar ve özel finans kurumları tarafından verilen süresiz teminat mektupları, Devlet iç borçlanma senetleri veya bu senetler yerine düzenlenen belgeler ile hükümetçe belli edilecek milli hisse senetleri ve tahviller şeklinde nakdi teminat unsurlarından oluşmaktadır.
- ✓ "İhtiyati haczin kesin hacze dönüştürülmesi",
- ✓ "Yargı mercilerince ihtiyati haciz uygulamaları ile ilgili karar verilmesi",
- ✓ "İhtiyati tahakkukun kaldırılması",
- ✓ "Kesin olarak tahakkuk ettirilen vergi, resim ile bunların zam ve cezalarının ödenmesi",
- ✓ "213 sayılı Vergi Usul Kanunu (VUK) hükümlerine göre hataların düzeltilmesi",
- ✓ "Ve borçlusunun belirli bir ikametgâhı olmaması sebebiyle ihtiyati haciz uygulandığı hallerde eğer borçlu belirli bir ikametgâhı olduğunun ispatı durumlarında" ihtiyati hacze derhal son verilmelidir (Yılmaz, 2015: 124).

İhtiyati haczin kaldırılması sonucunu doğuran sebeplerden biri olarak kabul edilen hata düzeltme, ihtiyati haciz işleminden kaynaklanan herhangi bir hatanın düzeltilmesi şeklinde değildir. Buradaki hata düzeltmeden kasıt VUK hükümleri uyarınca 117'nci ve 118'inci maddeleri kapsamında belirtilen türden vergi hatalardır. Mevcut bir vergi hatasının VUK'un 120'nci ve sonrası maddeleri kapsamında düzeltilmesi sonucu kamu borçlusunun vergi borcu ortadan kaldırılmışsa bu kamu alacağına istinaden uygulanan ihtiyati haczin de kaldırılması icap etmektedir. İhtiyati haciz uygulaması ile kamu borçlusunun ödeme gücünün tamamen elinden alınmaması gerekmektedir. Kamu borçlusunun kendisi ve ailesi için yaşamalarını idame ettirebilmelerine yarayacak ölçüde bir malvarlığının mevcut olması temel insan hakları bakımından da son derece önemlidir. Bu şekilde bir ihtiyati haciz uygulamasına girişilmesi durumunda ihtiyati haciz işlemi Danıştay tarafından haczin kaldırılması sebebi olarak

görülmüştür. Kendisinden teminat istenen borçlunun teminat göstermemesi veya gösterdiği teminat veya kefilin alacaklı kamu idaresi tarafından muteber bulunmaması halinde uygulanan ihtiyati haciz, borçlunun teminat istenmesi işlemine karşı açmış olduğu davayı kazanması halinde kaldırılacaktır (Ağar, 2006: 310).

6183 sayılı Kanun'un 16'ncı maddesi uyarınca ihtiyati haczi kaldırma yetkisi, haczi koyan makama aittir. İhtiyati haczin yukarıda ifade edilen veya benzer sebeplerle kaldırılması sonucunda ihtiyaten haczedilen kamu borçlusuna ait malvarlığı tekrar borçlunun tasarrufuna geçmektedir (Dönmez, 1998: 92). İhtiyati haczi başlatan idare, geçerli sebeplerin varlığına rağmen, kamu borçlusunun malvarlığı üzerindeki ihtiyati haczi kaldırmamakta direnirse, kamu borçlusunun ihtiyati haczi koyan idarenin bulunduğu yer vergi mahkemesinde dava açma hakkı saklıdır (Yılmaz, 2015: 159). İhtiyati hacze karşı açılan davada kamu borçlusu lehine karar çıkması durumunda ihtiyati haczin derhal kaldırılmalıdır.

SONUÇ

6183 sayılı Amme Alacaklarının Tahsil Usulü Hakkında Kanun'da (AATUHK) başta vergi alacakları olmak üzere tüm kamu alacaklarının takip ve tahsil usulü düzenlenmektedir. Söz konusu usul ve esasların en önemlilerinden biri kamu alacaklarının hukuki koruma altına alınmasıdır. Kanun kapsamında bu amaca hizmet etmek üzere teminat isteme, ihtiyati haciz ve ihtiyati tahakkuk müesseseleri geliştirilmiştir. Kamu alacaklarını koruma altına alarak tahsilini mümkün kılabilmek için etkinliğinden dolayı sıklıkla başvurulabilen yöntem ise ihtiyati haciz müessesesidir.

İhtiyati haciz müessesesi, kamu alacağını garanti altına almakta bu yönüyle olası bir hazine kaybının önüne geçilebilmesi sonucunu doğurmaktadır. İhtiyati haciz müessesesi, usulünce uygulandığı takdirde etkinliği ortadadır. Devletin egemenlik gücüne dayanılarak cebri öğelerle desteklenmiş olan ihtiyati haciz uygulamasının alacaklı kamu idaresi açısından istenilen amaca ulaşılmasını sağladığı belirtilebilir. Kamu borçlusunun alacaklı kamu idaresine olan borcuna karşılık gelecek düzeyde malvarlığına hukuken el konulması ve borçlunun o miktar malvarlığı üzerindeki satış, kiralara ve devir gibi tasarruf haklarının elinden alınmış olması ve borçlunun borcunu vadesinde ödememesi durumunda ihtiyaten haczin kesin hacze dönüştürülerek alacağın tahsili mümkün kılınmaktadır. Böylelikle kanunen belirlenmiş prosedürleri işleterek alacaklı idare alacağına kavuşabilmektedir.

Kamu borçlusu açısından değerlendirildiğinde, alacaklı kamu idaresinin amiri tarafından ihtiyati haciz kararının alınmış olması ve uygulamaya konulması, mükellef hakları da dâhil olmak üzere bazı kişisel hak ve hürriyetlerini kısıtlayıcı bir niteliğe sahiptir. Kamu borçlusu olan belirli malvarlığı üzerine ihtiyati haciz konulan kişinin Anayasa'nın 35'inci maddesi düzenlemesiyle koruma altına alınan "mülkiyet hakkı" elinden alınmış olmaktadır. Ve ihtiyati haciz süresinin gereksiz biçimde uzatılması kişinin hak mahrumiyetinin uzun sürmesine ve telafisi güç hem maddi hem de manevi zararların doğabilmesine sebebiyet verebilmektedir. Dolayısıyla geçici bir koruma tedbiri olarak öngörülen ihtiyati haciz uygulamasına, kanunda belirtilen sebeplerin varlığı halinde ve belirli bir süre ile başvurulması uygun olacaktır. Diğer bir ifadeyle olası idari keyfiyetlere müsamaha gösterilmemelidir. Böyle bir keyfiyetin olması kamu borçlusu kişinin içinde bulunduğu sosyal ve ekonomik çevredeki itibarının zedelenmesi riskini de doğurabilmektedir. Anayasa'nın 17'nci maddesinde hüküm altına alınmış olan

“kimse insan haysiyetiyle bağdaşmayan bir cezaya veya muameleye tabi tutulamaz” hükmünün de ihlali anlamı taşıyacaktır.

Sonuç olarak ihtiyati haciz müessesesi kamu alacaklarını hukuki güvence altına alan etkin bir yöntemdir. Bu yöntemin mükellef nezdinde ağır sonuçları olabileceğinden, gerçekten bu yöntemin kullanılmasına gerek olup olmadığının kararının objektif olarak verilmesi ve karar verildiğinde uygulama safhasının başlangıcından sonuna kadar 6183 sayılı Kanun’ca belirlenen sınırlara ve kurallara uyulması bir zorunluluktur.

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The Impact of Branding on Marketing of Retail Banking and its Long-Term Effect On Customer Loyalty- A Case Study of BRAC Bank Dhaka, Bangladesh

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ABSTRACT

In today's competitive environment where consumers have an enormous choice of brands, building and sustaining brand loyalty is fundamental for the survival of companies. At present, business world customer loyalty is a subject of great interest for marketing scholars because of its significance in relation to accomplishing sustainable competitive advantages and financial results. It also plays an important role in retail banking and in bank branding. Brand management is principally linked to good relationships with customers and it can be assessed by analyzing marketing operations. Consequently, customers become loyal to a specific product, a brand or an industry and this strategy benefits the business.

The purpose of this research is to investigate the relationships between brand marketing and customer satisfaction, perception, products/services and loyalty in the Bangladesh retail banking industry. Both qualitative and quantitative research was utilised in this study. Primary data comprised qualitative data collected through open-ended interviews with BRAC bank managers and staff, and quantitative data collected through questionnaires completed by BRAC bank customers. Multiple Regression Analysis was employed for quantitative data analysis. The findings reveal significant relationships between brand marketing and customer satisfaction, perception, products/services and customer loyalty in the Bangladesh retail banking industry. The original contribution of this thesis lies in the theory of the customer relationship management framework based on brand marketing. This study has significant findings which combine brand marketing and customer satisfaction, customer perception, products/services as marketing tools to explain customer loyalty in the Bangladesh retail banking industry context. Based on these findings, the author offers guidelines to managers on how to build and sustain purchase and attitudinal brand loyalty by enhancing brand experience.

Keywords: Branding, Marketing, Retail Banking, Dhaka, Bangladesh

1.0 CHAPTER: INTRODUCTION:

This paper is made up of three (3) parts: in the first part they are three components: Main theme, Literature review and Research Methodology.

Part two consists of a case study or which is called empirical sections.

Finally, the third part consists of data analysis (Quantitative and Qualitative), discussion of findings and conclusion. In addition, contributions and recommendation for future work.

1.2 Research Aim

This research aim helps to investigate BRAC bank's marketing strategy in terms of products, place, promotion and price strategy and the technologies.

To examine the influence of branding on marketing of retail banking and extended term impact on customer loyalty of BRAC Bank Bangladesh.

1.3 Research Problems

The research problems of this study are categorized into three main areas, namely: competition, competitive advantage and technological advancement. The research problems are presented in the sub-sections below which reflects past and present state of the challenges and opportunities faced by BRAC Bank, Bangladesh.

1.4 Research Objectives

This research project is designed in order to achieve the following research objectives:

Critical review the relevant literature of marketing strategies of retail banking services employed by the BRAC Bank in Bangladesh.

To examine customer perceptions in relation to BRAC bank's products, place, promotion, price strategy and technologies.

To test the hypotheses in order capture level of success of branding as a marketing tool for customer loyalty and develop the research model.

To study the relationship between branding and customer loyalty in retail banking in Bangladesh.

1.5 Research Questions

Research questions show the pathway the researcher hopes to carry on this research. By getting the outcomes of the following research questions, the researcher would have achieved the objectives of this project:

How effective are the marketing strategies of BRAC bank Ltd, Bangladesh?

What is the perception of the bank customers in relation to brand value, products, and services for BRAC bank?

Is there any relationship between branding and customer loyalty to BRAC bank Ltd, Bangladesh?

Which hypotheses capture marketing tools in relation to BRAC bank customer loyalty?

The research aim, objectives and research questions show the pathway of the research, and the research will be carried out according to that pathway. The main target of this research is to achieve the objectives and find out accurate answers to the research questions to reach a strong recommendation for the research.

Table 1. Studies on Relationship Between Service Quality, Satisfaction and Loyalty

Authors	Service Context	Relationship studies	Data Analysis	Findings
Cronin, Brady and Hult (2000)	Fast food, health care, sporting events	SQ, SV, CS, CB (loyalty)	CFA	SQ, SV, CS directly influence BI
Dabholkar, Shepherd and Thorpe (2000)	Photographic directory services	SQ, CS, BI	CFA	CS has a strong mediating effect of SQ on BI CS better predictor for BI
Parasuraman et al. (2005)	e-purchase	SQ, SV, CL	CFA	SV has a direct effect on loyalty SQ has a direct effect on the SV and Loyalty
Cristobal, Flavian and Guinaliu (2007)	e-retail	SQ, CS, CL	CFA	SQ has a direct and indirect effect on CS, CS has a direct effect on loyalty, CS is a mediator
Ladhari (2009)	e-hospitality	SQ, BI, CS	CFA	SQ has a direct and indirect effect of BI, CS is a mediator.
Wolfenbarger and Gilly (2003)	e-retailing	SQ, CS, CL	CFA	SQ (website design) has a direct effect on CS and loyalty
Zeithaml et al. (1996)	Automobile and Life Insurer	SQ and Behavioral Intentions (BI)	FA	SQ has a positive relationship on Behavioral Intentions

SQ: Service Quality, SV: Service Value, CB: Customer Behaviour, Customer Satisfaction and Behaviour Intention, CFA: Confirmatory Factor Analysis, CL: Customer Loyalty, Cronin and Hult (2000) examined the conceptualization on the effect of service quality, satisfaction, value on customer's behavioural intentions and builds on recent marketing theories to assess the relationships between service value and satisfaction which directly relate to behavioural intentions when all variables are considered collectively.

1.6 Research Hypotheses

Previous empirical research has extended the measurement and conceptualization of customer loyalty and brand personality in the service industry. In line with this, several studies highlight the positive relationship between service quality, customer loyalty, and customer satisfaction as usually mediator between them (Chu et al., 2012; Chodzaza and

Gombachika, 2013; and link between customer experience dimensions and brand loyalty (Möller and Raake, 2014; Price et al., 2014, 2015).

For example, Kim et al. (2016) found that a satisfied customer with a smart phone manufacturer will tend to have a higher loyalty toward the company. This research argues that customer satisfaction, perception, brand marking, products and services have a positive impact on customer loyalty. Bloemer and Kasper (1995) believed that customer satisfaction is a necessary condition for customer loyalty, although not sufficient on its own to automatically lead to repeat purchases or brand loyalty.

The research hypotheses for this study are listed as follows {a detailed explanation is presented in the Conceptual Framework of this study}:

H1: Customer loyalty depends on customer perception of BRAC bank.

H0: Customer loyalty does not depend on customer perception and satisfaction of BRAC bank.

H2: Customer satisfaction has a direct positive relationship with customer loyalty of BRAC bank.

H0: Customer satisfaction has no relationship with customer loyalty of BRAC bank.

H3: Customer loyalty depends on BRAC bank's products and services.

H0: Customer loyalty does not depend on BRAC bank's products and services.

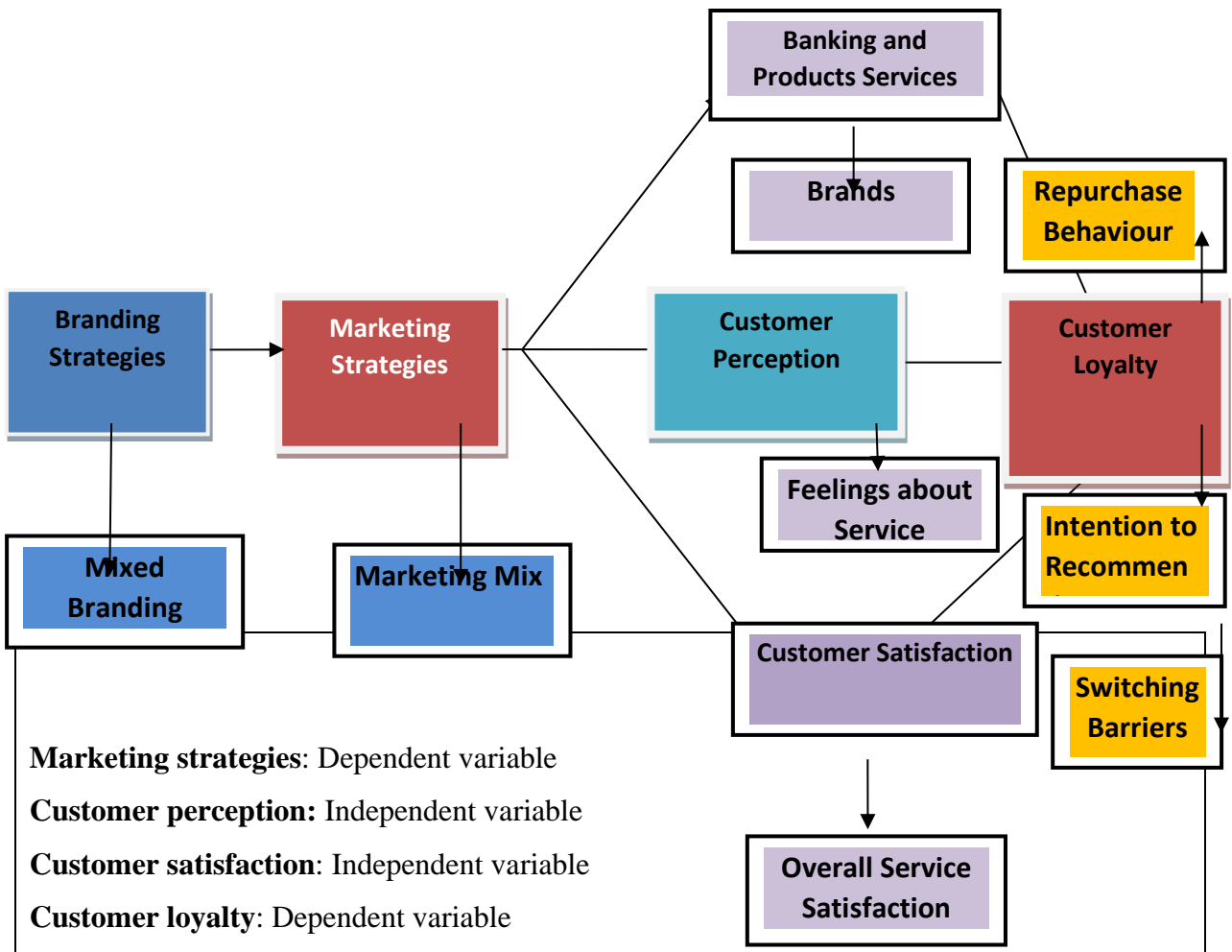
H4: There is a positive significant relationship between branding in marketing and customer loyalty of BRAC bank in Bangladesh.

H0: There is no significant relationship between branding in marketing and customer loyalty of BRAC bank in Bangladesh.

This section presents the theoretical framework of the study, which is a summary of the thesis that indicates a general idea about the topic and provides the assumption that customer perception, brand satisfaction, bank products and services lead to customer loyalty in the banking industry in Bangladesh.

2.0 CONCEPTUAL FRAMEWORK

Theoretical Framework and Hypothesis Development of Branding in Marketing and Customer Loyalty



Source: Developed by Author for this Research.

The most common practices of the marketing mix for banking sector are discussed below.

THE MARKETING MIX

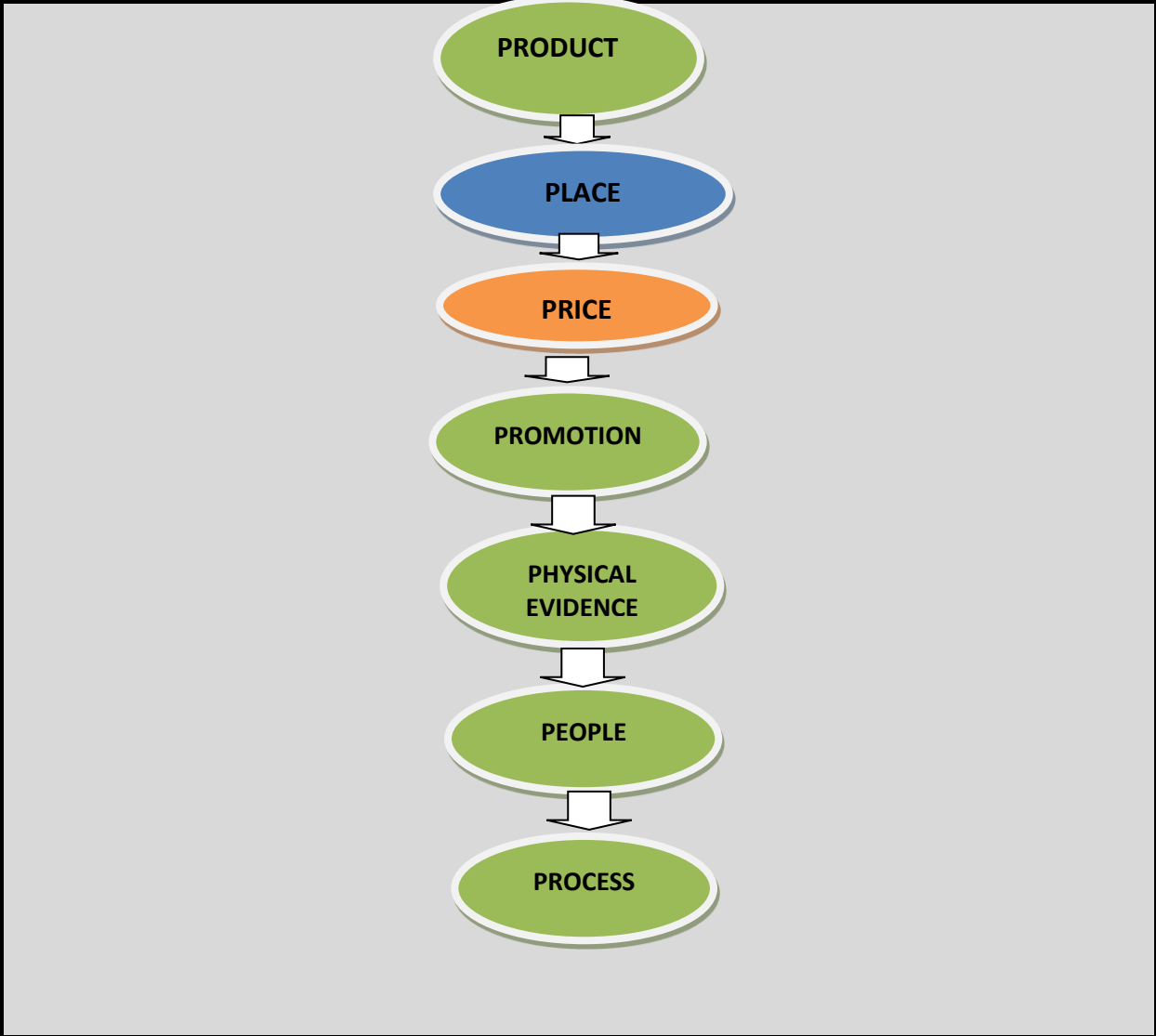


Figure: The 7 Ps of Marketing
Source: Designed by Author

2.1 Research Philosophy

The most significant part of the methodology is the research philosophy. Without an understanding of this process, it is impossible to conduct successful research. The researcher should have a thoughtful process about the study philosophy with a conceptually sound aspect of the study in question (Scott and Tad, 2014). In line with the study philosophy, there are two main elements referred to as **positivism** and **interpretivism**. As a result, this research considers two main paradigms which are positivism and interpretivism. A positivist position uses a deductive approach to empirically test relationships between the known variables in the theoretical model.

Positivism is known to be a research theory used in most social studies. Various elements of banking have been examined in this study and the goal of the study has been obtained. The level of income of the customer is significant to increase the demand for products/services from the branded financial institutions like BRAC bank Dhaka, Bangladesh.

Interpretivism emphasize the meaningful nature of people's character and participation in both social and cultural life (Elster, 2007). It denotes that the methods of the research which adopt the position that people's knowledge of reality is a social construction by human actors, and so it distinctively rules out the methods of natural science (Eliaeson, 2002). Interpretivism, by its nature promotes the value of qualitative data in pursuit of knowledge (Kaplan and Maxwell, 1994). In essence, this philosophical and research paradigm involved the uniqueness of a particular situation, contributing to the underlying pursuit of contextual depth (Myers, 1997). There exist two frequently used study philosophies that are imperative for social and marketing research (Duane and Justin, 2015). BRAC bank, Dhaka, Bangladesh serves its customer for banking as they have to consider individual preferences since they are involved with the specific society's culture.

2.2 Research Approaches

Two main approaches known as qualitative and quantitative approaches exist. According to Duane and Justin (2015), the methodology of any study has to contain two types of approaches namely; qualitative research and quantitative research. Data collection and data analysis methods have also been portrayed under the research onion. Data collection procedure entails of both primary and secondary data collection techniques (Kara, 2015). Statistical chart and graphs have been also employed in the data analysis to demonstrate customer preferences in line with their buying behavior concerning branding. Mono method of the research has been applied in the research. The questionnaires were sent to the branch managers at different parts

of Dhaka and also other parts of Bangladesh to gather relevant information (Joshua and Catherine, 2012).

3.0 KEY FINDINGS

That significant relationship exists between brand marketing and customer satisfaction, perception, products / services and customer loyalty in the Bangladesh retail banking industry.

In other words, a significant positive relationship exists between customer satisfaction and loyalty in the Bangladesh banking industry. In addition, a positive relationship between marketing and brand loyalty exists, for that reason significant to be able to offer customers a security with the particular brand of their choice.

This study has a significant finding which combines brand marketing and customer satisfaction, customer perception, products / services as marketing tools to explain customer loyalty in the Bangladesh retail banking industry.

3.1 Original Contributions of the Study

3.1.1 New Conceptual Framework:

An assessment of the linkage between brand marketing and strategies and customer loyalty. The original contribution of this thesis lies in the theory of the customer relation management framework based on brand marketing which limited studies have attempted to link brand marketing strategies and customer loyalty in the Bangladesh retail banking industry.

3.1.2 Methodological Contribution

Previous studies have used either quantitative or qualitative research to examine the customer relationship management linkage, but have not employed a mixed-methods approach. Bryman and Bell (2005) recommend that both data sources should be employed to gain robust results. According to the critical literature review, this study seems to be the first of its kind to employ both quantitative and qualitative research techniques with a case study approach around service marketing within the retail banking sector in Bangladesh. The quantitative research method is suitable for gathering primary data that can be statistically analysed using tools such as the Statistical Package of Social Sciences (SPSS) package, to test hypotheses.

The qualitative research method is suitable for gathering insights on the social and cultural elements in the service marketing area of interest. This gives a greater understanding of the numerical data. Here primary data were collected by questionnaire and interviews conducted during a field visit and through online sources from the customers throughout different parts of Bangladesh including the capital city of Dhaka, Bangladesh. In addition, this study also

considered secondary data gathered from different company websites and company reports and research papers of the BRAC Bank Dhaka, Bangladesh.

The second original contribution comes from the methodology employed in this study. This study employed both qualitative and quantitative research analysis. After conducting a critical literature review, this study should be considered the first kind to employ both quantitative and qualitative research techniques with a case study approach in the area of service marketing within the retail banking sector in Bangladesh.

New Model

The findings lead to the development of a new conceptual model for Branding, Marketing, Customer Perception and Customer loyalty (BMCC) below.

Branding , Marketing ,Customer Perception ,Customer Loyalty

Branding---Marketing ----Customer Perception ---Customer Loyalty.

Source: Researcher's BMCC Model

Developed by Author

CONCLUSION:

The objectives of this current research have been achieved. The original contribution of this study came from two main streams, namely; developing a new conceptual framework and methodology in the service literature. A Critical review of the service and brand loyalty literature. Development of the conceptual framework. A case study of BRAC Bank background history of the bank analyzed. Both the quantitative and qualitative data provided an advantage to improve the reliability and validity of constructs to measure brand loyalty. The findings revealed that customer loyalty depends on customer perception, satisfaction, bank products and services in Bangladesh banking industry.

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ÖZET

Toplumsal ve ekonomik gelişme başta olmak üzere girişimcilik için temel oluşturması bakımından kooperatifler, özgün bir model nitelik taşımaktadır. Ekonomik, sosyal ve kültürel ihtiyaçları karşılamak üzere gönüllü olarak bir araya gelen bireylerin oluşturduğu özerk bir örgütlenmedir. Kooperatifler, belirli bir amaca ulaşmak üzere insanların tek başına üstesinden gelemeyecekleri faaliyetleri dayanışma halinde gerçekleştirilmelerine imkan sunmaktadır. Türkiye’de kadın girişimlerinin desteklenmesi amacıyla “Kooperatifler Kanununun Kadın Girişimi Üretim ve İşletme Kooperatifi Anasözleşmesi” kapsamında, kadın kooperatifleri kurulmaktadır. Kadınların ekonomik, sosyal ve kültürel ihtiyaçlarını karşılamak üzere kurulan kadın kooperatifleri, istihdam sağlama fonksiyonuna ilaveten kadın girişimciliğine etkisi açısından da değerlendirilmelidir.

Kadın kooperatiflerinin kadın girişimciliğinin geliştirilmesine etkisinin araştırıldığı bu çalışmada, Aksaray İli’ndeki kadın kooperatiflerinin profili, istihdam ve girişimcilik potansiyeli incelenmektedir. Aksaray İli’nde faaliyette bulunan kadın kooperatiflerinin yöneticileri ile yarı yapılandırılmış derinlemesine mülakatlar gerçekleştirilerek araştırma verileri elde edilmiştir. Araştırma verileri, çeşitli temalar çerçevesinde betimsel analiz yöntemi kullanılarak analiz edilmiştir. Araştırma sonucu elde edilen bulguların, kadın girişimciliği ve kadın kooperatifleri alanyazınının geliştirilmesi ve uygulama açısından katkı sağlaması beklenmektedir.

Anahtar Kelimeler: Kadın kooperatifleri, kadın girişimciliği, Betimsel analiz

Evaluation of Women's Cooperatives in the Context of Women's Entrepreneurship: The Case of Aksaray

ABSTRACT

Cooperatives are unique models in terms of being a basis for social development and businesses. It is an autonomous organization formed by people coming together voluntarily to meet economic, social and cultural needs. Cooperatives contribute to the achievement of a certain purpose by providing the opportunity to carry out activities that people cannot cope with alone. With the goal of supporting women's initiatives in Turkey, women's cooperatives are established within the scope of "Women's Entrepreneurship Production and Business Cooperative Articles of Association of the Cooperatives Law". Having been founded to meet the economic, social and cultural needs of women, women's cooperatives should be evaluated with respect to their impact on women's entrepreneurship apart from their employment function.

This study investigates the effect of women's cooperatives on the development of women's entrepreneurship by examining the profile, employment and entrepreneurship potential of women's cooperatives in Aksaray Province. Data were obtained by conducting semi-structured, in-depth interviews with the managers of women's cooperatives

operating in Aksaray Province. Research data were analyzed using descriptive analysis method within the framework of various themes. Research findings are expected to contribute to the development and implementation of the literature regarding women's entrepreneurship and women's cooperatives.

Keywords: Women's cooperatives, women's entrepreneurship, descriptive analysis

GİRİŞ

Kadınların Türkiye’de ekonomiye katılım oranı genellikle oldukça düşük düzeyde olmuştur. Türkiye İstatistik Kurumu’nun verilerine göre, Türkiye nüfusunun yarısını kadınların oluşturmasına rağmen 2019 yılı verilerine göre istihdam oranı %28,7; işgücüne katılım oranı %34,4 olup, bu oran erkeklerde %63,1 ve %72’dir. Bir kişinin hayatı boyunca işgücü piyasasında aktif olması beklenen yıl sayısı olarak tanımlanan çalışma hayatında kalma süresine bakıldığında, hane halkı işgücü araştırması sonuçlarına göre; çalışma hayatında kalma süresi, 15 ve daha yukarı yaştaki kadınlar için 2013 yılında 16,7 yıl iken 2019 yılında 19,1 yıl olarak görülmektedir. Bu erkeklerde 2013 yılında 37,7 yıl iken 2019 yılında 39,0 yıldır (TUİK, 2021). Devlet Planlama Teşkilatı ve Dünya Bankası arasında geliştirilen işbirliği sonucunda hazırlanan "Türkiye'de Kadınların İşgücüne Katılımı" başlıklı rapora göre kadınların işgücüne katılımlarının düşmesinin iki temel nedeni olarak kentleşme ve tarımsal faaliyetlerden uzaklaşma olduğu belirtilmektedir (Öz, 2010:2).

On Birinci Kalkınma Planı (2019-2023), kadınların iş gücüne katılım oranlarını iyileştirmeyi bir öncelik olarak tanımlamakta ve 2023 itibariyle bu oranı %38,5’e yükseltmeyi hedeflemektedir. Yine 2018 yılında %29,4 olan kadın istihdam oranınının 2023 yılında %39’a; kendi hesabına çalışanlar içindeki kadın oranınının 2013’deki %17,8 olan oranınının 2023’de %20’ye; işveren olarak çalışanlar içerisindeki kadın oranınının ise 2013’deki %8,7 olan oranınının da 2023’de %10’a yükseltilmesi hedefler arasında yer almaktadır (On Birinci Kalkınma Planı, 2019: 151).

Kalkınma planında yer verilen diğer önemli hedefler arasında kırsal kesimde kadın girişimciliğinin artmasına yönelik destek mekanizmalarının sağlanması; kadınlar tarafından kurulan kooperatiflere yönelik eğitim, girişimcilik ve danışmanlık gibi alanlarda sunulan desteklerin yaygınlaştırılması ve gerekli hukuki düzenlemelerin yapılmasıyla kadınların kooperatif kurmalarının kolaylaştırılması; kadınların ekonomik faaliyetlerinin geliştirilmesi için kadın girişimcilere iş geliştirme süreçlerinde danışmanlık ve rehberlik hizmeti verilmesi ve desteklerde kadınlara öncelik verilmesi; kadınların internet sitesi, portal, aplikasyon gibi dijital ortamlardaki ekonomik faaliyetlerinin geliştirilmesini hedefleyen mekanizmaların oluşturulması ve kadın girişimcilerin e-ticarette güçlenmelerini sağlamaya yönelik eğitim

programı ve seminerlerin düzenlenmesi; kadınlara yönelik her türlü ayrımcılığı önlemek, toplumsal hayatın tüm alanlarında eşit şekilde yer almalarını sağlamak yer almaktadır (On Birinci Kalkınma Planı, 2019: 152).

Gürol (2000: 339), kadınların emek, sermaye, bilgi ve deneyimlerini biraraya getirerek “**kollektif girişimcilik**” faaliyetinde bulunmalarının, bireysel girişimciliğe bir alternatif olarak düşünülebileceğini belirtmektedir. Böylece kaynakların daha etkin kullanılabilmesi, müşterek çalışma sonucu sinerji unsurunun yaratılması ile daha etkili kararlar, daha yüksek verim ve daha yüksek bir karlılık düzeyine ulaşılabileceğine işaret edilmektedir.

Kaynakların etkin kullanımı, sinerji, yüksek verimlilik, deneyim kazanma, daha yüksek karlılık açılarından Gürol’un (2000) işaret etmiş olduğu kollektif girişimciliği, bireysel girişimciliğe bir alternatif olmaktan öte bireysel girişimciliği destekleyici bir işleve sahip olup olamayacağı sorusunun cevabı aamıştır. Zira kadın girişimcilerin yaşadıkları toplumsal cinsiyet, finansal kaynaklara erişim, istihdam, deneyim eksikliği, desteklere erişim gibi konulardaki zorlukların üstesinden gelinmesinde kadın kooperatiflerinin işleyişinin araştırılması gerektiği düşünülmektedir. Araştırmada, Aksaray İli’ndeki kadın kooperatiflerinin profili, istihdam ve girişimcilik potansiyeli incelenmektedir. Bu çerçevede, kadınların güçlendirilmesi ve toplumsal cinsiyet eşitliği, kadınların kişisel kapasiteleri, özsaygı ve özgüven duyguları, sorunların üstesinden gelme biçimleri ve kapasiteleri, kadınların aralarındaki dayanışmaları ve toplumsal cinsiyet rollerindeki değişimlere ilişkin tespitler önemlidir.

1. KADIN KOOPERATİFLERİ

Toplumsal gelişme ve işletmeler için temel oluşturması bakımından, özgün bir model niteliği taşıyan kooperatifler belirli bir amaca ulaşmak üzere insanların tek başına üstesinden gelemeyecekleri faaliyetleri dayanışma halinde gerçekleştirilmesine imkan sunmaktadır.

Uluslararası Kooperatifler Birliği (ICA)’nin genel olarak kabul edilen tanımında kooperatif “*Ortak ekonomik, sosyal ve kültürel ihtiyaç ve özlemlerini ortaklaşa sahip olunan ve demokratik olarak kontrol edilen bir girişim aracılığıyla karşılamak için gönüllü olarak bir araya gelen kişilerin oluşturduğu özerk bir dernek.*” olarak belirtilmektedir. Yoksulluktan çıkışın yolu olarak işaret edilen kooperatiflerin kendilerine özgün modelleri ile kadınlar, yerli halklar ve diğer zayıf gruplar için karşılaştırmalı üstünlük sağladığına vurgu yapılmaktadır (Ticaret Bakanlığı, 2019-a).

Uluslararası Kooperatifler Birliđi, kooperatiflere, ortak ekonomik, sosyal ve kültürel ihtiyaç ve isteklerin gerçekleştirilmesi için üyeleri tarafından sahip olunan, kontrol edilen ve yönetilen insan merkezli işletmeler olarak dikkat çekmektedir. Kooperatiflerle ilgili, insanların ekonomik geleceklerini kontrol etmelerini sağladığı ve hissedarlara ait olmadıkları için faaliyetlerinin ekonomik ve sosyal faydaları kuruldukları topluluklarda kaldığı; üretilen karların ya işletmeye yeniden yatırıldığı ya da üyelere iade edildiđi kaydedilmektedir (ICA, 2021).

İnsanlığın en az %12'sinin dünyadaki 3 milyon kooperatiften herhangi birinin işbirlikçisi konumunda olduđu belirtilmektedir. Dünya üzerinde kooperatiflerin 2 dolarlık yoksulluk sınırı altında yaşayan 80 milyon müşteriye hizmet ettiđi; Kore'de su ürünlerinin %70'ini, Brezilya'da tarımsal ürünlerin %40'ını, Kolombiya'da sağlık sektörünün %25'ini, Singapur'da perakende sektörünün %55'ini, Danimarka'da %35 ve Macaristan'da %15'ini kooperatifler karşılamaktadır. Ayrıca, tahminlere göre küresel tarım ürünlerinin %50'sinin kooperatifler aracılığıyla pazarlandığı belirtilmektedir (Ticaret Bakanlığı, 2021).

Türkiye'de kooperatifçilik uygulamalarının temeli çok eskilere dayandırılmakta, imece kültürü ile benzerliğine dikkat çekilmektedir. Kooperatifçiliğin esin kaynağı olarak 13. Yüzyılda Anadolu Selçukluları döneminde ortaya çıkan Ahi Birlikleri işaret edilmektedir. Türkiye'de çağdaş kooperatifçiliğin başlangıcı olarak "**Memleket Sandığı**" adı verilen ilk tarım kredi organizasyonudur (Ticaret Bakanlığı, 2019-b). Türkiye Gümrük ve Ticaret Bakanlığı 2012 yılında Türkiye'de kooperatif sektörünü geliştirmeye yönelik "2012-2016 Türkiye Kooperatifçilik Stratejisi ve Eylem Planı"nı geliştirmiştir. Ticaret Bakanlığı, Tarım ve Orman Bakanlığı ile Çevre ve Şehircilik Bakanlığınının 21.10.2017 tarihli verilerine göre, Türkiye'de 35 farklı konuda faaliyet gösteren **51.811 kooperatif ve 6.608.134 kooperatif ortağı** bulunmaktadır (Ticaret Bakanlığı, 2019-b).

Türkiye'de **kadın kooperatifleri ilk kez 1999 yılında** kurulmaya başlamıştır. Bugün kadın kooperatifleri sektörü ülke genelinde ortaklarına ve topluma ürün ve hizmet sağlamaktadır (Demirci ve Günay, 2018:79). Türkiye'de kadın girişimlerinin desteklenmesi amacıyla Ticaret Bakanlığı, Kooperatifçilik Genel Müdürlüğü tarafından 1163 sayılı Kooperatifler Kanununun 88'nci maddesi uyarınca "**Kadın Girişimi Üretim ve İşletme Kooperatifi Anasözleşmesi**" (Ticaret Bakanlığı, 2021-a) hazırlanmıştır. Ticaret Bakanı Mehmet Muş, bu yıl toplam 57 ilde faaliyet gösteren **127 kadın kooperatifinin 140 projesine hibe desteđi sağlanacağını**; Koop-Des Programı çerçevesinde de ortaklarının çoğunluđunu kadınların oluşturduđu ve kadın emeđini değerlendirme amacı güden kooperatiflere de *makine alımı ve personel istihdamı*

konusunda belirli bir yüzdesi hibe olmak üzere destek sağlandığını belirtmiştir (Ticaret Bakanlığı, 2021-b).

Dünya Bankası tarafından, Türkiye'deki kadın kooperatifleri üzerine yapılan kapsamlı bir araştırmada (Duguid vd, 2015); kadın kooperatiflerinin çoğunun kadınlar tarafından kurulduğu, işletildiği ve sahiplenildiği bulgularına ulaşılmıştır. Çok çeşitli faaliyet yürüten kadın kooperatiflerinin, bir yandan kadınlara istihdam olanakları sağlarken diğer yandan da kadın statüsünün geliştirilmesi yönünde katkı sağladığı belirtilmektedir. Araştırmada, kadın kooperatiflerinin küçük ölçekli olduğu; ortak sayılarının çoğunlukla 25'in altında kaldığı kaydedilmektedir. Ortakları tarafından aktif şekilde sahiplenilen kooperatiflerde yönetim ve liderlik süreçlerine katılımlarının da güçlü olduğu; en önemli destek kaynağının (eğitim, fon, dayanışma) kendileri olduğu, kamu kurumları ile ilişkilerinin kuvvetli olmadığı; bir çok iş iç güçlükler (iş yönetimi becerilerinin ve operasyonel kapasitenin yetersizliği, yeterli bilgiye sahip olmama) ve dış güçlükler (mali, sermaye oluşturma, toplumsal yaklaşım) ile karşılaştıkları tespit edilmiştir. Kadın kooperatiflerini destekleyici altyapı: yasal ortam ve destek programlarına ilişkin olarak kadın kooperatifleri ve/veya kadın girişimciliğine yönelik kanunların, politikaların ve programların kadın kooperatiflerini dikkate almadığı; kadınların bir çok girişimcilik eğitimlerinin bulunmasına rağmen kooperatif içi işletme ve yönetim konularına yönelik programların eksikliği hissettikleri belirtilmektedir. Türkiye Hükümeti kooperatif mevzuatını uluslararası mevzuatlara uyumlaştırmaya çalışmaktadır.

Kadın kooperatiflerinin genellikle kadın yoksulluğu (Serinikli, 2016; Aksoy ve Günay, 2018; Taş ve Kazar, 2019); kırsal kalkınma (Aldırmaz, 2018; Serinikli, 2019; Akkaya, 2018; Yıldırım, 2020) çerçevesinde araştırıldığı görülmektedir. Lisansüstü araştırmalar bağlamında YÖK Ulusal Tez Merkezi'nde "kadın kooperatifleri" anahtar kelimesi ile yapılan taramada: 2013 yılında, Sosyoloji Anabilim Dalında, kadınların güçlendirilmesi açısından kadın kooperatifleri üzerine bir araştırma yapılan YL tezi; 2019 yılında ÇEKO Anabilim Dalı'nda Kadın yoksulluğunun azaltılmasında kadın kooperatiflerinin rolünün araştırıldığı ve İstanbul-Bursa örneği üzerinde çalışıldığı doktora tezi; 2018 yılında İşletme Anabilim Dalı'nda Türkiye'deki kadın kooperatiflerinin sürdürülebilirliği ve kırsal turizmdeki önemi üzerine yürütülmüş doktora tezi; 2017 yılında Ekonomi Anabilim Dalı'nda kırsal kalkınmada kadın kooperatiflerinin Eskişehir örneği bağlamında ele alınan Yüksek Lisans tezi karşımıza çıkmaktadır.

2. KADIN GİRİŞİMCİLİĞİ

Girişimcilik bugün ekonomik kalkınmanın bir aracı olarak kabul edilmekte ve kadınlar dünya çapında buna önemli ölçüde katkıda bulunmaktadır (DeVita vd,2014: 452). Kadın girişimciliği, bugüne kadar, üretken iş yaratmada cinsiyet eşitliğini sağlamada ve yoksulluğu azaltmada öncü bir rol oynadığı için gelişmekte olan ülkeler için önemli bir ekonomik büyüme motodudur (DeVita vd,2014: 453). Ahl (2006) girişimciliğin erkeksi bir kavram olduğunu belirtmektedir. Yani girişimcilik cinsiyet açısından tarafsız değildir. Öte yandan girişimcilik başarısı için önemli olduğuna inanılan bir çok özelliğin kadınsı özellikler olarak nitelendirilen bakım ve yetiştirme, başkalarıyla ilişki kurma, alçakgönüllülük gibi özellikler olduğu belirtilmektedir (Gupta vd, 2019; Bird ve Brush, 2002: 44).

Avrupa Komisyonu Raporunda, kadın girişimci, kendi başına iş kuran veya hisselerinin çoğuna sahip olan, karar alan, risk üstlenen, işin yürütülmesinde aktif olarak bulunanlar olarak tanımlanmaktadır (European Commission Report, 2002: 3-4). Kadın girişimciler, bir iş girişimini başlatan, organize eden ve işleten bir veya bir grup kadın olarak tanımlanabilmektedir. Kadınlardan, kadın girişimciler olarak adlandırılabilmesi için bir ekonomik faaliyet geliştirmeleri, benimsemeleri beklenmektedir (Urmila, 2020).

Kadın girişimci ile ilgili çerçevenin belirlenebilmesi açısından 90'lı yıllardaki öncü araştırmalardan birinde Ecevit (1993) kadın girişimcilerle ilgili: ev dışında, kendi adına kurduğu bir işletmesinin olması, tek başına veya çalıştırdığı diğer kişilerle birlikte çalışması veya sahibi olması sıfatıyla ortaklık kurması, faaliyetleri yürüten, dağıtım, pazarlama gibi işleri üstlenen, yürütülen işle ilgili olarak kurum/kuruluşlarla iletişim kuran, işyerinin işletilmesi, kapatılması veya geliştirilmesi konusunda kararlarını verebilen, kazancını değerlendirme üzerinde (yatırım vb) söz sahibi olması noktalarına dikkat çekmiştir.

Kadın girişimcilerin, esas olarak aile işleriyle ve ailedeki rolleriyle bağlantılı olarak tanımlandığı; birincil sosyal sorumluluklarının aile olduğu varsayımı altında iş ve ev işlerini dengelemede zorluklarla karşılaştıkları belirtilmektedir (Bruni vd., 2006:3). Kadın girişimciler erkek egemen bir toplum olunması, sosyal ve kültürel ortamda kadın rollerindeki kalıplaşma, yetersiz eğitim, aile tepkileri, iş yükünün fazla olması, finansal kaynaklara erişim güçlüğü, güvenilirlik sağlama konusunda daha fazla çaba harcamaları konularında çeşitli sorunlarla karşı karşıya bulunmaktadır (İpçioğlu, 2012: 76). Kadın girişimci sorunlarını ele alan akademik lisansüstü araştırmalar temelinde yapılan bir analizde, kadın girişimcilerin yoğun olarak cinsiyet ayrımcılığı, finansal kaynaklara erişim, örgütlenme sorunları, deneyim eksikliği, kalifiye çalışan temini, bürokratik çevre, ülkenin ekonomik durumu, desteklere erişim, sektör

etkisi, güvensizlik, tanınırlık, liderlik gibi konularda sorun yaşadıkları görülmektedir (Baysal, 2021: 72). Kadın girişimcilerin karşılaştıkları sorunlara yönelik çeşitli araştırmalarda da sermaye kaynaklarının sağlanması, işletme yönetimindeki bilgi-beceri eksikliği, toplumsal normlar, iş-yaşam çatışması, profesyonel iş ağlarına katılma, bürokratik işlemler, sorunlu müşteri ve çalışanlar ile mücadele, aile üyeleriyle birlikte çalışma olarak öne çıkmaktadır (Welsh vd., 2014; De Vita vd., 2014).

Kadın girişimcilerin sorunlarına kent ve kırsal kesim girişimciliği açısından farklı bir yaklaşım gösteren Kantar'ın araştırmasında (1999:35) kırsal kesimdeki gelir düşüklüğü, ürün fazlasının değerlendirilmek isteği, düşük eğitim düzeyi nedeniyle iş bulma zorlukları ve sınırları, geleneksel kadın rollerinin iş gücüne katılımı sınırlandırması nedeniyle evde mikro girişimci olmaya imkan vermesi, kadın statüsüne karşı toplumdaki değer yargılarının kadınlık rolleri içinde kalması ve kendilerini girişimci olarak görmemeleri, karar verme gibi konularda kadının aktif katılımcı olarak düşünülmemesi, kurumların prosedürlerinin uzun ve karışık olması gibi konulara dikkat çekilmektedir.

Bunların yanı sıra Covid-19 Pandemi süreciyle birlikte yeni sorunlarla baş etmek zorunda kalmışlardır. Kadın girişimcilerin pandemi sürecindeki karşılaştıkları sorunların 5M modeli bağlamında yapılan analizinde pazarlama, finansman, yönetim, makro ve mezo çevre, aile ve yakın çevre kaynaklı sorunlar olarak ortaya çıkmakta olup; finansal konular ile pazar kaynaklı sorunların ön plana çıktığı görülmektedir (Baysal, 2021: 119-186).

3. ARAŞTIRMA YÖNTEMİ

Bu çalışmanın amacı, kadın kooperatiflerinin kadın girişimciliğinin geliştirilmesi açısından etkisini araştırmaktır. Bu çerçevede, kadın kooperatiflerinin faaliyetleri; istihdam, yönetim, ekonomik katkı, sosyal katkı vb açılardan incelemektir.

Araştırmanın amacı ve kısıtlılıkları çerçevesinde araştırma soruları;

- Aksaray İlinde aktif olan kadın kooperatiflerinin mevcut durumu nedir? (Üyelik, finansman, istihdam, etkinlik süresi, büyüme, çalışma alanı ve çalışma şekli açısından).
- Kooperatiflerin proje tecrübeleri ve finansal kapasiteleri nelerdir?
- Kooperatiflerin istihdama katkısı nedir?
- Kooperatiflerin kadınların güçlendirilmesine katkısı nedir?

Bu araştırmada, kadınlar tarafından kurulmuş kadın kooperatiflerine odaklanılmış, halen aktif olarak faaliyetlerini yürütmekte olan kooperatifler araştırma kapsamında değerlendirilmiştir.

Araştırmaya, kadın kooperatifi anlayışımız çerçevesinde, bünyesinde yoğun olarak kadın çalışanları bulunan, yönetim kurulunda kadınların yer aldığı, genel anlamda kadını destekleyen kooperatifler dahil edilmemiş; özellikle kadınların yönetim anlamında aktif olarak rol aldıkları kooperatifler araştırma kapsamına alınmıştır.

Aksaray İli'nde Ticaret İl Müdürlüğü'ne kayıtlı kooperatifler ile Tarım İl Müdürlüğü'nde kayıtlı olan Tarımsal Kalkınma Kooperatifi niteliğindeki kooperatiflerin listelerine ulaşılmıştır. Bu listede yer alan kooperatifler arasından yukarıdaki kriterler kapsamına girenler araştırma için seçilmiş ve tarımsal nitelikli 3 kooperatif ile kadın girişimi üretim ve işletme kooperatifi niteliğindeki 8 kooperatif ile üretim ve pazarlama içerikli bir kooperatif araştırma kapsamına dahil edilmiş, toplam veri seti 12 olarak belirlenmiştir. Araştırmanın pilot çalışması kapsamında bir tarımsal kalkınma, iki tane de kadın girişimi üretim ve işletme nitelikli kooperatifin yöneticileri ile iletişime geçilmiştir. Halen devam eden araştırma kapsamındaki pilot görüşmelerde kadın kooperatiflerinin yöneticileri ile yarı yapılandırılmış derinlemesine mülakatlar gerçekleştirilerek araştırma verileri elde edilmiştir. Görüşmeler, algı, duygu gibi daha öznel nitelikteki bilgiyi toplamayı sağlamıştır. Görüşmeler bizzat araştırmacılar tarafından gerçekleştirilmiştir. Araştırma görüşmeleri pandemi sürecindeki riskler dikkate alınarak uzaktan görüşmeye imkan veren araçlar kullanılarak yapılmıştır. Görüşme yapılanlar kendilerine verilen kodlarla analizde yer almıştır.

Araştırma verileri, betimsel analiz yöntemi kullanılarak analiz edilmiştir. Betimsel analiz yönteminde, elde edilen araştırma verileri araştırma sorularından veya daha önceden belirlenmiş temalara göre özetlenir ve yorumlanır. Verilen, görüşme ve gözlem sürecinde kullanılan sorular ya da boyutlar dikkate alınarak da sunulabilir. Betimsel analizde, görüşülen ya da gözlenen bireylerin görüşlerini çarpıcı bir biçimde yansıtmak amacıyla doğrudan alıntılara sık sık yer verilir. Bu analiz yönteminde amaç, elde edilen bulguları düzenlenmiş ve yorumlanmış bir biçimde okuyucuya sunmaktır. Bu amaçla elde edilen veriler, sistematik ve açık bir biçimde betimlenir, daha sonra da açıklanır ve yorumlanır. Neden-sonuç ilişkileri irdelenir ve sonuçlara ulaşılır (Yıldırım ve Şimşek, 2016: 239-240). Araştırma Aksaray ili ile kısıtlı tutulmuş, araştırma farklı iller ve Türkiye genelinde yeni araştırmalarla geliştirilmeye açıktır.

4. ARAŞTIRMA BULGULARI VE DEĞERLENDİRME

Araştırma soruları bağlamında betimsel analiz yönetimi kullanılarak yapılan değerlendirmeler sonucunda Aksaray İli'nde faaliyet gösteren kadın kooperatifleri ile ilgili aşağıdaki bulgulara ulaşılmıştır.

4.1. Kadın kooperatiflerinin mevcut durumu (Üyelik, finansman, istihdam, etkinlik süresi, büyüme, çalışma alanı ve çalışma şekli)

Türkiye'deki kadın kooperatifleri üzerine Dünya Bankası tarafından yapılan araştırmada (Duguid vd, 2015); kadın kooperatiflerinin çoğunun kadınlar tarafından kurulduğu, işletildiği ve sahiplenildiği; kadın kooperatiflerinin küçük ölçekli olduğu; ortak sayılarının çoğunlukla 25'in altında kaldığı kaydedilmektedir. Görüldüğü gibi, Aksaray'daki kadın girişimci profilleri de Türkiye'nin kadın kooperatif profiline uygun bir görünüm sergilemektedir.

Tablo 1: Kadın Kooperatiflerinin Mevcut Durumu

	K1	K2	K3
Başkanı	Kadın	Kadın	Kadın
Kuruluş Tarihi	2005	Ağustos 2020	25 Haziran 2020
Başkanlık Süresi	10 yıldır	1 yıl	1 Yıl
Üye sayısı	70	7	7
Faaliyet alanı	Hayvancılık (Süt)	El sanatları, hediyelik eşya üretimi (Kağıt rölyef sanatı kullanılarak)	Gıda, hediyelik eşya üretimi
Çalışan sayısı (Erkek&Kadın)	1 (erkek)	yok	Yok
Mali değeri	Küçük bütçeli	40.000	Küçük bütçeli

4.2. Kooperatiflerin proje tecrübeleri ve finansal kapasiteleri

Araştırmada, yapılan görüşmelerde kadın kooperatiflerinin mali yapılarının zayıf olması nedeniyle çeşitli ödemelerde (personel gideri, vergi ödemeleri, çeşitli giderler) zorluklar yaşadıkları ve pandemi süreciyle birlikte bu zorlukların daha da arttığı belirtilmektedir. Mali yapılarının zayıf olması nedeniyle çeşitli hibe desteklerinden yararlanamadıkları, bu fırsatları kaçırdıkları görülmektedir. Dünya Bankası tarafından yapılan araştırmada da (Duguid vd, 2015) mali, sermaye oluşturma açılarından zorlukların yaşandığı tespit edilmiştir. Ulaşılan bulgular bu anlamda örtüşmektedir.

Tablo 2: Kadın Kooperatiflerinin Finansal Kapasiteleri ve Proje Tecrübeleri

	K1	K2	K3
Finansal Kaynak yaratma	Finansal kaynak yaratmak için kırsal alanlara yönelik proje geliştirmeyi düşündük ama devlet desteği yok, proje falan vermediler.	Kağıt rölyef sanatı ile ilgili eğitimler düzenleyerek, yeni bir gelir kaynağı yaratmak.	Teklif ticaret bakanlığından geldi, ekipman alma konusunda verilen hibelerden yararlanamadık. Çiniler için fırın almak isterdik ama bunu yapamadık. Hibe için önce para yatırılıp, sonrasında geri alınma şeklinde işleyen bir sistem var. Böyle olunca biz bundan yararlanamıyoruz. Çünkü 14.000 TL olan bir çini fırını için bunu yapmamız çok zor.
Kurumsal Desteklere Erişim	Kurumsal olarak herhangi bir destek bulamıyoruz. Kadın kooperatifleri kapanmasın diyorlar ama kimse bizim zorluklarımızla ilgilenmiyor.	Bizlerin satış yapabilmeleri için satış alanı yapılacaktı, henüz bu yapılmadı. Yine, üretilen ürünlerin toplu alımı konusunda söz vermişlerdi bu da yerine getirilmedi. Fuarlara tamamen kendi imkanlarımızla gittik. Yeterince destek göremiyoruz.	Kurumlardan yol göstericilik, danışmanlık yapıyorlar. Kaymakamlık destek oluyor. Belediye başkanı yer verdi, kira almıyorlar bizden. Halk Eğitim Merkezleri de yardımcı oluyor.
Proje Deneyimi	Proje deneyimleri yok.	Proje deneyimleri yok. Makine ekipman çok maliyetli (trilyonluk) olduğu için proje desteği bulamadık, böyle bir yatırım desteği verileceğini düşünmediğimiz için proje başvurusu yapmadık.	Atölye kurmak için proje hazırladık, kadınlara iş imkanı tanımak için. Şu an kabul edilmedi ama bu projelere devam etmeyi düşünüyoruz.

Ayrıca en önemli destek kaynağının (eğitim, fon, dayanışma) kendileri olduğu, kamu kurumları ile ilişkilerinin kuvvetli olmadığı yönündeki Dünya Bankası araştırmasında yer verilen tespitlere görüşmecilerin söylemlerinde de rastlanılmaktadır.

4.3. Kooperatiflerin istihdama katkısı

Dünya Bankası araştırmasında, çok çeşitli faaliyet yürüten kadın kooperatiflerinin, bir yandan kadınlara istihdam olanakları sağladığı (Duguid vd, 2015) belirtilmektedir. Aksaray'daki kadın kooperatiflerinin de çeşitli projeleri hayata geçirerek, mali yapılarını güçlendirmeleri halinde istihdam konusunda potansiyele sahip oldukları görülmektedir.

Tablo 3: Kadın Kooperatiflerinin İstihdam Potansiyeli

	K1	K2	K3
İstihdam potansiyeli		Bizim ürünlerimiz çok ince iş gerektiriyor. Bunun eğitimini verip, yeterli pazara ulaşımımız olsa çalışanlarımız da olur. Şimdilik çalışmamız yok.	Projelerimizi hayata geçirebilsek, mesela atölyemizi kursak burada kadınları çalıştırabiliriz.

4.4.Kooperatiflerin kadınların güçlendirilmesine katkısı

Dünya Bankası araştırmasında, kadın kooperatiflerine ilişkin tespitlerden bir diğeri de kadın statüsünün geliştirilmesi yönünde katkı sağladığıdır (Duguid vd, 2015). Bu araştırmada da ulaşılan sonuçlardan biri de kadınlara toplumun yaklaşımı, kadınların özgüven kazanımı yönünde kooperatiflerin önemli bir araç olduğu yönündedir.

Tablo 4: Kadın Kooperatiflerinin Kadınların Güçlendirilmesine Katkısı

	K1	K2	K3
Toplumsal Yaklaşım		Kooperatifteki tüm kadınlar, ilk ticari deneyimlerini yaşıyor. Kooperatif olarak kısa sürede ismimizi çok duyurduk. Bu herkesin çok hoşuna gidiyor. Çarşıdaki esnaf, “İsminizi duyduk hanımlar, sizinle gurur duyuyoruz” demişler. Bu çok hoşumuza gitti.	Küçük bir yerde göze batıyoruz. Üye olmaları için çağrı yapıyoruz, onlar da hevesli. Kadınlar eğitim olarak gelecek. Üyelerden para almamız gerekiyor, bunu beklemeye aldık.
Özgüven kazanımı	Özgüven kazandım. İnsanın ayakları üzerinde durabilmesi çok güzel bir şey. Başkan olmadan öncesindeki ben ile sonrası arasında dağlar kadar fark var. Kadınlara birileri ile tanışmalarını, evleri nden çıkmalarını tavsiye ederim.	Ben zaten ticari hayatın içerisindeyim. Üye arkadaşlar özgüven kazandılar, hayata bakışları değişti. Herkesin evine kafalarını boşaltmış bir şekilde, mutlu mutlu gittiklerini görüyorum. Ayrıca, eşlerinin kendilerine yaklaşımı, davranışı, bakışı değişti.	Üyelerin özgüvenleri yükseldi, başarmayı tattılar. Tanıtım faaliyetleri olduğunda daha önce çekinirlerdi, şimdi artık gitme konusunda istekliler. Üretilen ürünlerden satarken ellerine bir miktar para geçiyor, bu onları çok mutlu ediyor. Yıllardır kayınvalidesinin denetimi altında çocuklarının okullarına bile gidememiş bir kadın üyemiz, kooperatifimizin üyesi oldu ve evin dışında birşeyler yapmanın, ekonomik olarak para kazanmanın deneyimini yaşadı. Çok mutlu.

4.5.Yönetim Becerileri

Dünya Bankası araştırmasında (Duguid vd, 2015); Ortakları tarafından aktif şekilde sahiplenilen kooperatiflerde yönetim ve liderlik süreçlerine katılımlarının da güçlü olduğu, yapılan bu araştırma ile de ortaya çıkmaktadır.

Tablo 5: Kadın Kooperatiflerinin Yönetim Becerileri

	K1	K2	K3
Yönetim ve Liderlik becerileri	Aslında benim kooperatifim batık bir kooperatifti. Kadın kooperatifi batmasın diye ben geçtim başkanlığa. Sonra toparlamıştık ama işler iyi gitmeyince şimdi yine mali olarak sıkıntıdayız.	Kooperatifin kurulumunda her işlemi zordu. Ençok mali yönden zorlandık. Her yerde para isteniliyor. Herkesin fikri alınarak ortak karar veriliyor. En büyükleri benim, teklif geldi, sen varsan biz de varız dediler ben de başkan oldum.	Çoğunluk üyelerin fikrini alıyorum, ama kararları ben veriyorum. Kararları almakta sorun yaşamıyorum. Aramızda önemli bir uyum içindeyiz.
Pazarlama yöntem ve stratejileri	Belirli bir pazarlama alanı mevcut ve bu kullanılıyor.	Ticaret odasının yardımlarıyla yurt dışına 40-50 tane ürün gönderdik. Sergilere katıldık, Kültürpark'ta sergiler açtık. Web sayfamızda ürünler var, sosyal medyadan (Instagram) satış yapıyoruz. Yurt içi ve yurt dışından sipariş geliyor. e-ticaret platformlarında yer alalım dedik ama bizim ürün sürecimiz onların teslim tarihleri ile pek uyuşmadı.	Sosyal medya kullanıyorlar Instagram, facebook, Dijital kanallara müracaatta bulunduk. Yerel turizm var, turlar geliyor Onlara satış yerinde satış yapılıyor. Bayanlara yeni yeni ticareti öğretmeye çalışıyoruz.
Tanıtım Faaliyetleri	yok	Web sayfası ve sosyal medya kanalları; fuarlara katılım.	Fuarlara katılım için planlamalarımız var
Marka, patent	Herhangi bir çalışmaları yok	Herhangi bir çalışmaları ve girişimleri yok.	Yöreyle ait bir börek, ekmek çeşidi ve bebek giydirme ile ilgili patent girişimleri var.

4.6.Kendi Girişimlerini Kurma Eğilimi

Görüşmelerde kadınlara, burada yaşadıkları deneyimler sonrasında kendi bireysel girişimde bulunmak ister misiniz? Ya da üyeleriniz böyle bir girişimde bulunur mu?

şeklinde yöneltmiş olduğumuz sorulara alınan cevaplar, kadın kooperatiflerinde yaşanan deneyimlerin bireysel girişimde bulunma yönünde kadınları teşvik ettiğini göstermektedir.

- K1: Kooperatif benim ilk ticari deneyimim diyebilirim. Kendime güveniyorum, kendime ait bir işyeri de kuruyorum. Çiftlik kurdum, mandıra yaptırıyorum.
- K2: Üyelerimizin, ürettiğimiz ürünlerle ilgili henüz yeterli pazar fırsatları olmaması nedeniyle, kendi işyerini kurma konusunda da bir düşünce gelişmedi.
- K3: Ben emekli olduktan sonra kendime ait bir atölye kurmayı istiyorum. Kesinlikle, %80 olur. Üyelerimiz de ileride el sanatları üzerine, küçük işletme kurmayı istiyorlar. Bu heves üyelerimizin hepsinde var. Kooperatif deneyiminden önce böyle bir vizyonları yoktu.

SONUÇ VE ÖNERİLER

Uluslararası Kooperatifler Birliği (ICA)'nin ilkelerine göre kooperatifler, üyeleri tarafından onaylanan politikalar aracılığıyla topluluklarının sürdürülebilir kalkınması için çalışmaktadır (ICA, 2021). Daha çok kırsal kesimlerin kalkınması ve kadının bu ekonomik alanda bir role sahip olması açısından kadın kooperatiflerinin kuruluşları desteklenmektedir. Kadın kooperatifleri için hazırlanan uygun girişimcilik ikliminden yararlanarak, üyelerinin kazanacakları ticari girişim becerilerinin bireysel girişimler için teşvik edici bir işlev üstlenebileceği düşünülmektedir. Bu varsayımdan yola çıkılarak yapılan araştırmada ulaşılan sonuçlar itibarıyla:

- Kadın kooperatifleri küçük sermayeye sahiptirler.
- Hizmet, imalat alanlarında küçük boyutlu istihdama katkı sağlamaktadırlar. Kırsal kesimde özellikle kadınların istihdamında önemli bir potansiyele sahiptirler.
- Kadın kooperatifleri, katıldıkları çeşitli fuar organizasyonları ile pek çok açıdan üyelerinin gelişimine katkı sağlamaktadır.
- Kadın kooperatifleri, üretmiş oldukları ürünlerin tanıtımları ve pazarlamaları noktasında dijital kanalları kullanmaya yatkındır. Ancak profesyonel bir yaklaşımla teknoloji ve dijital platformların kullanımına yönelik eğitim desteği ve mali destek sağlanması gerekmektedir.
- Kadın kooperatiflerinin ticari faaliyetlerine ilişkin bürokratik işlemleri yerine getirmede teknik desteğe ve mali desteğe ihtiyaç duymaktadır.
- Kadın kooperatifleri küçük bütçeleriyle faaliyette buldukları için bazı ticari faaliyetler için gerekli mali kaynağı sağlamaktan uzaktır. Bu anlamda mali açıdan desteğe ihtiyaç duymaktadırlar.

- Kadın kooperatiflerinin ürünlerine yönelik daha profesyonel anlamda paketleme, gıda güvenliği için üretim süreci ve içeriklerinin yeralması, markalama, tanıtım gibi konularda profesyonel bir bakış açısına sahip olabilmesi için hem teknik hem mali hem de bürokratik desteğe ihtiyaç duymaktadırlar. Bu anlamda profesyonel bakış açısı kazandırılması ve ürünlerin daha profesyonel sunumunun sağlanması ile yerelden çıkıp ulusal ve uluslararası boyutta faaliyet gösterebileceklerdir.
- Kadın kooperatifleri kırsaldaki kadınların statüsünü artırma açısından fırsat tanımaktadır. Kadın üyelerin özgüven kazandıklarına yönelik ifadeleri dikkat çeken noktadır.

Kadın kooperatiflerinin;

- Yereldeki ekonomik, sosyal ve kültürel kalkınma açısından,
- Kadın statüsünün geliştirilmesi açısından,
- İstihdam yaratma açısından,
- Tarımsal kalkınma ve yeni ürünlerin kazandırılması açısından katkı sağlamada büyük bir potansiyele sahiptir.

Kadın kooperatifleri, yürüttükleri ticari faaliyetlerle üyelerine deneyim kazandırmakta; ürün geliştirme, pazarlama, istihdam yaratma, mali açıdan ve işletme yönetimi açısından elde edilen kazanımların yeni kadın girişimlerinin başlaması yönünde kadınları teşvik edeceği düşünülmektedir. Kadın kooperatiflerine toplumdaki bakış açısının olumlu yönde gelişmesi, kadın girişimcilere yönelik toplumsal algının değişmesini de destekleyerek, kadın girişimcilerin karşılaştıkları toplum tabanlı sorunların çözümü yönünde olumlu bir katkı sağlayabileceği belirtilebilir. Ayrıca, araştırma sonucu elde edilen bulguların, kadın girişimciliği ve kadın kooperatifleri alanyazınının geliştirilmesi ve uygulama açısından katkı sağlaması beklenmektedir.

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Yerel Ölçekte İktisadi Kalkınma Bağlamında Şehir Markalaşması: Aksaray Örneği

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ÖZET

Son yıllarda özellikle teknolojik alanda yaşanan gelişmeler ve hızlı değişimler yerel düzeyde ekonomik kalkınma ve pazarlama alanlarında yeni yönelimleri gerekli kılmış, rekabetin odağı ürünler boyutundan şehirler ve ülkeler boyutuna taşınmıştır. Küresel rekabet ortamında şehirler ve ülkeler de birbirleri ile rekabet eder hale gelmiştir. Bir şehrin, diğer coğrafi bölgeler içerisinde temel aktör olabilmesi, ekonomik büyümesini sağlaması ve küresel boyutta rekabet üstünlüğü sağlayabilmesi güçlü bir şehir markası geliştirmesi ile mümkün olmaktadır. Güçlü bir şehir markası, şehrin imajını güçlendirerek turizmi etkilemekte, yatırımcıları şehre çekmekte, nitelikli iş gücünü şehirde yaşamak için teşvik etmekte, dolayısıyla şehrin ekonomik açıdan kalkınmasına ve gelişmesine katkı sağlamaktadır. Bu çalışmada, Aksaray ilinin mevcut varlıklarının ve faaliyetlerinin tespit edilmesi ve Aksaray Şehir Markasının geliştirilebilmesi için hangi adımların izlenmesi gerektiğinin ortaya konulması amaçlanmıştır. Bu amaçla, Aksaray Valiliği önderliğinde Aksaray Marka Kent Çalıştayı düzenlenmiştir. Çalıştay kapsamında birçok farklı üniversiteden katılım sağlayan akademisyenler, uzmanlar, il yönetiminin resmi temsilcileri ve özel sektörden yönetici ve temsilcilerinden oluşan 56 kişi ile 7'şer kişilik 8 odak grup görüşmesi yapılmıştır.

Yapılan nitel araştırma neticesinde elde edilen veriler analiz edilerek yorumlanmış ve markalaşma sürecinde atılması gereken adımlar için yol haritası çıkarılmıştır. Çalışma bulguları Aksaray ilinin güçlü bir tarımsal altyapıya ve sanayiye sahip olduğunu ortaya koymakta, şehrin markalaşması için ön plana çıkan sektör ise turizm olmaktadır. Çalışma sonuçları markalaşma sürecinde Aksaray'ın sahip olduğu doğal güzellikleri ve kültürel mirası ile farklılaşması gerektiğinin altını çizerek, aynı zamanda sanayi alanında inovatif girişimler ile özgün ürünlerin ve yerel markaların geliştirilmesi gerektiğine ve özellikle tarımsal ürünlerinin de markalaştırılarak turizm ile entegrasyonunun önemli olduğuna dikkat çekmektedir.

Anahtar Kelimeler: Markalaşma, Kent Markası, Aksaray, Turizm, Ekonomik Kalkınma.

City Branding in the Context of Economic Development at Local Level and an Application in Aksaray Province

ABSTRACT

Today, technological developments and rapid changes have made new orientations necessary in marketing science and economic development in local level, and competition has moved from the dimension of products to the dimension of cities and even countries. Cities and countries have become competing with each other in this new global competitive environment. It is possible for a city to be the main actor in other geographical regions and to

be superior to its competitors on a global scale by developing a strong city brand and ensure economic growth. A strong city brand impacts tourism by strengthening the city's image, attracts investors to the city, encourages qualified workforce to live in the city, thus contributing to the economic development and development of the city. In this study, it is aimed to determine the current assets and activities of Aksaray and which steps should be followed in order to develop Aksaray City Brand. For this purpose, Aksaray City Brand Workshop was organized under the leadership of Aksaray Governorship. Within the scope of the workshop, 8 focus group interviews with 7 people in each group were held with totally 56 people including academicians from many different universities, experts, official representatives of the provincial administration and private sector managers and representatives. The data obtained as a result of the qualitative research was analyzed and interpreted, and a road map was drawn for the steps to be taken in the branding process. The study findings reveal that Aksaray province has a strong agricultural infrastructure and industry, and the sector that stands out for the branding of the city is tourism. The results of the study underline the necessity of differentiation of Aksaray with its natural beauties and cultural heritage in the branding process, while at the same time, it draws attention to the need to develop original products and local brands with innovative initiatives in the field of industry, and the integration of agricultural products with tourism is important.

Keywords: Branding, City Brand, Aksaray, Tourism, Economic Development.

GİRİŞ

Günümüzde hızla gelişen teknoloji ve beraberinde getirdiği değişimler yerel ölçekte iktisadi kalkınma açısından daha radikal girişimleri ve inovatif yaklaşımları gerekli kılmaktadır. Bu hızlı gelişim ve sürekli değişen pazar koşulları, küresel boyutta da rekabeti hiç olmadığı kadar ileri boyutlara taşımış, ülkeler ve hatta şehirler birbirleri ile rekabet eder hale gelmiştir. Zenginlik ve güç dengeleri ise sahip olunan markalarla belirlenmektedir. Ülkeler sahip oldukları markalar kadar güçlü kabul edilmektedir. Ülkelerin ve şehirlerin sahip oldukları marka değeri de, sınırları içerisinde üretilen ürünlerine ve hatta tüm kurum ve kuruluşlarına yansımaktadır.

Bu küresel rekabet ortamında bir şehrin, diğer coğrafi bölgeler içerisinde temel aktör olabilmesi, ekonomik büyümesini sağlaması ve küresel boyutta rekabet üstünlüğü sağlayabilmesi güçlü bir şehir markası geliştirmesi ile mümkün olmaktadır. Bir şehre ya da ülkeye yönelik alınacak seyahat kararlarından ticari yatırım kararlarına kadar tüm süreçleri yönlendirecek olan insanların o şehir ya da ülkeye ait marka değerine bakış açısıdır. Tüketicilerin bir şehri ziyaret etmeye, o şehirde yaşamaya ya da çalışmaya karar vermeleri veya yatırımcıların yatırımlarını o şehre yönlendirmeleri, olumlu ve güçlü bir şehir imajı ve şöhreti ile mümkün olabilmektedir. Özellikle ekonominin itici gücü olarak ifade edilen yaratıcılık, yaratıcı yeteneklerin beslendiği, farklılıkları hoş gören, enerjisi ve dinamizmi yüksek marka şehirlerde can bulmaktadır. Öyle ki bazı şehirler kendilerine has enerjileri, sahip oldukları şöhret ve popülerite ile buldukları ülkeden daha önemli bir konuma sahiptirler.

Bunun bilincinde olan şehir yöneticileri de, turizmi canlandırmak, şehri yatırımcılar için cazip hale getirmek ve şehirde nitelikli insanların yaşamasını ve çalışmasını sağlamak için şehirde yaşam kalitesini arttırmak ve güçlü bir şehir markası geliştirmek yönünde stratejiler ve teknikler benimsemektedirler. Yaratılan artı değer ile bir yandan şehirde yaşam kalitesi yükselecek, bir yandan da şehrin kalkınması ve gelişmesine hız kazandırılacaktır.

Her şehrin ve her ülkenin insanlar üzerinde planlı ya da plansız olarak sahip olduğu bir algı vardır. Bu bazen istenilen doğrultuda, bazen de hiç istenmeyen yönde olabilmektedir. Örneğin Vietnam'ın çok zengin bir mutfağı olmasına rağmen savaş ile özdeşleşmiş olması gibi. Dolayısıyla şehirler ve ülkeler, algı yönetimini istenilen yönde yürütmek için erken davranmak ve markalaşmak durumundadır.

Bu çalışmada, Aksaray ili gelişim ve markalaşma projesinin ilk ayağı olan çalıştay raporlarından elde edilen verilerin analizi ve yorumlanması yapılmıştır.

MARKA VE ŞEHİR MARKALAŞMASI

Marka; “Bir bir veya bir grup üretici ve / veya satıcının mal ve hizmetlerini belirlemeye, tanıtmaya ve rakiplerinininkinden ayırıp farklılaştırmaya yarayan isim, terim, sözcük, simge (sembol), tasarım (dizayn), işaret, şekil, renk veya bunların çeşitli bileşenleridir” (Duran, 2004). Amerikan Pazarlama Derneği yaptığı tanımlamada markayı; “Marka, bir satıcı veya satıcı grubunun ürün ve hizmetlerini tanımlamayı ve rakiplerinden ayırtırmayı amaçlayan bir isim, bir terim, işaret, sembol veya tasarımdır” şeklinde ifade etmektedir ” (Odabaşı ve Oyman, 2002: 360).

Şehir markası (city branding) ise, “marka strateji ve tekniklerinden yararlanarak belirli bir şehrin hedef kitle zihninde sıradan bir yerleşim yeri olarak algılanması yerine, insanların

yaşamlarını devam ettirmek, çalışmak, yatırım yapmak, eğitim almak ve ziyaret etmek isteyecekleri cazibe yaşam merkezlerine dönüştürülmesi için yürütülen tüm faaliyetlerdir” (Dinnie, 2011:7).

Şehir kimliğini genel itibariyle aşağıdaki unsurlar oluşturmaktadır (Marangoz, Önce ve Çelikhan, 2010):

1. Coğrafi Özellikler
2. İklimsel Özellikler
3. Anıt Yapılar
4. Şehir Meydanları ve Sokakları
5. Folklorik ve Sosyokültürel Özellikler

Burada coğrafi özellikler şehre ait ve şehri simgeleyen coğrafi işaretleri, iklimsel özellikleri yöreye hâkim olan iklimin ılıman ya da sert olması gibi karakteristik özelliklerini, anıt yapılar şehirle özdeşleşmiş ve şehre ziyaretlerin odak noktası olan tarihi mekanları ve yapıları, kent meydanları ve sokakları şehrin bilinen ve vakit geçirmek için özellikle tercih edilen şehirle anılan sokak ve meydanlarını, folklorik ve sosyo kültürel özellikler ise şehirde yapılan geleneksel karnavallardan, eğlencelerden ve diğer ritüellerden kültürel değerlerine kadar yöreye ait tüm ortak özellikleri ve değerleri ifade etmektedir.

Bir şehrin markalaşma sürecinde yararlanabileceği unsurlar ise geçmiş nesillerden miras alınan gelenekleri, görenekleri ve tüm fiziki olan ya da olmayan özellikleri ifade eden şehrin sahip olduğu kültürel miras, doğal yapısı ve çevresi, yöresel ürünlerinden ve doğal kaynaklarından elde edilen özgün çıktıları ve son olarak yöre insanının sahip olduğu geçmişe dayalı yerleşik becerileridir (İlgüner, 2006).

AKSARAY GELİŞİM VE MARKALAŞMA PROJESİ

ÇALIŞMANIN AMACI VE ÖNEMİ

Bu çalışmada, Aksaray ilinin mevcut varlıklarının ve faaliyetlerinin tespit edilmesi ve Aksaray Şehir Markasının geliştirilebilmesi için hangi adımların izlenmesi gerektiğinin ortaya konulması, aynı zamanda Aksaray ilinin sahip olduğu potansiyel değerleri analiz ederek, marka kent vizyonunun, kent kimliğinin ve kent imajının geliştirilmesi amaçlanmıştır.

Bu amaçla çalıştay gündemi aşağıdaki gibi oluşturulmuştur;

- Uzmanların ve paydaşların görüşlerinin alınması
- Durum Analizi ve SWOT analizinin yapılması
- Stratejik kent yönetimi anlayışının geliştirilmesi
- Marka kent için proje ve aksiyon önerilerinin geliştirilmesi.

Bu amaçlar doğrultusunda gerçekleştirilen çalıştayda temel olarak neden Aksaray ziyaret edilsin, neden Aksaray’da yaşansın ve neden Aksaray’a yatırım yapılsın sorularının cevabı aranmıştır.

Güçlü bir şehir markası, şehrin imajını güçlendirerek turizmi etkilemekte, yatırımcıları şehre çekmekte, nitelikli iş gücünü şehirde yaşamak için teşvik etmekte, dolayısıyla şehrin ekonomik açıdan kalkınmasına ve gelişmesine katkı sağlamaktadır. Bu bağlamda marka şehir olmanın sağlayacağı kazanımlar aşağıdaki gibidir (Işık ve Erdem, 2015:28);

- *Şehre gelen ziyaretçi sayısı, rekabet gücü ve yatırımlar artar.
- *İhracat fırsatlarını ortaya çıkarır.
- *Mevcut işlerin geliştirilmesine katkı sağlar ve sürdürülmesini kolaylaştırır.
- *Yeni iş imkânları ile nüfus artışı ile ortaya çıkabilecek olumsuzlukları en aza indirir.
- *Şehirdeki küçük işletmelerin sayısının artmasına ve büyümesine katkı sağlar.
- *Rekabet gücü artar.
- *Bilinirlik artar.

ÇALIŞMANIN YÖNTEMİ

Aksaray Valiliği önderliğinde “Aksaray Gelişim ve Markalaşma Projesi” kapsamında 24 Ekim 2020 tarihinde Aksaray’da “Aksaray Marka Kent Çalıştayı” gerçekleştirilmiştir. Çalıştay; kamu yöneticileri, girişimciler, işletme yöneticileri, STK temsilcileri ve akademisyenlerden oluşan 128 katılımcı ile gerçekleştirilmiştir. Çalıştay kapsamında birçok farklı üniversiteden katılım sağlayan akademisyenler, uzmanlar, il yönetiminin resmi temsilcileri ve özel sektörden yönetici ve temsilcilerinden oluşan 56 gönüllü katılımcı ile 7’şer kişilik 8 odak grup görüşmesi yapılmıştır.

Yapılan nitel araştırma neticesinde odak grup görüşmelerinden elde edilen veriler analiz edilerek yorumlanmış ve markalaşma sürecinde atılması gereken adımlar için yol haritası çıkarılmıştır.

Elden edilen bulgular ışığında;

- *Aksaray’ı diğer şehirlerden ayırt eden veya üstün kılan **özellikler**,
- *Aksaray’ın marka değerini yükseltebilecek **vizyoner proje** önerileri ortaya konulmuştur.

ÇALIŞMANIN BULGULARI

Yapılan odak grup görüşmelerinin ilk kısmında, şehrin güçlü ve zayıf yönleri, tehditleri ve fırsatları ortaya konulmaya çalışılmıştır. Buna göre;

Şehrin güçlü yönleri:

- *Güvenilir ve ulaşılabilir bir ulaşım ağına sahip olması
- *Güneş enerjisi ve çeşitli üretim kollarıyla (metal üretimi, çelik üretimi, silo üretimi, kaliteli oto sanayi ürünlerinin üretimi, kamyon dorsesi üretimi, vb.) sanayi alanında çevresindeki diğer rakip illerin önünde yer alması,

*Arazi yapısının düz olması, birçok tarımsal ürünün (elma, sarımsak, safran, iğde, pancar şekeri, ayçiçeği, Goji Berry, kabak çekirdeği, vb.) ve tıbbi aromatik ürünlerin, lavanta ve Aksaray Yoncasının üretimi ile büyük tahıl depoları alanında da güçlü bir potansiyele sahip olması,

*Küçükbaş hayvan sayısında Türkiye’de ikinci büyük şehir olması,

*Sosyal kabul düzeyi yüksek bir il olması,

*İklim koşullarının yaşamak için uygun olması,

*Deprem riskinin olmaması,

*Güven ve huzur kenti olarak anılması, şehrin en güçlü yönleri olarak ön plana çıkmıştır.

Şehrin zayıf ya da gelişime açık yönleri:

*Geleneksellik-muhafazakâr toplumsal yapı (turizm sektörüne yönelik ön yargı),

*Havalimanının olmaması,

*Şehrin tarihi geçmişinin ve merkezlerine yönelik farkındalık düzeyinin düşük olması,

*Şehir varlıklarının tanıtımında yetersizlikler,

*Tiyatro, sinema veya AVM gibi sosyal alanların yetersizliği,

*Aksaray’a yönelik şehir algısının olmaması,

*Turizm merkezlerinin ve turistik değerlerin yeterince değerlendirilmemesi,

*Yerel markalar açısından eksiklik,

*Yeni mimari yapıların şehrin tarihi dokusunu bozması,

*Yerel işletmelerin kurumsallaşamaması ve profesyonel yönetim anlayışının eksikliği,

*İşletmelere yönelik eğitim ve danışmanlık hizmetlerinin eksikliği,

*Ankara, Kayseri ve Konya gibi büyük illere yakınlık bir yandan olumlu bir durum olarak ortaya çıkarken diğer yandan arada sıkışmışlık durumu yaratması, şehrin daha zayıf ve gelişime açık yönleri olarak ortaya çıkmıştır.

Şehrin önündeki fırsatlar ve tehditler:

Hasandağı’nın sahip olduğu turizm potansiyeli dikkate alınarak özellikle yamaç paraşütüne elverişli yapısı nedeniyle bu alanda değerlendirilebileceği ve LCW tarafından yapılacak yeni yatırımın bölgede 4000 kişilik ek istihdam sağlayacak olması şehrin önündeki en büyük fırsatlar olarak belirlenmiştir. Şehrin önündeki olası tehditler ise;

*Su kaynaklarının azalmaya başlaması ve buna bağlı yonca üretiminde ya da İhlara Vadisinde suyun yetersiz kalma olasılığı,

*Mevcut projelerin hayata geçirilmesi ve şehrin göç alması durumunda mevcut kültürel yapının bozulacağı ve hatta kültürel yozlaşma veya asimilasyonun yaşanacağı yönündeki görüşler,

*Yeni yapılan otobanın Niğde üzerinden geçiyor olmasının şehre ziyareti azaltacağı yönündeki kaygılar olarak ön plana çıkmıştır.

Çalıştay verilerinin ışığında sektörel açıdan yapılan değerlendirmede, Aksaray ilinin sanayi, tarım, hayvancılık ve turizm açısından birçok değere sahip olduğu görülmektedir. Tüm bu değerler arasında turizm sektörü diğer sektörlerle kıyasla daha yüksek bir potansiyele sahip olarak ön plana çıkmıştır. Aksaray, tarihi zenginlikleri, doğal yapısı ve güzellikleri ile çok önemli bir turizm potansiyeline sahiptir.

Kültür Turizmi kapsamında;

**Tarihi evleri, kervansarayları, hanları, katedralleri, minareleri, gelenekleri ve geleneksel ürünleri* (çeyiz geleneği, çeyiz ürünleri, oya, yazma, vb.) İle büyük bir kültürel zenginliğe sahiptir.

*Aynı zamanda höyükleri, *yer altı şehirleri, halı üretim ve restorasyon merkezleri* ile (Taşpınar Halıları, Sultan Halıları) kırsal turizmi de barındırmakta,

*Sahip olduğu *285 kuş türü ile kuş gözlemciliği ve tuz gölünün doğal güzelliği* ile de fotoğrafçılığı da destekleyen bir potansiyele sahip olmaktadır.

*Şehirde bulunan Ortodoks Kilisesi, Güzelyurt kiliseler bölgesi ve Somuncu Baba inanç turizmini desteklerken, Rum evleri ile de diaspora turizmi potansiyeli ortaya çıkmaktadır.

*Şehrin en büyük simgelerinden biri olan Hasandağı'nın yamaç paraşütüne elverişli yapısı Aksaray'ı spor alanında da ön plana çıkarmaktadır.

SONUÇ VE ÖNERİLER

Aksaray ili markalaştırma faaliyetleri; Aksaray ve dolaylı olarak Türkiye'nin uzun vadeli kalkınma planlarının, büyüme ve gelişim stratejilerinin ve bunların yanı sıra şehrin kimliğinin, kültürel değerlerinin, misyon ve vizyonunun ortaya konulduğu uzun soluklu bir planlama sürecini gerektirmektedir. Sürecin başarılı bir şekilde yürütülebilmesi için Aksaray ilinin kültürel ve turistik değerlerinin etkili bir biçimde tanıtılmasının yanında kültür endüstrisinin ve yönetiminin sürdürülebilirliğinin sağlanması ve bunun için ise dinamik bir pazarlama stratejisinin belirlenmesi, aynı zamanda hem yerel hem küresel boyutta ekonomik ilişkilerin geliştirilmesi gerekmektedir.

Yapılan nitel araştırma neticesinde elde edilen veriler analiz edilerek yorumlanmış ve markalaşma sürecinde atılması gereken adımlar için yol haritası çıkarılmıştır. Çalışma bulguları Aksaray ilinin güçlü bir tarımsal altyapıya ve sanayiye sahip olduğunu ortaya koymakta, şehrin markalaşması için ön plana çıkan sektör ise turizm olmaktadır. Çalışma sonuçları markalaşma sürecinde Aksaray'ın sahip olduğu doğal güzellikleri ve kültürel mirası ile farklılaşması gerektiğinin altını çizerken, aynı zamanda sanayi alanında inovatif girişimler ile özgün ürünlerin ve yerel markaların geliştirilmesi gerektiğine ve özellikle tarımsal ürünlerinin de markalaştırılarak turizm ile entegrasyonunun önemli olduğuna dikkat çekmektedir. Bundan sonraki çalışmalarda veriye dayalı analizlerin yapılması yararlı olacaktır.

KAYNAKÇA

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Openeng Time 09:00 (GMT +3)



International CEO

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Social Sciences Congress

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2021 **International CEO Congress** takes place with the participation and contributions of **209 academics from 37 countries:** Afghanistan, Albania, Argentina, Azerbaijan, Bosnia Herzegovina, Burkina Faso, Cameroon, Chile, China, Colombia, Egypt, France, Georgia, India, Indonesia, Iraq, Italy, Japan, Jordan, Kosovo, Lebanon, Morocco, N.Macedonia, New Zeland, Nigeria, Pakistan, Philippines, Romania, Saudi Arabia, South Africa, Sri Lanka, Thailand, Turkey, Turkish Republic of Northern Cyprus, Tunusia, United Kingdom, Uzbekistan.

Presentations will be in **Turkish & English**

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OPENING CEREMONY

Thursday 19 August 2021 09:00-10:00	Opening Speeches Assoc.Prof.Dr. Mohammed ABUBAKAR , Coordinator Prof.Dr. Himmet KARADAL , Chair Assoc.Prof.Dr. M.Naci EFE , Co-Chair Prof.Dr. Mustafa TÜMER , Eastern Mediterranean University, TRNC Prof. Dr. George Gvttadze , Vice-Rector, Georgian National University SEU, Georgia Assoc. Prof. Melvedin Jašarević , Secretary General, International University of Gorazde, Bosnia Herzegovina Prof. Dr. Mensur NUREDİN , Vice Rector, International Vision University, Gostivar/ N.Macedonia Dr. Evren DİNÇER , Mayor of Aksaray/Turkey Asst. Prof. Dr. Abdul Tawab BALAKARZAI , Deputy Minister - Academic Affairs, Ministry of Higher Education (MoHE), Islamic Republic of Afghanistan Faruk ÇELİK , T.C. Former Minister of State /Turkey
Channel Link:	https://seu.zoom.us/j/8751681306

Opening Session: “Effect of COVID19 Pandemic on Higher Education”

Thursday
19 August
2021

10:00-
12:00

Moderators:

Prof.Dr. **Mustafa TÜMER**, Eastern Mediterranean University, **TRNC**

Assoc.Prof. Dr. **Azer DILANCHIEV**, International Black Sea University, **Georgia**

Guest Speakers:

Prof. Dr. **Hernán E. Gil FORLEO**, University of Buenos Aires, **Argentina**

Prof. Dr. **Siham EL-KAFABI**, Director of Arrows Research Consultancy, **New Zealand**

Prof. Dr. **Zouhour El-ABIAD**, Lebanese University – **Lebanon**

Prof. Dr. **Alain Ndedi**, University of Pretoria, **Cameroon**

Assoc.Prof. Dr. **Erdoğan EKİZ**, Ostelea Rabat, **Morocco**

Asst. Prof. Dr. Ir. **Amelia Naim Indrajaya**, Sekolah Tinggi Manajemen IPMI –
Indonesia

Asst. Prof. Dr. **Luan VARDARI**, Universum College – **Kosova**

Dr. **Raveenthiran VIVEKANANTHARASA**, The Open University of Sri Lanka - **Sri Lanka**

Dr. **Astha BHANOT**, Princess Nourah bint Abdulrahman University - **Kingdom of Saudi Arabia**

Mrs. **Aimee Osamudiamen Chris**, Ahmadu Bello University,Zaria – **Nigeria**

Channel
Link:

<https://seu.zoom.us/j/8751681306>

19 August 2021, Thursday - SESSIONS & MODERATORS

Time	Turkish Channel Sessions	English Channel Sessions
09:00-10:00	Opening Speeches Assoc.Prof.Dr. Mohammed ABUBAKAR	-
10:00-12:00	Opening Session Prof.Dr. Mustafa TÜMER Assoc.Prof. Dr. Azer DILANCHIEV	-
13:00-14:30	Covid 19 Session 1 Prof. Dr. Himmet HÜLÜR Assoc. Prof. Dr. Fadime DİLBER	Economics Session 1 Assoc. Prof. Dr. Amina OMRANE Asst. Prof. Dr. Luan VARDARI
14:30-16:00	Covid 19 Session 2 Prof. Dr. Remzi ALTUNIŞIK Assoc. Prof. Dr. A. Banu HÜLÜR	Economics Session 2 Prof. Dr. Alba DUMI Assoc. Prof. Dr. Tsitsino Dzosenidze
16:00-17:30	International Relations Assoc. Prof. Dr. Murteza HASANOĞLU Assoc. Prof. Dr. Pelin Pınar GİRİTLİOĞLU	Covid19 Session 1 Prof. Dr. Valeri Mosiashvili Assoc. Prof. Gianluca MATTAROCCHI
17:30-19:00	Economics Session 1 Assoc. Prof. Dr. Veclal GÜNDÜZ Assoc. Prof. Dr. Ayşe Nur BUYRUK AKBABA	Cultural Session 1 Prof. Dr. Lamia Khalil HAMMAD Asst.Prof.Dr. Analjyoti BASU

20 August 2021, Friday - SESSIONS & MODERATORS

Time	<u>Turkish Channel Sessions</u>	<u>English Channel Sessions</u>
09:00-10:30	<u>Administration Session 1</u> Prof. Dr. Bilçin TAK MEYDAN Assoc. Prof. Dr. Burcu ÜZÜM	<u>Economics Session 3</u> Prof. Dr. Giorgi Kharshiladze Dr. Wiwiek Mardawiyah Daryanto
11:00-12:00	<u>Research Methods Workshop</u> Moderator: Prof. Dr. Şevki ÖZGENER Prof. Dr. Remzi ALTUNIŞIK	<u>Administration Session 1</u> Prof. Dr. Alain NDEDI Assoc. Prof. Dr. Ketevan Nizharadze
13:00-14:30	<u>Entrepreneurship Session 1</u> Assoc. Prof. Dr. Duygu HIDIROĞLU Assoc. Prof. Dr. Arzu GÜRDOĞAN	<u>Economics Session 4</u> Assoc. Prof. Dr. Anjani Kumar Srivastava Asst. Prof. Dr. Teimuraz PARTSKHALADZE
14:30-16:00	<u>Administration Session 2</u> Prof. Dr. Muhsin HALİS Assoc. Prof. Dr. Gülbeniz AKDUMAN	<u>Entrepreneurship Session</u> Dr. Nasiye Çiğdem Uluç Assoc. Prof. Dr. Amina OMRANE
16:00-17:30	<u>Economics & Digitalization</u> Assoc. Prof. Dr. Savaş S. ATEŞ Asst. Prof. Dr. Sevgi Sümerli SARIGÜL	<u>Sociology Session</u> Assoc. Prof. Dr. Azer DILANCHIEV Sergio QUIROGA
17:30-18:00	<u>Closing Session</u> Prof. Dr. Mustafa TÜMER Prof. Dr. Şevki ÖZGENER Assoc. Prof. Dr. Mohammed ABUBAKAR Assoc. Prof. Dr. Azer DILANCHIEV	Prof. Dr. Muhsin HALİS Prof. Dr. Bilçin TAK MEYDAN Prof. Dr. Alba DUMI Prof. Dr. Himmet HÜLÜR Prof. Dr. Giorgi Kharshiladze Prof. Dr. Remzi ALTUNIŞIK Prof. Dr. Lamia Khalil HAMMAD Prof. Dr. Valeri Mosiashvili Assoc. Prof. Dr. Gülbeniz AKDUMAN Assoc. Prof. Dr. Amina OMRANE Assoc. Prof. Dr. Savaş S. ATEŞ Assoc. Prof. Dr. Veclal GÜNDÜZ Assoc. Prof. Dr. Duygu HIDIROĞLU Assoc. Prof. Dr. Murteza HASANOĞLU Dr. Nasiye Çiğdem ULUÇ

Turkish Channel SESSIONS

Thursday 19 August 2021

Turkish Channel Session	https://seu.zoom.us/j/8751681306		
19 August 2021 Covid 19 Session 1	13:00- 14:30	Moderator	Prof. Dr. Himmet HÜLÜR Assoc. Prof. Dr. Fadime DİLBER
<ol style="list-style-type: none">1. Covid-19 Aşıları Enformasyonu ve İnternet Güvenilirliği - Prof. Dr. Himmet HÜLÜR, Dr. Erhan HANCIĞAZ2. Kültürel Diplomasi Örneği Olarak Türk Dizileri – Dr. Erhan HANCIĞAZ, Prof. Dr. Himmet HÜLÜR3. Covid-19 Koşullarında Durumsal Minnettarlığın Duygudurum ve Yaşama İlişkin Tutumlarla İlişkisi - Res. Assist. Ahmet Demirdağ, Assoc. Prof. Dr. Derya Hasta, MA Student Elif Sümeyra Ulutaş4. Covid-19 Pandemi Sürecinde Bireylerin Medya Kullanımı: Karaman İli Örneği - Assoc. Prof. Dr. Fadime DİLBER5. Popüler Kültür ve Popüler Kültürün Yaygınlaşmasında Kitle İletişim Araçlarının Rolü - Assoc. Prof. Dr. Fadime DİLBER6. Vergi İcra Hukuku Bağlamında İhtiyati Haciz Müessesesi: Danıştay Kararları Çerçevesinde Hüküm ve Sonuçları - Assoc.Prof.Dr. Mutlu YORULDU7. Plansız Online Tüketici Satın Alma Davranışları Üzerine Bir Araştırma - Zeynep Kalkan, Assoc. Prof. Dr. Yunus Bahadır GÜLER			

Turkish Channel Session	https://seu.zoom.us/j/8751681306		
19 August 2021 Covid 19 Session 2	14:30- 16:00	Moderator	Prof. Dr. Remzi ALTUNIŞIK Assoc. Prof. Dr. A. Banu HÜLÜR
<ol style="list-style-type: none">1. Koronavirüs (Covid-19) Sürecinde Dijitalleşme ve Gerçek Zamanlı Pazarlama Uygulamaları - PhD. C. Murat ER, Instructor Hülya ER, Prof. Dr. Remzi ALTUNIŞIK2. Dijitalleşme ve Covid-19 Pandemisinin Meslekler Üzerindeki Etkileri – PhD. C. Murat ER, Prof. Dr. Remzi ALTUNIŞIK3. Alan Sensin Atan Sensin! Acaba İşten Çıkması Gereken Sen misin? İlaç Mümessilleri Üzerine Mikro Anlatılar - Dr. Mehmet KAPLAN, Dr. Öğr. Üyesi Berna Turak KAPLAN, Prof. Dr. Adnan ÇELİK4. Firmaların Türev Araçları Kullanımı ve Covid19 İlişkisi Davranışsal Finans Bakış Açısı ile Haberleşme Sektörü Üzerine Bir İnceleme - Asst. Prof. Dr. Çağrı HAMURCU5. Gösteri Toplumu Bağlamında Instagram Yoluyla Yeniden Üretilen Evlilik ve Nişan Ritielleri – Assoc. Prof. Dr. A. Banu HÜLÜR, Cahit Kutay AYKAN6. COVID- 19 Salgını Döneminde Dijitalleşen Eğitim ve Greenscreen Örneği - Assoc. Prof. Dr. A. Banu HÜLÜR, Remzi TUTKAL			

Turkish Channel Session	https://seu.zoom.us/j/8751681306		
19 August 2021 International Relations	16:00- 17:30	Moderator	Assoc. Prof. Dr. Murteza HASANOĞLU Assoc. Prof. Dr. Pelin Pınar GİRİTLİOĞLU
<ol style="list-style-type: none">1. Yavaş Şehir Hareketi Ekseninde Yavaş Turizm Uygulamalarına İran ve Türkiye Üzerinden Karşılaştırmalı Bir Bakış - PhD.Can.Mortaza Chaychi SEMSARİ, Assoc. Prof. Dr. Pelin Pınar GİRİTLİOĞLU2. Enerji Güvenliği Perspektifinden Azerbaycan'ın Enerji Stratejisi ve Bölgesel İşbirliğinin Önemi - Assoc. Prof. Dr. Murteza HASANOĞLU3. Ahmedi Cân İsimli Eserde Geçen Bazı Birleşik Fiiller Üzerine Bir İnceleme - Assoc. Prof. Dr. Ali ÇİÇEK4. Azerbaycan Türkiye İttifakı: “Şuşa Beynamesi” - Assoc. Prof. Dr. Zeynalova Aytəkin Əli qızı5. Halkla İlişkilerle Reklam Arasındaki Fark ve Benzerlikler - Lamiyə SÜLEYMANLI6. East of Eurasia in 21st Century: Turkey's Policy Towards Azerbaijan - Assoc. Prof. Dr. Elnur Hasan MIKAIL, Asst. Prof. Dr. Hakan ÇORA7. Energy Policy of Turkey and Its Contemporary Applications - Assoc. Prof. Dr. Elnur Hasan MIKAIL, Asst. Prof. Dr. Hakan ÇORA			

Turkish Channel Session	https://seu.zoom.us/j/8751681306		
19 August 2021 <u>Economics Session 1</u>	17:30-19:00	Moderator	Assoc. Prof. Dr. Veclal GÜNDÜZ Assoc. Prof. Dr. Ayşe Nur BUYRUK AKBABA
<ol style="list-style-type: none"> 1. Sosyal Muhasebe Kavramı: Muhasebe Mesleğine Yönelik Araştırma - Assoc. Prof. Dr. Ayşe Nur BUYRUK AKBABA 2. Modern Yönetim Sisteminde Faizsiz Finansal Piyasaların Düzenlenmesi Sorunları - Dr. Perviz RÜSTƏMOV HACI OĞLU 3. Effect of Interest Rate on Consumer Loans in Turkey - Semavi KARAALİ 4. Yeşil Finans ve BİST Sürdürülebilirlik Endeksi - Assoc. Prof. Dr. Veclal GÜNDÜZ, Dr. Güzhan GÜLAY 5. KKTC’de İlköğretim Okullarında Pandemi Döneminde İnternet Tabanlı Uzaktan Eğitim Sürecinde Öğrencilerin Fırsat Eşitliği Analizi - Halide KARABEKİR, Ayşe Soykara GÜLSEVEN, Assoc. Prof. Dr. Veclal GÜNDÜZ 6. Covid-19 Salgının Kredi Sigortalarına Etkisi: Türkiye Uygulamaları - Asst.Prof.Dr. İskender DEMİRBİLEK, PhD.Cand. Saim TAŞ 7. COVID-19 Salgını Kaynaklı Evden Çalışma Uygulamalarının İşgörenler Üzerindeki Avantaj, Dezavantaj, Güç ve Politika Algılarının Analizi: Bursa İlinde Metal Sektöründe Bir Saha Çalışması - PhD.Cand. Kerim KARADAL, PhD.Cand. İlhan ALYAY 			

Turkish Channel SESSIONS

20 August 2021, Friday

Turkish Channel Session	https://seu.zoom.us/j/8751681306		
20 August 2021 <u>Administration Session 1</u>	09:00-10:45	Moderator	Prof. Dr. Bilçin TAK MEYDAN Assoc. Prof. Dr. Burcu ÜZÜM
<ol style="list-style-type: none"> 1. Kamu - Özel Ortaklığı (PPP) İş Modelinin Yönetimsel Sorunları: Türkiye’den Örnek Bir Vaka - Mehmet Metehan ÇETİNTAŞ, Kerim KARADAL, İlhan ALYAY, Prof. Dr. Bilçin TAK MEYDAN 2. Ahlakı Kayıtsızlık, Kırık Camlar Teorisi ve Sanal Kaytarma İlişkisi - Assoc. Prof. Dr. Burcu ÜZÜM 3. Orta Sınıf Tüketicilerin Otomobil Satın Alma Kararlarının Değerlendirilmesine Yönelik Bir Alan Araştırması - Dr. Murat BAŞAL 4. Sağlık Sektöründe Kadın ve Erkek Hekimlerin Liderlik Yaklaşımları Üzerine Bir Araştırma: Dış Hekimliği Örneği - Dr. Serdar ÇAKAN 5. Kamu Yönetiminde İnovasyon ve Türkiye Üzerine Bir Değerlendirme - Asst. Prof. Dr. Arzu YILDIRIM 6. Türk Kamu Yönetiminin Covid-19 Pandemisine Tepkisi - Dr. Özlem Menekşe Rumelili KOÇ 7. Kuzey Kıbrıs Türk Cumhuriyeti Polis Örgütündeki Mesleki Sapma ve Yozlaşma Üzerine Bir Değerlendirme - Dr. Osman KAYABAŞI 			

Turkish Channel Session	https://seu.zoom.us/j/8751681306		
20 August 2021 WORKSHOP: Research Methods	11:00-12:00	Moderator	Prof.Dr. Şevki ÖZGENER Nevşehir Hacı Bektaş Veli University
<p>Prof.Dr. Remzi ALTUNIŞIK, Sakarya University</p> <p>" Sosyal Bilimlerde Araştırma Tasarımı ve Modelleme "</p>			

Turkish Channel Session	https://seu.zoom.us/j/8751681306		
20 August 2021 Entrepreneurship Session 1	13:00-14:30	Moderator	Assoc. Prof. Dr. Duygu HİDİROĞLU Assoc. Prof. Dr. Arzu GÜRDOĞAN
<ol style="list-style-type: none"> 1. Yeni Yeşil Düzenin Türkiye'nin Sürdürülebilir Kalkınmasına Etkisi - Asst. Prof. Dr. Pınar Gökçin ÖZUYAR 2. Kadın Girişimcilerin Pazarlama Stratejilerindeki Dijital Dönüşümde Pandemi Etkisi - Asst. Prof. Dr. Melike TURHAN, Asst. Prof. Dr. Hatice BAYSAL 3. Türkiye'de Sosyal Pazarlama Konulu Makalelerin Kategorik Değerlendirilmesi - Assoc. Prof. Dr. Meftune ÖZBAKIR UMUT, Master Student Kübra YILDIRIM 4. Göç Girişimciliği ve Göçmen Girişimciler - Assoc. Prof. Dr. Duygu HİDİROĞLU 5. Turizmde Örgütsel Özdeşleşme Konulu Lisansüstü Tezlerin Bibliyometrik Analizi - Asst. Prof. Dr. Güllü GENÇER, Assoc. Prof. Dr. Arzu GÜRDOĞAN 6. Kütüphanelerde Dijital Olgunluk - İSAM Kütüphanesi Üzerine Bir Değerlendirme - Asst.Prof.Dr. M. Fahri FURAT, PhD. Cand. Kaan ÇINAR 7. Kadın Kooperatiflerinin Kadın Girişimciliği Bağlamında Değerlendirilmesi: Aksaray Örneği - Prof. Dr. Himmet KARADAL, Asst.Prof.Dr. Hatice BAYSAL, Dr. Evren DİNÇER 			

Turkish Channel Session	https://seu.zoom.us/j/8751681306		
20 August 2021 Administration Session 2	14:30-16:00	Moderator	Prof. Dr. Muhsin HALİS Assoc. Prof. Dr. Gülbeniz AKDUMAN
<ol style="list-style-type: none"> 1. Örgütsel İletişim ve Motivasyon İlişkisi: Kamu Kurum Örneği - Prof. Dr. Muhsin HALİS, Master Student Hamdi ÖZTÜRK 2. Sağlık Sektörü Çalışanları Ağızdan Ağıza Ne Söylüyor? - Assoc. Prof. Dr. Zeynep HATİPOĞLU, Assoc. Prof. Dr. Gülbeniz AKDUMAN 3. Stratejik Düşünmenin, Çevik Organizasyonlar Oluşturmadaki Etkisi - Asst. Prof. Dr. Murat SAĞBAŞ 4. Tüketicilerin, Marka Aşkı ve Marka Tutkusunu Geliştirme Süreçleri ve Önemi - Asst. Prof. Dr. Şimal ÇELİKKOL 5. VUCA Ortamında, Çevik Liderler Geliştirmenin Yeri ve Önemi - Assoc. Prof. Dr. Mehmet Naci EFE 6. Duygusal İfadelerde Cinsiyet Stereotipi (Sosyal Ağ Sitelerinde Duygusal İfadelerin Cinsiyet Stereotipi Açısından İncelenmesi) - Assoc. Prof. Dr. Ayşen TEMEL EĞİNLİ, R. A. Neslihan ÖZMELEK TAŞ 7. Yerel Ölçekte İktisadi Kalkınma Bağlamında Şehir Markalaşması: Aksaray Örneği - Prof. Dr. Himmet KARADAL, Assoc. Prof. Dr. İnci ERDOĞAN TARAKÇI, Asst. Prof. Dr. Yahya Can DURA, Dr. Evren DİNÇER 			

Turkish Channel Session	https://seu.zoom.us/j/8751681306		
20 August 2021 Economics & Digitalization	16:00-17:30	Moderator	Assoc. Prof. Dr. Savaş S. ATEŞ Asst. Prof. Dr. Sevgi Sümerli SARIGÜL
<ol style="list-style-type: none"> 1. Uçuş Harekât Uzmanlarının Dijitalleşme ve Yeni Teknolojilere Yönelik Tutumları - Assoc. Prof. Dr. Savaş S. ATEŞ, Cansu KETENCİ 2. Türkiye ve Avusturalya'da Uçuş Okulları Giriş Şartları Üzerine Araştırma - Assoc. Prof. Dr. Savaş S. ATEŞ, Özkan KILIC 3. Endüstri 4.0 Teknolojilerinin Meslekler Üzerindeki Etkisi - Lecturer Altug YENGİNAR 4. Women Working in Turkey Wage Injustice in the Labor Market - Assoc. Prof. Dr. Betül ALTAY TOPCU, Asst. Prof. Dr. Sevgi SÜMERLİ SARIGÜL 5. Muhasebe Mühendisliği ve Cinsiyet Ayrımcılığı - Asst. Prof. Dr. Sevgi Sümerli SARIGÜL, Assoc. Prof. Dr. Burcu ORALHAN 6. Türk-Amerikan İlişkileri: Brunson Olayı - Dr.Mehmet Nur Çelikaslan 7. COVID-19 Sürecinde Devlet Desteklerinin Örgütler Arası Adalet Yaklaşımı Çerçevesinde Değerlendirilmesi: Yiyecek ve İçecek Endüstrisi Üzerine Bir Analiz - PhD.Cand. Mehmet Metehan ÇETİNTAŞ, PhD.Cand. Serhat ADEMOĞLU 			

English Channel Sessions
Thursday 19 August 2021

English Channel Session	https://seu.zoom.us/j/8727235965		
19 August 2021 Economics Session 1	13:00-14:30	Moderator	Assoc. Prof. Dr. Amina OMRANE Asst. Prof. Dr. Luan VARDARI
<ol style="list-style-type: none"> 1. The Impact of Entrepreneurial Marketing on the Performance of Tunisian Exporting Companies - PhD C. Ghada HAMROUNI, Assoc. Prof. Dr. Amina OMRANE 2. Price Analysis of Pharmaceutical Products During The Covid-19 Pandemic - Asst. Prof. Dr. Luan VARDARI 3. Preference and Consumer Safety for Honey Consumption in Albania - Dr. Eglantina PAZAJ 4. Societal Marketing and Corporate Reputation in the Banking Industry of Afghanistan - Dr. Hamayoun GHAFURZAY, Asst. Prof. Samiullah NAEEMI, Asst. Prof. Partamina WARDAK 5. Redefining the inclusive development research: a review and research extensions - Mr. Julián Andres Díaz Tautiva, Ms. Camila Barragán, Mr. Luigi Pio Leonardo Cavaliere 6. Redefining Poverty Continuation: Literature Review and Theoretical Extensions - Mr. Julián Andres Díaz Tautiva, Ms. Camila Barragán, Mr. Luigi Pio Leonardo Cavaliere 			

English Channel Session	https://seu.zoom.us/j/8727235965		
19 August 2021 Economics Session 2	14:30-16:00	Moderator	Prof. Dr. Alba DUMI Assoc. Prof. Dr. Tsitsino Dzosenidze
<ol style="list-style-type: none"> 1. Governance and Economic Growth, Empirical Verification in the Countries of the CEMAC Zone - Erick TELIMSEIN 2. Dimensions of International Labor Migration and its Impact on Socio-economic Development in India - Dr. Suhail Ahmad BHAT, Shambhavi Singh, Dr. Surendra MEHER 3. A Comparative Analysis of Marx, Weber, and Pomeranz Views on the Historical Economic Potential of the West and the East - Assoc. Prof. Dr. Tsitsino Dzosenidze 4. Women in the Informal Economy: Human Rights Protection and Impact of Covid-19 Crisis - Ms. Priyashikha RAI, Mr. Luigi Pio Leonardo CAVALIERE 5. Challenges in Detecting Money Diversion Within Cameroonian Organizations - Dr. Denis Baudelaire YOTA KUETE 6. Foreign Direct Investment on Economic Growth of G7 Countries During Covid-19 – Asst. Prof. Hira Saeed, Rukhsana Bibi, Mr. Luigi Pio Leonardo Cavaliere 7. Advantages and Failures of Albanian Small and Middle Businesses in the Difficult Situation of Covid-19, Comparative Analysis and the Imperative Need for Strategic Changes - Dr. Tatjana ELEZI, Dr. Gerti DAJCI, Prof. Dr. Alba DUMI 			

English Channel Session	https://seu.zoom.us/j/8727235965		
19 August 2021 Covid19 Session 1	16:00- 17:30	Moderator	Prof. Dr. Valeri Mosiashvili Assoc. Prof. Gianluca MATTAROCCI
<ol style="list-style-type: none"> 1. Covid-19 Pandemic And Real Estate Market Trends in Historical Centers - Assoc. Prof. Gianluca MATTAROCCI, Dr. Simone ROBERTI 2. Temperament Types: Extraversion, Introversiion and Interrelation between the Behavior Strategies in Conflicts in the Period of COVID Pandemics - Asst. Prof. Dr. Ina SHANAVA, Asst. Prof. Dr. Sopiio GUGUNAVA 3. Poverty, Vulnerability and Violence in Context of Covid-19 in Cameroon - Prof. Dr. TCHOUASSI Gérard, Dr. JIOKENG TCHOUGON Elie Fernand, Dr. KAMGA KAMGA Chantale chryseine 4. Covid-19 Pandemic impact on World Economy – Ms. Zunaira ZAHOOR, Mr. Luigi Pio Leonardo CAVALIERE 5. Some Important Aspects of Financial Stability in the Context of the Coronavirus Pandemic - Assoc. Prof. Dr. Nino Samchkuashvili, Prof. Dr. Valeri Mosiashvili 6. Covid19’s Impact on Talent Management: New HR Challenge - Asst. Prof. Dr. Teona MAISURADZE 7. Intention to Use Virtual Reality (VR) Tourism: the Role of Digital Media Exposure (Evidence at Korean Media Viewers’ Intention to Use VR Tourism During the Covid-19 Pandemic in Jakarta) - Inkwan Cho, Dr. Ir. Firdaus Basbeth, MM. 			

English Channel Session	https://seu.zoom.us/j/8727235965		
19 August 2021 Cultural Session 1	17:30- 19:00	Moderator	Prof. Dr. Lamia Khalil HAMMAD Asst.Prof.Dr. Analjyoti BASU
<ol style="list-style-type: none"> 1. The Colonial Exploitation of the River Valley Forests in North-Western Himalayas (1853-1900) - Souvik DASGUPTA 2. Models in Public Relations - Sunbul ZALOVA 3. Ambivalence and Hybridity in Tayeb Salih's Season of Migration to the North - Prof. Dr. Lamia Khalil HAMMAD 4. Gender Politics and Ecofeminist Reading and Writing of Alfred Tennyson - Prof. Dr. Nirupama Prakash KOCHERLAKOTA 5. Vermicompost and Vermiwash as Organic Utility Products - A Case Study of Northern Part of West Bengal, India - Asst.Prof.Dr. Analjyoti BASU, Assoc. Prof. Dr. Prabir Kumar PANDA 6. Time and Time Again: An Interdisciplinary Perspective on Temporality - Dr. Amalia CĂLINESCU 7. Economizing Function of Language in Communication - Adnan Faihan MAHMOOD, Ahmed Subhi ABDULLAH 8. Psychosocial Aspect Of Feminist Criminology - Adelekun Isaac ABIODUN, Mr. Luigi Pio Leonardo CAVALIERE 			

English Channel Sessions
20 August 2021, Friday

English Channel Session	https://seu.zoom.us/j/8727235965		
20 August 2021 Economics Session 3	09:00- 10:30	Moderator	Prof. Dr. Giorgi Kharshiladze Dr. Wiwiek Mardawiyah Daryanto
<ol style="list-style-type: none"> 1. The Impact of Branding on Marketing of Retail Banking and its Long-Term Effect On Customer Loyalty- A Case Study of BRAC Bank Dhaka, Bangladesh - Dr. Md Ruhul Amin SARDAR HND, BA (HONS), MBA, DBA 2. Impact of Institutional Quality on Economic Growth - Ms. Noreen KAUSAR, Prof. Dr. Li SHUNANGJIE, Mr. Luigi Pio Leonardo CAVALIERE, Ms. Umme RUBAB 3. Estimation of Carbon Footprints, by Selecting Case Study of Urban and Peri Urban Areas of Faisalabad - Ms. Noreen KAUSAR, Prof. Dr. Li SHUNANGJIE, Mr. Luigi Pio Leonardo CAVALIERE, Mr. Usman NAWAZ 4. The Role of Live Stock on Economic Growth of Afghanistan (2015-2019) - Dr. M. Akbar FARHANG, Asst. Prof. Amir Hamza ASLAMI 5. Some prospects of Georgia's European Integration – Is Economic and Political transformation enough for Joining European Union? - Prof. Dr. Giorgi Kharshiladze 6. Financial Performance Analysis of Pt Akr Corporindo Tbk. Before and During Covid-19 Pandemic - Dr. Wiwiek Mardawiyah Daryanto, Annisa Fitri Febrianti, Fauzan Adi Laksono 7. Measuring Financial Performance of Pt Industri Jamu Dan Farmasi Sido Muncul, Tbk During Covid-19 Crisis in Indonesia - Dr. Wiwiek Mardawiyah Daryanto, Erdhisa Tysani Nurliana, Azka Rahadyan Kurnia 8. Waqf Universities In Turkey - Mustafa ASLAN 			

English Channel Session	https://seu.zoom.us/j/8727235965		
20 August 2021 Administration Session 1	10:30- 12:00	Moderator	Prof. Dr. Alain NDEDI Assoc. Prof. Dr. Ketevan Nizharadze
<ol style="list-style-type: none"> 1. Does Employee Satisfaction Influences Turnover Intention? An Empirical Study with Mediating Role of Love of Money - Dr. Sudin BAG, Mrs. Payel AICH 2. Employee Perception of Power in Organization - Salisu Mohammed Saani, Prof. Dr. Sirin Atanka 3. Active-Reception Development Communication Model and the Public Enterprise Practices in Indonesia: Theoretical Reflections - Eka Sri Dana Afriza 4. Fast Leader to Fast Changing - Dian PRATAMA, Mr. Luigi Pio Leonardo CAVALIERE 5. Contemporary Understanding of the Literature Review on Ethical Leadership and Humanocracy - Prof. Dr. Alain NDEDI, Dr. Florence NISABWE 6. Homer, as the forerunner in formulating the tradition of information - Assoc. Prof. Dr. Ketevan Nizharadze 7. The Impact of Cyberbullying on Human Dignity: What Is to be Done? - Dr. Rey Ty 			

English Channel Session	https://seu.zoom.us/j/8727235965		
20 August 2021 Economics Session 4	13:00-14:30	Moderator	Assoc. Prof. Dr. Anjani Kumar Srivastava Asst. Prof. Dr. Teimuraz PARTSKHALADZE
<ol style="list-style-type: none"> 1. Value creation with collaborative consumption models: How do we assess value creation with collaborative consumption models? - Dr. Imen BEN SLIMENE, Dr. Khalil AFEF, Mr. Luigi Pio Leonardo CAVALIERE 2. Corporate Social Responsibility Communication Policy in India and its relations with the World Economy- An Analytical Study on CSR and Communication Policy - Assoc. Prof. Dr. Anjani Kumar Srivastava 3. Model for Improving Firm Digital Marketing Capabilities Based on Adoption Ecosystem Readiness and Digital Transformation - Dr. Cand. Agus Masrianto, Dr. Ir. Hartoyo, MSc, Prof. Dr. Ir. Aida Vitayala S Hubeis, MSc, Dr. Nur Hasanah, S.Kom, M.Eng 4. Impact of Labor Structure on the Effectiveness of Audit Activities - Asst. Prof. Dr. Teimuraz PARTSKHALADZE 5. The Cyclical Relationship Among Fintech, Financial Integration And Economic Growth - Emmanuel Obed Dadzie 6. The Role of Conceptual Metonymy in Meaning Construction - Heydar GULIYEV 7. Binary Logistic Regression Model in Predicting the Employability of Senior High School Graduates - Mr. Cromwell F. GOPO 			

English Channel Session	https://seu.zoom.us/j/8727235965		
20 August 2021 Entrepreneurship Session	14:30-16:00	Moderator	Dr. Nasiye Çiğdem Uluç Assoc. Prof. Dr. Amina OMRANE
<ol style="list-style-type: none"> 1. Covid-19 Pandemisi ile Girişimcilikte Yeni Boyutlar - Dr. Nasiye Çiğdem Uluç 2. Techno-Entrepreneurial Intention among the Business Management Students: Does Gender Matters? - Dr. Sudin BAG, Dr. Soumya MUKHERJEE, Assoc. Prof. Dr. Amina OMRANE 3. Emotional Intelligence and Entrepreneurship: Gender Comparison - Fatma SAAIDIA, Muhammad Sanusi MAGAJİ 4. Proactive Strategies, COVID 19 and Firm Performance - Muhammad Sanusi MAGAJİ, Fatma SAAIDIA 5. Speaking Skill - Magdi SALEH 6. Cyberspace Violence, Digital Tools and Behaviour Change to Violence against Women in Nigeria - Aimee Osamudiamen Chris 7. Agri. Entrepreneurship - Challenges and Opportunities and the Role of Gram Panchayats - Asst. Prof. Dr. Manish Tiwari, Research Scholar Tirtha Sankar Roy 8. Effects of COVID-19 Outbreak on Higher Education in Iran - Hamid ALIBEIKI 			

English Channel Session	https://seu.zoom.us/j/8727235965		
20 August 2021 Sociology Session	16:00- 17:30	Moderator	Assoc.Prof. Dr. Azer DILANCHIEV Sergio QUIROGA
<ol style="list-style-type: none"> 1. Effects of Teaching Techniques on Students' Outcome: The Case of Dhaka city Public and Private Schools, Including Madrasas – PhD. C. Mashraky MUSTARY 2. Contemporary Affairs of Women in Rural Province, India - Dr. Harry, Research Scholar Nelofar ARA 3. Similarities in The Elements of Hajj (Mecca and Bukhara) - Shavkat BOBOJONOV 4. Assessment of Damages During Global Pandemic in UAE From The Legal Perspective - Adelekun Isaac ABIODUN, PhD.Cand. Serhat ADEMOĞLU, Mr. Luigi Pio Leonardo CAVALIERE 5. Custodial violence and its impact on Kerala in 21 st Century - Adv. Sony Raj S S, Sree Lekshmi.B 6. A lookback to the Unnoticed Malayalam Movies with Lesbian Representations- Research Scholar Anagh 7. Communication and Utility of Scientific Knowledge in Social and Human Sciences - Sergio QUIROGA 8. Science, Media and Public - Sergio QUIROGA 9. Determinations of Urban Migration: An Experimental Study of Urban Migration at Cumilla City in Bangladesh - Assoc.Prof.Dr. Shapan Chandra MAJUMDER, Post Graduate Research Student Md. Hasanur RAHMAN, Post Graduate Research Student Ebrahim SARKAR, Assoc.Prof.Dr. Azer DILANCHIEV 			

Congress Participants' Institutions	
1	Abant İzzet Baysal University - Turkey
2	Abbott Diagnostics - Turkey
3	Academic Affairs, Ministry of Higher Education (MoHE), Islamic Republic of Afghanistan
4	Agricultural University of Tirana - Albania
5	Ahmadu Bello University - Nigeria
6	Ajeenkya DY Patil University - India
7	Aksaray Municipality - Turkey
8	Aksaray University - Turkey
9	Al Azhar Al Sharif - Egypt
10	Alexandru Ioan Cuza University - Romania
11	Amasya University - Turkey
12	Suleyman Demirel University - Turkey
13	Anadolu University - Turkey
14	Ankara University - Turkey
15	Arrows Research Consultancy Limited (ARCL) - New Zealand
16	Aube Nouvelle University - Burkina Faso
17	Aydinkoy Primary School - TRNC
18	Azerbaijan University of Languages - Azerbaijan
19	Bilecik Şeyh Edebali University - Turkey
20	State Administration Academy Affiliated to the Presidency - Azerbaijan
21	Azerbaijan State University of Economics - Azerbaijan
22	Bahçeşehir Cyprus University - TRNC
23	Balıkesir University – Turkey
24	Baku State University - Azerbaijan
25	BBA Central University Lucknow - India
26	Beijing University of Technology - China
27	Beykent University - Turkey
28	Bitlis Eren University - Turkey
29	Bolu Abant İzzet Baysal University - Turkey
30	Caucasus University - Georgia
31	Comilla University, Bangladesh
32	Central University of Kerala, Kasaragod – India
33	Colliers International - Turkey
34	Cooch Behar Panchanan Barma University - India
35	Cyprus international University - Ghana
36	Douala University - Cameroon
37	DYPIU international University Pune - India
38	Ege University - Turkey
39	Entrepreneurship Development Institute of India - India
40	Erzincan Binali Yildirim University - Turkey
41	Eskisehir Technical University - Turkey
42	Gaziantep University - Turkey
43	Georgian National University SEU - Georgia
44	ICAES - Universidad Nacional de San Luis - Argentina
45	Institute History of Academy Sciences Republic of Uzbekistan - Uzbekistan
46	IPB University - Indonesia
47	IPMI international business school - Indonesia
48	Isparta University of Applied Sciences - Turkey
49	Istanbul Gelisim University - Turkey
50	International Black Sea University, Georgia

51	International University of Gorazde, Bosnia and Herzegovina
52	International Vision University, N. Macedonia
53	İstanbul Kent University - Turkey
54	İstanbul University - Turkey
55	İstinye University - Turkey
56	Jadavpur University - India
57	Kabul University - Afghanistan
58	Kafkas University - Turkey
59	Karamanoglu Mehmetbey University - Turkey
60	Kayseri University - Turkey
61	Kırıkkale University - Turkey
62	Kocaeli University - Turkey
63	Kutaisi University - Georgia
64	Kutahya Dumlupinar University - Turkey
65	Learnforth University - India
66	Lebanese University - Lebanon
67	Lovely Professional University - India
68	Mahatma Gandhi University - India
69	Marmara University - Turkey
70	Maryam Abacha American University of Niger - Nigeria
71	Mersin University - Turkey
72	Milli Savunma University - Turkey
73	Minhaj University Lahore - Pakistan
74	National Institute of Technology Patna - India
75	National University of Modern Sciences - Pakistan
76	NCM Publishing
77	Noya Engineering
78	Nuh Naci Yazgan University - Turkey
79	Parwan University - Afghanistan
80	Kabul University - Afghanistan
81	Payap University - Thailand
82	Presidency University - India
83	Princess Nourah bint Abdulrahman University - Kingdom of Saudi Arabia
84	Sakarya University - Turkey
85	School of Indian Legal Thought – India
86	Sekolah Tinggi Manajemen IPMI - Indonesia
87	Sophia University – Japan
88	Sakarya University of Applied Sciences - Turkey
89	Sht. Ertugrul Primary School - TRNC
90	Sirnak University - Turkey
91	Tagum National Trade School - Philippines
92	Tai Solarin University of Education - Nigeria
93	TRNC Police Organization - TRNC
94	Central Bank of the Turkish Republic - Turkey
95	The Open University of Sri Lanka - Sri Lanka
96	The Ostelea Rabat School of Tourism & Hospitality - Morocco
97	Tirana Business University - Albania
98	Uludag University - Turkey
99	Universidad Del Desarrollo - Chile
100	Universidad Nacional de Colombia - Colombia
101	Universitas Airlangga - Indonesia
102	University of Agriculture - Pakistan

103	University of Bucharest - Romania
104	University of Carthage - Tunisia
105	University of Foggia - Italy
106	University of Pretoria - Cameroon
107	University of Pretoria - South Africa
108	University of Rome Tor Vergata - Italy
109	University of Sfax - Tunisia
110	University of the West Scotland - United Kingdom
111	University of Tikrit - Iraq
112	University of Upper Alsace - France
113	University of Yaoundé II - Cameroon
114	Universum College - Kosova
115	Vidyasagar University - India
116	Yarmouk University - Jordan
117	Yazd University - Iran
118	School of Business and Management, Institut Teknologi Bandung - Indonesia
119	Borsa İstanbul - Turkey