

# CUDES 2019

## 10. INTERNATIONAL CONGRESS ON CURRENT DEBATES IN SOCIAL SCIENCES

3-5 December 2019, İstanbul / Turkey



**IJOPEC  
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UNIVERSITY OF  
WESTMINSTER



CURRENT  
DEBATES  
IN  
SOCIAL  
SCIENCES

## PROGRAMME & ABSTRACTS

Edited by Dilan Ulusoy



TÜRKİYE CUMHURİYET  
MERKEZ BANKASI

**IJOPEC  
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*December 3-5, 2019, Istanbul, Turkey*

# Programme

[www.currentdebates.org](http://www.currentdebates.org)

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## **10. CUDES 2019**

### **General Information**

# About CUDES

## Perspective

International Congress on Current Debates in Social Sciences has started to be organised by Farhang Morady at University of Westminster (United Kingdom) with the collaboration of Kocaeli University (Turkey) and Silesian University in Opava (Czech Republic) on 2010. First International Congress of Current Debates in Social Sciences (CUDES) held in London, United Kingdom as a joint event. After the conference, Globalisation, Religion & Development book published by IJOPEC. Second CUDES held in Karvina Czech Republic in 2011, third one held in Kocaeli at Kocaeli University, under the theme of Research Methods in Social Sciences as a work-shop format. Fourth and fifth CUDES organised in Kocaeli at Kocaeli University for discussing current debates in social sciences. University of Belgrade (Serbia) is joined the congress organisation, in the sixth congress and Harran University. CUDES 2018 was organised by University of Westminster (United Kingdom), Harran University (Turkey), VUZF University (Bulgaria) and University of Belgrade (Serbia). Near East University is joined the congress organisation in the ninth CUDES Congress.

CUDES 2019 is organized by Altınbaş University (Turkey), University of Belgrade (Serbia), Batman University (Turkey), VUZF University (Bulgaria) and Near East University (Cyprus) and supported by IJOPEC Publication and University of Westminster (United Kingdom) and will be held on 3-5 December 2019 at İstanbul, Turkey.

The main aim of the International Congress on Current Debates in Social Sciences (CUDES) create a platform for social scientist to discuss current debates in social sciences and to encourage interdisciplinary studies between social scientist. CUDES mainly focus on provide alternative debates platform for young researchers.

# CUDES 2019 Call For Papers

CUDES, International Congress on Current Debates in Social Sciences has started to be organised by University of Westminster (United Kingdom) with the collaboration of Kocaeli University (Turkey) and Silesian University in Opava (Czech Republic) in 2010. First International Congress of Current Debates in Social Sciences (CUDES) held in London, United Kingdom as a joint event. After the conference, Globalisation, Religion & Development book is published by IJOPEC Publication. Second CUDES held in Karvina Czech Republic in 2011, third one held in Kocaeli at Kocaeli University, with the theme of Research Methods in Social Sciences as a workshop format. Fourth and fifth CUDES is organised in Kocaeli at Kocaeli University for discussing current debates in social sciences. University of Belgrade (Serbia) joined the congress organisation, in the sixth & seventh congress. 8. CUDES 2018 September is organised by University of Westminster (United Kingdom), Altınbaş University (Turkey), VUZF University (Bulgaria) and University of Belgrade (Serbia).

CUDES 2019 is organized by Altınbaş University (Turkey), University of Belgrade (Serbia), Batman University (Turkey), VUZF University (Bulgaria) and Near East University (Cyprus) and supported by IJOPEC Publication and University of Westminster (United Kingdom).

The main aim of the CUDES International Congress on Current Debates in Social Sciences is to create a platform for social scientist to discuss current debates in social sciences and to encourage interdisciplinary studies between social scientist. CUDES mainly focuses on providing alternative debates platform for young researchers. CUDES is open for all social sciences field in the theme of Current. 10. CUDES 2019 December: International Congress on Current Debates in Social Sciences will be held in İstanbul at Altınbaş University Zincirlikuyu Campus, (İstanbul / Turkey) on 3-5 December 2019. Detailed information can be found at [www.currentdebates.org](http://www.currentdebates.org).

## PUBLICATION POSSIBILITIES

All accepted abstracts and FULL PAPERS (Max.7 PAGES, SUBMITTING NOT OBLIGATORY) will be published as an e-book (With ISBN and Editor) before the congress in English. The deadline for proceeding book is 20th of November 2019. Please send to [book@currentdeates.org](mailto:book@currentdeates.org).

Sending full paper is not obligatory. Full papers can be written in Turkish or English. All full papers after referees process will be published in edited international books by IJOPEC Publication or/and in Turkish Studies Journal / CUDES Journal ([cudesjournal.com](http://cudesjournal.com)) till the end of December 2019 according to editor's decision. Submitting a full paper (English or Turkish) is not mandatory.

## BEST PAPER AWARD

Best paper award will be given to submitted full papers (oral & virtual presentations) by scientific committee for each social sciences disciplines.

## VIRTUAL PRESENTATION

CUDES encourage an active participation in the congress, researchers who are unable to attend the conference in person due to funding issues concerning travel expenses and working conditions may participate with a virtual presentation.

CUDES is open to all current debates in social sciences topics. Please fill the form and submit 300-350 words abstract at web site till 18th of November, 2019. If you have any submitting problems please contact us by [info@currentdebates.org](mailto:info@currentdebates.org)





## CUDES 2019 Invited Speakers



**Prof. Dr. Ahmet Sedat Aybar**  
(*Istanbul Aydın University, Baman, Turkey*)



**Associate Prof. Bora Erdağı**  
(*Kocaeli University, Kocaeli, Turkey*)



**Prof. Dr. Paul Leonard Gallina**  
(*Bishop's University, Canada*)



**Prof. Dr. Sinan Alçın**  
(*İstanbul Kültür University, İstanbul, Turkey*)

## CUDES 2019 Honorary Chairs



**Prof. Dr. Çağrı Erhan**  
(Rector, Altınbaş University, İstanbul, Turkey)



**Prof. Dr. Aydın Durmuş**  
(Rector, Batman University, Batman, Turkey)



**Prof. Dr. Vladimir Bumbaširević**  
(Rector, University of Belgrade, Belgrade, Serbia)



**Prof. Dr. Grigorii Vazov**  
(VUZF University, Sofia, Bulgaria)

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## CUDES 2019 Congress Chairs



**Berrin Ceylan Ataman**  
*(Altınbaş University, Turkey)*



**Ljiljana Markovic**  
*(University of Belgrade, Serbia)*

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Batman University

**Yavuz Taşkiran**

İstanbul Gediz University

**Yılmaz Kılıçaslan**

Anadolu University

## CUDES 2019 Organizers

CUDES 2019 Congress is jointly organised by



Near East University (TRNC)



Altınbaş University



VUZF University (Bulgaria)



Batman University (Turkey)



University of Belgrade (Serbia)

CUDES 2019 Congress is jointly supported by by



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## **CUDES 2019 Sponsors**

The Organization Committee also gratefully acknowledges financial support from the following institutions:



Central Bank of the Republic of Turkey



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## CUDES 2019 Dates & Venue

**Dates** 3-5 December 2019  
**Venue** Altınbaş University  
Gayrettepe Sosyal Bilimler Yerleşkesi (HSBC Bank Karşısı)  
Esentepe, Büyükdere Cd. No:147, 34349 İstanbul / Türkiye

+90 212 373 59 00  
[info@altinbas.edu.tr](mailto:info@altinbas.edu.tr)



## CUDES 2019 Registration

Registration and Information Desk is located at the entrance floor of Altınbaş University, Gayrettepe Sosyal Bilimler Yerleşkesi, İstanbul on December 3-4, 2019 from 9 to 15:00 and on December 5, 2019 will be open between 10:00-13:00.

## CUDES 2019 Badge & Certificate

Participants should kindly wear personal name badges at all times during the Congress. Name badges and certificate will be provided in participants' congress bags at the Registration Desk.

## CUDES 2019 Sessions

Sessions at CUDES Congress are in English and Turkish. Each session is moderated by a Convenor. Each contributed paper will be presented orally for about 15 minutes.. The Convenor may decide and change the order of presentations. Each congress room is equipped with a computer and data projector.



# CUDES 2019 Detailed Programme

## CODES

T	TUESDAY
W	WEDNESDAY
TH	THURSDAY
INV	INVITED SPEAKER'S SESSION
EN	ENGLISH SESSION
TR	TURKISH SESSION
Z	ORAL
X	VIRTUAL
F101, F102, F103, F104, F105	ROOM

**TUESDAY**  
**3 December 2019**

T1.OPENNING	3 December 2019, Tuesday 10:30-11:00	ROOM: CONFERENCE HALL	
			<p><b>Prof. Dr. Çağrı Erhan (Altınbaş University)</b> <i>Rector, CUDES 2019 Congress Honorary Chair</i></p> <p><b>Prof. Dr. Aydın Durmuş (Batman University)</b> <i>Rector, CUDES 2019 Congress Honorary Chair</i></p> <p><b>Prof. Dr. Berrin Ceylan Ataman (Altınbaş University)</b> <i>Dean, CUDES 2019 Congress Chair</i></p> <p><b>Associate Prof. Gülçin Taşkiran (Altınbaş University)</b> <i>CUDES 2019 December Organizing Committee Co-Chair</i></p>

T2.EN.INV	3 December 2019, Tuesday 11:00-12:00	INVITED SPEAKER	CONFERENCE HALL
			<p><b>Moderator: Berrin Ceylan Ataman (Altınbaş University)</b></p> <p><i>Public Policy, Sustainability and Tourism in Canada: A Critique</i> Prof. Dr. Paul Leonard Gallina (Bishop's University, Canada)</p>

## T3-Z SESSIONS

### 13:00-14:15

T3.EN-Z101	3 December 2019, Tuesday 13:00-14:15	<b>Room: F101</b>
		<b>Moderator: Paul Leonard Gallina (Bishop's University)</b>
		<b>T3.EN-Z101 ECONOMICS-I</b>
		<p><i>Concentration In Turkish Banking Industry</i> Tolga Aksoy (Yildiz Technical University)</p> <p><i>Structural Var Analysis Of The Real Gdp Growth And Inflation For Turkey</i> Gülfer Vural (İstanbul Medeniyet University)</p> <p><i>Econophysics : Still Worrying Trend In Developing Countries More Than Two Decades Later</i> Ahmad Jafari Samimi (University Of Mazandaran)</p> <p><i>Early Childhood Education And Quality Of Human Capital</i> Özlem İnanç (Işık University)</p>
T3.TR.Z102	3 December 2019, Tuesday 13:00-14:15	<b>Room: F102</b>
		<b>Moderator: Osman Yılmaz (Batman University)</b>
		<b>T3.TR.Z102 BUSINESS AND MARKETING STUDIES İŞLETME VE PAZARLAMA ÇALIŞMALARI</b>
		<p><i>Mediator Role of Perceived Organizational Justice in the Effect of Ethical Leadership on Turnover Intention</i> <i>Etik Liderliğin İşten Ayrılma Niyeti Üzerindeki Etkisinde Algılanan Örgütsel Adaletin Aracılık Rolü</i> Ebru Beyza Bayarçelik (Maltepe University)</p> <p><i>When To Consider Social Desirability Bias (Sdb) In Consumer Behavior Studies? A Review On Sdb-vulnerable Concepts</i> <i>Tüketici Davranışı Araştırmalarında Sosyal Kabul Arzusu Yanlılığı (SKAY) Ne Zaman Dikkate Alınmalıdır? SKAY'a Konu Olan Kavramlar Üzerine Literatür Taraması</i> İnci Dursun (Gebze Teknik University) Ebru Tümer Kabadayı (Gebze Teknik University) Ahmet Durmaz</p> <p><i>An Investigation On Determinants Of Tax Compliance Costs</i> <i>Vergi Uyum Maliyetlerinin Belirleyicileri Üzerine Bir İnceleme</i> Osman Geyik (Dicle University)</p>

T3.TR.Z103	3 December 2019, Tuesday 13:00-14:15	<b>Room: F103</b>
		<b>Moderator: Gülçin Taşkiran (Altınbaş University)</b>
		<b>T3.TR.Z103</b>
		<b>ANTHROPOLOGY AND CULTURAL STUDIES</b>
		<p><i>Music As A Communication Problem: A Perspective On Musical Murders</i> Bir İletişim Problemi Olarak Müzik: 'Müzikli' ve 'Danslı' Cinayetlere Bir Bakış Mustafa Avcı (Altınbaş University)</p> <p><i>Cultural Identity And Intangible Cultural Heritage Attitude Scale For Turkish Immigrants Living In Germany</i> Almanya'da Yaşayan Türk Göçmenler İçin Kültürel Kimlik ve Somut olmayan Kültürel Miras Tutum Ölçeği Hülya Çevirme (Kocaeli University)</p> <p><i>The Image Of The Devil In The Ottoman World In Respect To Culture, Music And Dance</i> Osmanlı Dünyasında Kültür, Müzik Ve Dans Ekseninde Şeytan İmgesi Mustafa Avcı (Altınbaş University)</p> <p><i>A Paradigm Shift: Transition From Horizontal Perspective To Vertical Perspective</i> Fırat Arapoğlu (Altınbaş University)</p>
T3.EN.Z104	3 December 2019, Tuesday 13:00-14:15	<b>Room: F104</b>
		<b>Moderator: Berna Ekal (Altınbaş University)</b>
		<b>T3.EN.Z104</b>
		<b>SOCIAL WORK AND PSYCHOLOGY STUDIES</b>
		<p><i>Evaluation Of Edinburg Depression Scale In Adolescents; Consequences Of Untreated And Overlooked Depression</i> Nil Atakul (İstanbul University-Cerrahpaşa)</p> <p><i>Sexual Function Evaluation According To The Number And Type Of Birth</i> Berna Şermin Kılıç (İstanbul Eğitim Ve Araştırma Hastanesi)</p> <p><i>The Effects Of Dark Triad (Machiavellianism, Narcissism, Psychopathy) On The Love Attitudes</i> Murat Bolelli (İstanbul Okan University)</p> <p><i>Art Therapy With Child Victims Of Domestic Violence</i> Yulia Kryvenko (İstanbul Sabahattin Zaim University)</p>

<b>T3.EN.Z105</b>	<b>3 December 2019, Tuesday 13:00-14:15</b>	<b>Room: F105</b>
		<b>Moderator: Ersin Embel (Altınbaş University)</b>
		<b>T3.EN.Z105 DEVELOPMENT STUDIES/ POLITICAL SCIENCES AND SOCIOLOGY</b>
		<p><i>Where To Invest In Turkey? Relationship Between Socio-economic Local/Regional Development And Economic Missions Attributed To Cities</i> Gözde Orhan (Altınbaş University)</p> <p><i>Technology Diffusion And Human Capital In The Fourth Industrial Revolution Era: Policy Options For Developing Countries</i> M. Mustafa Erdoğan (Marmara University)</p> <p><i>An Assessment Of The Possibilities For The Voluntary Return Of The Syrian Refugees</i> Jülide Karakoç (Altınbaş University) Duygu Ersoy (Altınbaş University)</p>

## T4-Z SESSIONS 14:30-16:00

<b>T4.TR.Z101</b>	<b>3 December 2019, Tuesday 14:30-16:00</b>	<b>Room: F101</b>
		<b>Moderator: Duygu Ersoy (Altınbaş University)</b>
		<b>T4.TR.Z101 TOURISM/ MEDIA AND EDUCATION TURİZM/ MEDYA VE EĞİTİM ÇALIŞMALARI</b>
		<p><i>The Relationship Between Emotional Intelligence And Problem Solving Skills: Evidence From Pre-undergraduate Level Tourism Students</i> Emel Adamiş (Bursa Uludağ University)</p> <p><i>A Conceptual Discussion On The Dimensions Of New Media Literacy</i> Deniz Maden (Ege University)</p> <p><i>A Research On The Social Effects Of Festivals Sample Of Gerede Traditional Animal And Commodity Fair/ Festivallerin Sosyal Etkileri Üzerine Bir Araştırma: Gerede Geleneksel Hayvan Ve Emtia Panayırı Örneği</i> Hüseyin Özdemir (Çankırı Karatekin University)</p> <p><i>The Relationship Between Service Quality, Behavioral Intention and Satisfaction in Intercity Passenger Transport: Sample of Çankırı Karatekin University Şehirlerarası Yolcu Taşımacılığında Hizmet Kalitesi, Davranışsal Niyet ve Memnuniyet İlişkisi: Çankırı Karatekin Üniversitesi Örneği</i> Hüseyin Özdemir (Çankırı Karatekin University) İrfan Mısırlı (Kastamonu University)</p>



<div>T4.TR.Z102</div> <div>3 December 2019, Tuesday</div> <div>14:30-16:00</div>		<b>Room: F102</b>
		<b>Moderator: Gülçin Taşkiran (Altınbaş University)</b>
		<b>T4.TR.Z102</b> <b>FILM STUDIES</b> <b>FİLM ÇALIŞMALARI</b>
		<i>Popular Culture And Social Control: An Analysis On Netflix Original Youth Films</i> <i>Popüler Kültür ve Toplumsal Kontrol: Netflix Yapımı Gençlik Filmleri Üzerine Bir İnceleme</i> Oya Şakı Aydın (İstanbul Ticaret University)
		<i>Can Biographical Films Create A New Trend In Recent Turkish Cinema?</i> <i>Son Dönem Türk Sinemasında Biyografik Filmler Yeni Bir Eğilim Yaratabilir mi?</i> Âlâ Sivas Gülçur (İstanbul Ticaret University)
		<i>The Representation Of Grotesque As Comedy Element: Recep İvedik Series</i> <i>Grotesk Bedenin Komedi Unsuru olarak Temsili: Recep İvedik Serisi</i> İlknur Gürses Köse (Ege University) Beste Elveren (Ege University)

*Analyzing Of The Characters Of The Film Dogs Don't Wear Pants In The Context Of Psychoanalytic Film Theory*  
*Köpekler Pantolon Giymez Film Karakterlerinin Psikanalitik Film Kuramı Bağlamında İncelenmesi*  
Berceste Gülçin Özdemir (İstanbul University)

*Perception Of Sexuality In Turkish Cinema In 1960-1980 Through The Publishing Adventure Of A Book By Agâh Özgüç*  
*Agâh Özgüç'ün Bir Kitabının Yayınlanma Serüveni Üzerinden 1960-1980 Yıllarında Türk Sinemasında Cinsellik Algısı*  
Emrah Doğan (Bitlis Eren University)

*Queer Representations in François Ozon Cinema and the Homonortative Transformation of the Family*  
*François Ozon Sinemasında Queer Temsiller ve Ailenin Homonormatif Dönüşümü*  
İlknur Gürses Köse (Ege University)

<b>T4.EN.Z103</b>	<b>3 December 2019, Tuesday</b> <b>15:30-16:00</b>	<b>Room: F103</b>
		<b>Moderator: Mustafa Avcı (Altınbaş University)</b>
		<b>T4.EN.Z103</b>
		<b>BUSINESS AND MARKETING STUDIES</b>
		<p><i>Corporate Social Responsibility From Employees' Perspective</i> Hande Begüm Bumin Doyduk (Altınbaş University) Ebru Beyza Bayarçelik (Maltepe University)</p> <p><i>What Kind Of Assets Do We Share?</i> Süreyya Karsu (Bolu Abant İzzet Baysal University) Meltem Nurtanış Velioglu (Bolu Abant İzzet Baysal University) Sibel Yıldız Çankaya (Bolu Abant İzzet Baysal University) Meftune Özbakır Umut (Bolu Abant İzzet Baysal University)</p> <p><i>The Relationship Between Consumers' Product Involvement And Engagement With Social Media Advertisements</i> Serdar Yıldız (Anadolu University, Faculty Of Communication Sciences)</p> <p><i>Harmony Of Brand Preferences With After Sales Services</i> Süreyya Karsu (Bolu Abant İzzet Baysal University) Ahmet Atalay (Anadolu University) (Anadolu University) Meltem Nurtanış Velioglu (Bolu Abant İzzet Baysal University) Meftune Özbakır Umut (Bolu Abant İzzet Baysal University)</p> <p><i>The Poverty Reduction Approaches Of International Institutions And Organizations In The "Feminization Of Poverty" Perspective</i> Canan Şentürk (Süleyman Demirel University) Emine Dikce (Süleyman Demirel University)</p>
<b>T4.EN.Z104</b>	<b>3 December 2019, Tuesday</b> <b>14:30-16:00</b>	<b>Room: F104</b>
		<b>Moderator: M. Mustafa Erdoğan (Marmara University)</b>
		<b>T4.EN.Z104</b>
		<b>INTERNATIONAL RELATIONS</b> <b>ULUSLARARASI İLİŞKİLER</b>
		<p><i>Policy of Multilingualism As A Tool For Participative Democracy In The European Union (EU)</i> Sena Bayraktar (University Of Geneva)</p> <p><i>Turkey's Africa Policy Revisited</i> Esra Albayrakoglu (Bahçeşehir University)</p> <p><i>Ethics And Individual Formation In The Function Of Effective Communication</i> Holta Heba (Mediterranean University Of Albania) Gilda Hoxha (Mediterranean University Of Albania)</p>

<b>T4.TR.Z105</b>  3 December 2019, Tuesday 14:30-16:00		<b>Room: F105</b>
		<b>Moderator: Şenel Gerçek (Kocaeli University)</b>
		<b>T4.TR.Z105</b> <b>MEDIA &amp; MARKETING STUDIES</b> <b>MEDYA VE PAZARLAMA ÇALIŞMALARI</b>
		<i>Older Or Wiser? Age And Pro-environmental Consumption</i> <i>Akıl Yaşta mıdır Başta mı? Yaş ve Çevreci Tüketim İlişkisi</i> İnci Dursun (Gebze Teknik University)
		<i>A New Brand Manifestations Inventory For Applications Of Brand Aesthetics</i> <i>Marka Estetiği Uygulamaları İçin Yeni Bir Marka Göstergeleri Envanteri</i> Ali Alper Akgün (Pamukkale University)
		<i>The Effect Of Push And Pull Motivation In City Marketing: A Research On The City Of Istanbul</i> <i>Şehir Pazarlamasında İtme Ve Çekme Motivasyonunun Etkisi: İstanbul Şehri Üzerine Bir Araştırma</i> Osman Özdemir (Şırnak University) Bedirhan Yıldız (Şırnak University)
		<i>The Effect Of Oral To Oral Communication On Consumers 'purchasing Purchase Decisions: Example Of Batman Province</i> <i>Ağızdan Ağıza İletişimin Tüketicilerin Beyaz Eşya Satın Alma Kararları Üzerindeki Etkisi: Batman İli Örneği</i> Faruk Çiftçi (Posta ve Telgraf Teşkilatı) Kazım Kılınç (Batman University)
		<i>Converting Freemium Users To Premium Customers</i> <i>Freemium Kullanıcılarını Premium Müşterilere Dönüştürme</i> Pınar Baydoğan (Piri Reis University) İbrahim Kircova (Yıldız Technical University)

## T5-Z SESSIONS 16:15-17:30

<b>T5.TR.Z101</b>	<b>3 December 2019, Tuesday 16:15-17:30</b>	<b>Room: F101</b>
		<b>Moderator: M. Mustafa Erdoğan (Marmara University)</b>
		<b>T5.TR.Z101 ECONOMIES</b>
		<i>Comparative Macroeconomic Analysis Of CIVETS Countries</i> <i>CIVETS Ülkelerinin Karşılaştırmalı Makroekonomik Analizi</i> Birgül Cambazoglu (Aydın Adnan Menderes University)
		<i>A Metaphorical Approach For Keynesian And Monetarist Critiques Of Negative Interest Rates</i> <i>Negatif Faiz Tartışmalarının Keynesçi ve Monetarist Yorumlarına Metaforik Bir Yaklaşım</i> Hatice Şehime Özütler (Istanbul Aydın University)

<i>Role Of Foreign Capital Inflows In Promoting Economic Growth In Turkey</i> <i>Türkiye’de Yabancı Sermaye Girişinin Ekonomik Büyümeyi Üzerindeki Etkisi</i> Musa Bayır (Bandırma Onyedli Eylül University) Özcan Karahan (Bandırma Onyedli Eylül University)
<i>Country Classification Systems And New Acronymic Country Groupings</i> <i>Ülke Sınıflandırma Sistemleri ve Yeni Kısaltılmış Ülke Gruplandırmaları</i> Birgül Cambazoglu (Aydın Adnan Menderes University)

<b>T5.TR.Z102</b>	<b>3 December 2019, Tuesday</b> <b>16:15-17:30</b>	<b>Room: F102</b>
		<b>Moderator: Sena Bayraktar (University of Geneva)</b>
		<b>T5.TR.Z102</b> <b>TOURISM / TURİZM</b>
		<p><i>The Relationship Between Service Quality, Behavioral Intention And Satisfaction In Intercity Passenger Transport: Sample Of Çankırı Karatekin University</i> Şehirlerarası Yolcu Taşımacılığında Hizmet Kalitesi, Davranışsal Niyet Ve Memnuniyet İlişkisi: Çankırı Karatekin University Örneği Hüseyin Özdemir (Çankırı Karatekin University) İrfan Mısırlı (Kastamonu University)</p> <p><i>A Research On Entrepreneurship Tendency Of Tourism Undergraduate Students: The Case Of Ilgaz School Of Tourism And Hotel Management</i> Turizm Lisans Öğrencilerinin Girişimcilik Eğilimleri Üzerine Bir Araştırma: Ilgaz Turizm Otelcilik Yüksekokulu Örneği Mikail Kara (Çankırı Karatekin University) Ayhan Dağdeviren (Çankırı Karatekin University) Hüseyin Özdemir (Çankırı Karatekin University)</p> <p><i>A Study On The Relationship Between Job Security, Organizational Commitment And Performance In Hospitality Industry: The Case Of Ordu</i> Konaklama İşletmelerinde İş Güvencesi, Örgütsel Bağlılık Ve Performans İlişkisi Üzerine Bir Araştırma: Ordu İli Örneği Mikail Kara (Çankırı Karatekin University) Ayhan Dağdeviren (Çankırı Karatekin University) Hüseyin Özdemir (Çankırı Karatekin University)</p>
<b>T5.TR.Z103</b>	<b>3 December 2019, Tuesday</b> <b>16:15-17:30</b>	<b>Room: F103</b>
		<b>Moderator: Osman Geyik (Dicle University)</b>
		<b>T5.TR.Z103</b> <b>PUBLIC MANAGEMENT / KAMU YÖNETİMİ</b>
		<p><i>Public Value From Theory To Practice: A Literature Review</i> Kuramdan Uygulamaya Kamu Değeri: Bir Literatür Analizi Abdullah Uzun (Karadeniz Teknik University) Tülay Demir (Karadeniz Teknik University)</p> <p><i>A "De Facto" Structure In The Control And Management Of Migration In Turkey: Directorate General Of Migration Management</i> Türkiye'de Göçü Kontrol Etme Ve Yönetme Arayışında "De Facto" Bir Yapı: Göç İdaresi Genel Müdürlüğü Aytül Güneşer Demirci (Mersin University)</p> <p><i>The Relationship Between Criminal Justice System And Crime</i> Ceza Adalet Sistemi ve Suç Arasındaki İlişki Filiz Tepecik (Anadolu University)</p> <p><i>Evaluation Of Maritime Trade Contracts In Turkish Law Within The Context Of Income Tax</i> Türk Hukukunda Yer Alan Deniz Ticareti Sözleşmelerinin Gelir Vergisi Bağlamında Değerlendirilmesi Onur Sezer (Marmara University)</p>

**WEDNESDAY**  
**4 December 2019**

# W1-X SESSIONS

## 09:00-10:15

W1.EN.X101	4 December 2019, Wednesday 09:00-10:15	<b>F101</b>
		<b>Moderator: Hamza Şimşek (Batman University)</b>
		<b>W1.EN.X101 LABOUR ECONOMICS AND GENDER STUDIES</b>
		<i>Metaporic Concepts of Workers Related to Human Resources and Union Concepts</i> Elvan Okutan (Sakarya University) Aleyna Yetim (Sakarya University)
		<i>Metaphoric Perceptions Of Workers About Employer And Employee Concepts</i> Elvan Okutan (Sakarya University) Aleyna Yetim (Sakarya University)

*Rising Buildings And Lost Lives In Construction Sites: A Qualitative Research*  
Gülçin Taşkiran (Altınbaş University)

*Effects Of Information Society On Employment And Qualification*  
Murat Çoban (Kocaeli University)

*Gender And Corruption Relations: Panel Var Analysis On Central And Eastern Europe Countries*  
Pınar Çuhadar (Mardin Artuklu University)

W1.EN.X102	4 December 2019, Wednesday 09:00-10:15	<b>Room: F102</b>
		<b>Moderator: Osman Geyik (Dicle University)</b>
		<b>W1.EN.X102 PUBLIC FINANCE AND MARKETING STUDIES</b>
		<i>Public Health Expenditures And Happiness In OECD Countries</i> Simla Güzel (Tekirdağ Namık Kemal University)
		<i>Anatomy Of The Transformation Of Tax To Chaos: A Review On The Lebanon Economy And Whatsapp Tax</i> Gamze Yıldız Şeren Kurular (Tekirdağ Namık Kemal University)

*The Framing Effect As A Determinant Of Tax Compliance*  
Burak Kozalı (Marmara University)

*Investigation Of The Impact Of Health Expenditures On Economic Growth (1980-2017)*  
S.Şehnaz Altunakar Mercan (Dicle University)

*Cyclical Effects Of The Fiscal Policy Instruments In Turkey*  
İsmihan Duran (Kırklareli University)  
Ayşe Güner (Marmara University)

*E-service Quality Studies: An Evaluation Of Scales*  
Yusuf Öcel (Düzce University)

W1.EN.TR.X103	4 December 2019, Wednesday 09:00-10:15	<b>Room: F103</b>
		<b>Moderator: Gülçin Taşkiran (Altınbaş University)</b>
		<b>W1.EN.TR.X103 POLITICAL SCIENCE/PUBLIC RELATIONS AND ENVIRONMENTAL STUDIES</b>
		<p><i>Turkey's Climate Change Policy</i> <i>Türkiye'nin İklim Değişikliği Politikası</i> Nihal Şirin Pınarcıoğlu (Batman University)</p> <p><i>Minor Parties In Turkey: 1950-2019</i> Özhan Demirkol (Niğde Ömer Halisdemir University)</p> <p><i>Populism, Authoritarianism And Deparlametarisation: Russia, Hungary And Poland</i> <i>Popülizm, Otoriterleşme Ve Parlamantosuzlaşma: Rusya, Macaristan Ve Polonya</i> Mustafa Cem Oğuz (Niğde Ömer Halisdemir University)</p> <p><i>Anticommunism Propoganda as a Tool for the Construction of the Religious Site after the World War II: The Case of Sebilürreşad</i> <i>II. Dünya Savaşı Sonrası Dini Alanın İnşasında Bir Araç Olarak Antikomünizm Propagandası: Sebilürreşad Örneği</i> Abidin Çevik (Kocaeli University)</p>

W1.EN.X104	4 December 2019, Wednesday 09:00-10:15	<b>Room: F104</b>
		<b>Moderator: Dilan Ulusoy (Akdeniz University)</b>
		<b>W1.EN.X104 SOCIAL SCIENCE STUDIES</b>
		<p><i>Trafficking in Women: Global Trends and Turkey</i> Ceyda Kuloğlu (Başkent University)</p> <p><i>The Relationship Between Self-care Agency And Quality Of Sexual Life According To Pregnancy Trimesters</i> Burcu Küçükkaya (Trakya University)</p> <p><i>Social Change In Turkey: Witnessing The Transformation Of Ankara</i> Çiçek Coşkun (Başkent University)</p> <p><i>Formation And Lexico-semantic Features Of The Evolution Of Ephemisms In The Turkish Language</i> Benövşe Hacıyeva (Bakü Devlet University)</p> <p><i>Students' Social Media Usage As A New Communication Environment: The Case Of Pamukkale University</i> Emel Dikbaş Torun (Pamukkale University)</p> <p><i>The Role of New Developing Nanotechnology in Evidence Based Nursing Applications</i> Burcu Küçükkaya (Trakya University)</p>



## W2-Z SESSIONS

### 10:30-12:00

W2.TR.Z101	4 December 2019, Wednesday 10:30-12:00	Room: F101
		Moderator: Ayşe Cebeci (Harran University)
		W2.TR.Z101 INTERNATIONAL RELATIONS POLITICAL SCIENCES AND PLANNING
		<i>Turkey-European Union Relations In Dilemma: An Overview On Political, Economic And Technical Relations/ Türkiye- Avrupa Birliği İlişkilerindeki Dilemma: Siyasi, Ekonomik ve Teknik İlişkilere Bir Bakış</i> Ekrem Yaşar Akçay (Hakkari University)
		<i>An Analysis of the Concept of Foreign Terrorist Fighters through the Debates and Implementations: Turkey's Experience</i> <i>Tartışmalar ve Uygulamalar Kapsamında Yabancı Terörist Savaşçılar Kavramının Türkiye'nin Deneyimi Üzerinden İncelenmesi</i> Övgü Kalkan Küçüksolak (Yalova University)
		<i>"Exile Within Exile:" Journey Of Syrian Circassians Into Turkey</i> <i>Sürgün İçinde Sürgün: Suriye Çerkesleri'nin Türkiye'ye Yolculuğu</i> Eylem Akdeniz Göker (Altınbaş University)
		<i>Transnational Relations Among The Political Parties In Turkey And Europarties/ Türkiye'deki Siyasal Partiler İle Avrupa Partileri Arasındaki Transnasyonal İlişkiler</i> Ersin Embel (Altınbaş University)
		<i>Sustainable Urban Development Models; Compact Cities/ Sürdürülebilir Kentsel Gelişim Modelleri ; Kompakt Kentler</i> Ayşegül Kanbak (Batman University)
		<i>Germany's Foreign Policy Towards Latin America</i> Nesrin Kenar (Sakarya University) Mertcan Yoldaş (Sakarya University)

W2.TR.Z102	4 December 2019, Wednesday 10:30-12:00	Room: F102
		Moderator: Gülçin Taşkiran (Altınbaş University)
		W2.TR.Z102
		LABOUR ECONOMICS AND SOCIAL POLICY ÇALIŞMA EKONOMİSİ VE SOSYAL POLİTİKA
		<i>The Review Of Articles With "Social Policy" Academic Journals In "Journalpark"</i> <i>"Dergipark" Kapsamındaki Akademik Dergilerde "Sosyal Politika" Başlıklı Makalelerin İncelenmesi</i> Verda Canbey-Özgüler (Anadolu University) Fatma Kocabaş (Anadolu University)"
		<i>Sugar Corporations And Sugar Cooperatives: Is There An Alternative Way?</i> <i>Şeker Şirketleri ve Şeker Kooperatifleri: Alternatif Bir Yol Mümkün Mü?</i> Özal Çiçek (Süleyman Demirel University) Çağatay Edgücan Şahin (Ordu University)
		<i>Platform Work And Some Problems Related To Labor Law</i> <i>Platform Çalışma Ve İş Hukuku Bakımından Doğurabileceği Bazı Sorunlar</i> İrem Yayvak Namli (İstanbul University)"
		<i>The Coverage Of The Concept Of ""Vocational Education"" In Graduate Theses In Turkey</i> <i>Türkiye'deki Lisansüstü Tezlerde "Mesleki Eğitim" Kavramı</i> Verda Canbey-Özgüler (Anadolu University) Fatma Kocabaş (Anadolu University)"
		<i>Evaluation Of The Concordat, The Basic Way Of Restructuring In Turkish Law In Terms Of Directive 2019/1023</i> <i>Türk Hukuku'ndaki Temel Yeniden Yapılandırma Yolu Olan Konkordatonun 2019/1023 Sayılı Yönerge Bakımından Değerlendirilmesi</i> Mert Namli (İstanbul University)"
		<i>Social Expenditures For The Elderly Within The Context Of Social State In Turkey</i> <i>Türkiye'de Sosyal Devlet Anlayışı Kapsamında Yaşlılara Yönelik Sosyal Harcamalar</i> Dilek Akbaş Akdoğan (Trakya University)

<b>W2.TR.Z103</b>  4 December 2019, Wednesday 10:30-12:00		<b>Room: F103</b>
		<b>Moderator: Emrah Doğan (Bitlis Eren University)</b>
		<b>W2.TR.Z103</b>
		<b>BUSINESS STUDIES İŞLETME BİLİMLERİ</b>
		<i>Use Of New Communication Technologies In The Operation Of Health Institutions</i> <i>Sağlık Kurumlarının İşleyişinde Yeni İletişim Teknolojilerinin Kullanımı</i> PelİN ŞahİN Yarbağ (Beykent University)
		<i>The Secondary Effect Of Organizational Justice On Business Satisfaction: An Application On Discount Markets</i> <i>Örgütsel Adaletin İş Tatmini Üzerindeki İllmlılaştırıcı Etkisi:</i> <i>Discount Marketler Üzerinde Bir Uygulama</i> Osman Yılmaz (Batman University) Emre Kaya (Batman University)
		<i>The Impact Of Perceived Service Quality On City Marketing</i> <i>Algılanan Hizmet Kalitesinin Şehir Pazarlamasına Etkisi</i> Abdullah Eravcı (İstanbul Gelişim University) Kutalmış Emre Ceylan (İstanbul Gelişim University)
		<i>A Comparative Review On Competitive Structure Of The European And Turkish Automobile Industry/ Avrupa ve Türk Otomobil Endüstrisinin Rekabet Yapısı Üzerine Karşılaştırmalı Bir İnceleme</i> Nurcan Hakan Çıraklar (Dokuz Eylül University)
		<i>According To Accountants Working Forms; General Job Satisfaction And Investigation Of Job Satisfaction Sub-dimensions</i> <i>Muhasebe Meslek Mensuplarının Çalışma Biçimlerine Göre; Genel İş Tatmini Ve İş Tatmini Altı Boyutlarının İncelenmesi</i> Osman Yılmaz (Batman University)
		<i>A Meta-analytical Review On Relationship Between Strategic Orientation And Firm Performance</i> <i>Stratejik Yönelim ve Firma Performansı Arasındaki İlişki Üzerine Meta-Analitik Bir İnceleme</i> Nurcan Hakan Çıraklar (Dokuz Eylül University)

W2.TR.Z104	4 December 2019, Wednesday 10:30-12:00	<b>Room: F104</b>
		<b>Moderator: Hikmet Gülçin Beken (Gümüşhane University)</b>
		<b>W2.TR.Z104 ARCHAEOLOGY AND HISTORY ARKEOLOJİ VE TARİH ÇALIŞMALARI</b>
		<p><i>How Phrygians Defend Their Holy Places? The Fortresses Of Midas Valley</i> Phrygler Dinsel Mekânlarını Nasıl Koruyordu? Midas Vadisi Kaleleri Yusuf Polat (Anadolu University)</p> <p><i>The First Horse Racing Experiences in Ottoman Empire: Horse Breeders and Bookmakers of Buca</i> <i>Osmanlı İmparatorluğu'nun İlk At Yarışı Deneyimleri:</i> <i>Bucalı Atçılar ve Yarışseverler</i> Ozan Torun (Yıldız Teknik University) Fahriye Dinçer (Yıldız Teknik University)</p> <p><i>The Independence Process Of Paraguay</i> <i>Paraguay'ın Bağımsızlık Süreci</i> Özgür Yılmaz (Ankara University)</p> <p><i>The Impact Of Micro-diplomacy On Seventeenth-century Ottoman-Habsburg Relations</i> <i>Yeniçağ'da Osmanlı-Habsburg Sınır İlişkileri Bağlamında Osmanlı İmparatorluğu'nda Mikro-diplomasi</i> Güçlü Tülüveli (Middle East Technical University)</p>

W3.TR.INV	4 December 2019, Wednesday 13:00-14:00	<b>CONFERENCE HALL</b>
		<b>Moderator: Kuvvet Lordoğlu (KODA)</b>
		<b>INVITED SPEAKER</b>
		<p><i>"Non Scholae Sed Vitae Discimus" As An Experience</i> <i>Bir Deneyim Olarak "Okul İçin Değil, Hayat İçin Öğreniyoruz"</i> Bora Erdağı (Kocaeli University)</p>

## W4-Z SESSIONS

### 14:15-15:45

<div style="writing-mode: vertical-rl; transform: rotate(180deg);">W4.TR.Z101</div>	<div style="writing-mode: vertical-rl; transform: rotate(180deg);">4 December 2019, Wednesday</div> <div style="writing-mode: vertical-rl; transform: rotate(180deg);">14:15-15:45</div>	<u>Room: F101</u>
		Moderator: Övgü Kalkan Küçüksolak (Yalova University)
		W4.TR.Z101 DEVELOPMENT & FISCAL STUDIES KALKINMA VE MALİYE ÇALIŞMALARI
		<i>The Relationship Between BIST Xutek Index and Other World Technology Sector Index: An Analysis with VAR Model</i> Hilal Yıldız (Sakarya University) Şevval Derici (Sakarya University)
		<i>Stochastic Convergence In GCC Countries: Panel Stationary Approach With Smooth Shifts And Sharp Breaks</i> GCC Ülkelerinde Stokastik Yakınsama: Keskin Kırılmalı Ve Yumuşak Değişmeli Panel Durağanlık Yaklaşımı Gulten Dursun (Kocaeli University) Maha Alqershi (Kocaeli University)
		<i>Political Economy Of The Relation Between Internal Migration And Developpent</i> Uluslararası Göç Ve Kalkınma İlişkisinin Ekonomi Politikası Ayşe Cebeci (Harran University)
		<i>Monotax As A Social Protection Implementation and Economic Development</i> Sosyal Koruma Sistemi Aracı Olarak "Monotax" Ve İktisadi Kalkınma Hikmet Gülçin Beken (Gümüşhane University)
		<i>Cooperatives As An Alternative Model In The Global Economy</i> Küresel Ekonomide Alternatif Model Olarak Kooperatifler Esin Candan Demirkol (Dokuz Eylül University)
		<i>A Sustainable Blue Economy and Public Policy</i> Sürdürülebilir Bir Mavi Ekonomi ve Kamu Politikaları Dilek Akbaş Akdoğan (Trakya University)

<b>W4.TR.Z102</b>	<b>4 December 2019, Wednesday</b> <b>14:15-15:45</b>	<b>Room: F102</b>
		<b>Moderator: Osman Yılmaz (Batman University)</b>
		<b>W4.TR.Z102</b> <b>PUBLIC RELATIONS / COMMUNICATION &amp; GENDER /</b> <b>PHILOSOPHY STUDIES</b> <b>HALKLA İLİŞKİLER / İLETİŞİM VE TOPLUMSAL CİNSİYET /</b> <b>FELSEFE ÇALIŞMALARI</b>
		<i>A Research On Philosophical Possibility Of Platon's Idea Thought</i> <i>Platon'un İdea Düşüncesinin Felsefi İmkânı Üzerine Bir İnceleme</i> Özgür Karadağ (Kocaeli University)
		<i>Perception Towards Advertising Professionals: Presentation of Advertiser on "Ekşi Sözlük"</i> <i>Reklam Sektörü Çalışanlarına Yönelik Algı: Reklamcının Ekşi Sözlükte Sunumu</i> Mehmet Yakın (İstanbul Arel University)

*Transformation Of Bullying Concept In The Context Of New Communication Technologies: Cyber Bullying, Digital Identities And Communication*  
*Yeni İletişim Teknolojileri Ekseninde Zorbalık Kavramının Dönüşümü: Siber Zorbalık, Dijital Kimlikler Ve İletişim*  
Emel Kuşku Özdemir (İzmir Kavram Vocational School)

*Dystopic Comics Review- The Thoughts Of "Y: The Last Men"*  
*Distopik Çizgi Roman İncelemesi- "Y: Son Erkek"İn Düşündürdükleri*  
Gizem Çelik (Bilecik Şeyh Edebali University)

<b>W4.TR.Z103</b>	<b>4 December 2019, Wednesday</b> <b>14:15-15:45</b>	<b>Room: F103</b>
		<b>Moderator: Şenel Gerçek (Kocaeli University)</b>
		<b>W4.TR.Z103</b> <b>LINGUISTICS AND LITERATURE</b> <b>DİL BİLİMİ VE EDEBİYAT ÇALIŞMALARI</b>
		<i>Language Relations Between Turkish Dialects And Eastern And Western Languages</i> <i>Türk Lehçeleriyle Doğu Ve Batı Ülkeleri Arasındaki Dil Bağlantıları</i> Nermine Memmedova (Bakü Devlet University)
		<i>Terminological Vocabulary In Modern Turkish And Azerbaijanian Languages</i> <i>Çağdaş Türkçe Ve Azericede Terminolojik Kelime Bilgisi</i> Efsane Quliyeva (Baku State University)

*Turkish and Azerbaijanian Romanticism*  
*Türk ve Azerbaycan Romantikleri*  
Aydan Khandan (Baku State University)

*A View Of Yaşar Kemal' S Folklor Motif Novels*  
*Yaşar Kemal'in Folklor Motifli Romanlarına Bir Bakış*  
Hayat Mamdova (Baku State University)

*Prophet Anecdote Determined In A Copy Of Forty Vizier Stories Manuscript Belongs To Old Anatolian Turkish Period / Eski Anadolu Türkçesi Dönemine Ait Yazma Bir Kırk Vezir Hikâyeleri Nüshasında Tespit Edilen Kısa Enbiyalar Üzerine*  
*Serhat Küçük, Cansu Pancar, Yunus Alperen Öncel (Kocaeli University)*

<b>W4.EN.TR.X104</b> 4 December 2019, Wednesday 14:15-15:45		<b>Room: F104</b>
		<b>Moderator: Hilal Yıldız (Sakarya University)</b>
		<b>W4.EN.TR.X104</b>
		<b>FINANCE AND MARKETING STUDIES</b>
		<i>The Relationship Of Bank Specific Variables And Profitability: Turkey Sample</i> <i>Bankaya Özgü Değişkenler ile Kârlılık İlişkisi: Türkiye Örneği</i> Gülşay Çizgici Akyüz (Trabzon University) M. Esra Atukalp (Giresun University)
		<i>Descriptive Analysis Of Studies In The Field Of Working Capital Management</i> <i>Çalışma Sermayesi Yönetimi Alanında Yapılan Makalelerin Betimsel Analizi</i> Filiz Konuk (Sakarya University) Emine Kaya (Bingöl University)
		<i>Measurement Of Financial Literacy And Money Management Skills Of Households:</i> <i>An Example Of Zonguldak Province</i> <i>Hanehâkının Finansal Okuryazarlık ve Para Yönetme Becerisinin Ölçülmesi:</i> <i>Zonguldak İli Örneği</i> Şule Yıldız (Sakarya University) Ela Kayacan
		<i>Çevresel Ve Psikolojik Faktörlerin Öğrencilerin Kredi Kartı Borçlanma Düzeyi</i> <i>Üzerindeki Etkisi</i> Filiz Konuk (Sakarya University)
		<i>Investigation Of The Relationship Between Social Media Use And Brand Awareness</i> <i>And Brand Loyalty</i> Yusuf Öcel (Düzce University)
		<i>Bitcoin &amp; Financial Markets</i> <i>Bitcoin ve Finansal Piyasalar</i> Hamza Şimşek (Batman University)
		<i>Evaluation Of Lignite Coal As Use Of Solid Fuel In Turkey's Energy Policy Context</i> <i>Türkiye'nin Enerji Politikasında Katı Yakıt Kullanımının Linyit Kömürü</i> <i>Bağlamında Değerlendirilmesi</i> Zişan Yardımcı Kılıçkan (Kocaeli University)

## W5-X SESSIONS

### 16:00-17:15

<b>W5.EN.X101</b>  4 December 2019, Wednesday 16:00-17:15	<b>Room: F101</b>
	<b>Moderator: Hamza Şimşek (Batman University)</b>
	<b>W5.EN.X101</b>
	<b>BUSINESS STUDIES - I / İŞLETME ÇALIŞMALARI - I</b>
	<i>Evaluation Of Financial Performance Of Companies By Entropy Based Aras Method: An Application In Forest Products And Furniture Sector</i> Abdulhamit Eş (Bolu Abant İzzet Baysal University) Hakan Bilen (Bolu Abant İzzet Baysal University)
	<i>Analysis Of The Relationship Between Performance Appraisal And Other Key Hrm Activities</i> Detelina Smilkova (VUZF University)
	<i>A Game Theory Analysis: Evaluation of the Effect of Technological Development on Toys</i> Emel Gümüş (Yıldız Teknik University) Şevket Alper Koç (Kocaeli University)
	<i>Problems Of Women Accountants And Thoughts On Profession</i> Sema Akpınar (Sakarya University) Şule Yıldız (Sakarya University)
	<i>Statistical Analysis Of Attitude Towards Operational Research Course: The Case Of Düzce University</i> İsmail Durak (Düzce University)
	<i>Carbon Emission Rates; Economic Growth And Renewable Energy Relationship</i> <i>Karbon Emisyon Oranları; Ekonomik Büyüme Ve Yenilenebilir Enerji İlişkisi</i> Zişan Yardım Kılıçkan (Kocaeli University) Ümit Koç (Central Bank of the Republic of Turkey)



<b>W5.EN.TR.X102</b> 4 December 2019, Wednesday 16:00-17:15	<b>Room: F102</b>	
	<b>Moderator: Osman Geyik (Dicle University)</b>	
	<b>W5.EN.TR.X102</b>	
	<b>BUSINESS STUDIES- II / İŞLETME ÇALIŞMALARI-II</b>	
	<p><i>Collusive Fraud: Methods To Prevent And Detect</i>  <i>Ortaklaşa Yapılan Hileler: Önlemeye Ve Tespit Etmeye Yönelik Yöntemler</i>  V. Evrim Altuk (Trakya University)</p> <p><i>Factors Affecting The Intention To Quit; Determination Of Organizational And Individual Variables</i>  Esra Aydın Göktepe (Arel University)  Havana Sevcin Kurt (Arel University)</p> <p><i>The Need For Forensic Accounting And Investigation On The View Of The Professional Accountants And Jurisdiction In The Sakarya Province For The Need Of Forensic Accounting</i>  Nermin Akyel (Sakarya Uygulamalı Bilimler University)  Begüm Sert (Sakarya University)</p> <p><i>Accounting Fraud And Evolution Of Fraud Reports Of International Audit Institutions</i>  Nermin Akyel (Sakarya Uygulamalı Bilimler University)  Begüm Sert (Sakarya University)</p> <p><i>A Study To Determine The Relationship Between Level Of Burnout And Job Satisfaction Of Personnel At An Airport Operator</i>  Pelinsu Kaban (Kocaeli University)  Ali Talip Akpınar (Kocaeli University)</p>	

W5.EN.TR.X103	4 December 2019, Wednesday 16:00-17:30	<b>Room: F103</b>
		<b>Moderator: Dilan Ulusoy (Akdeniz University)</b>
		<b>W5.EN.TR.X103 ECONOMY AND FINANCE STUDIES - I İKTİSAT VE FİNANS ÇALIŞMALARI - I</b>
		<p><i>Economical Research For Recycling Of Electric And Electronic Waste</i> Zelal Kerem (Batman University) Kader Yatkın (Batman University) İsmail Şiriner (Batman University)</p> <p><i>What Explains Firm's Access To Finance In Turkey?</i> Ekin Ayşe Özşuca (Çankaya University)</p> <p><i>Loneliness At Work And Its Impact On Stress And Work Engagement</i> Mine Aydemir (Bursa Uludağ University) Fadime Aksoy (Bandırma Onyedi Eylül University) Nuran Bayram Arlı (Bursa Uludağ University)</p> <p><i>Logistics Regression Analysis And A Bibliometric Examination Of Its Usage In Graduate And Doctorate Thesis</i> İsmail Durak (Düzce University) Abdulhamit Eş (Bolu Abant İzzet Baysal University)</p> <p><i>Financial Risk, Financial And Operational Performance: The Impact Of The Global Financial Crisis On Airlines</i> Kasım Kıracı (İskenderun Technical University)</p> <p><i>Cointegration Analysis Between ISE and Asia Pacific Capital Markets</i> Ozan Gönüllü (Kocaeli University)</p> <p><i>Financial Deepening in Turkish Economy: An Analyze From The Perspective of Selected Indicators</i> Şükrü Cicioğlu (Sakarya University)</p>

W5.EN.TR.X104	4 December 2019, Wednesday 16:00-17:15	Room: F104
		Moderator: Hakan Kapucu (Kocaeli University)
		W5.EN.TR.X104 ECONOMY AND FINANCE - II İKTİSAT VE FİNANS ÇALIŞMALARI - II
		<i>Global Digital Game Market And Turkey's Situation In This Market</i> Zekeriya Bulut (Batman Üniversitesi), İsmail Şiriner ( Batman University)
		<i>Türkiye'de Yenilenebilir Enerji Kaynaklarının Yeşil Ekonomideki Yeri Ve Önemi</i> Hilal Mat Özkır (Batman Üniversitesi) İsmail Şiriner(Batman University)
		<i>Perception Of Poverty From Employees' Perspective: An Empirical Analysis Of Textile Sector</i> Seval Mutlu Çamoğlu (Ordu University)
		<i>Economic Crisis As One Of The Factors Affecting The Far Right In The European Union</i> Şükrü Cicioğlu (Sakarya University) Filiz Cicioğlu (Sakarya University)
		<i>An Analysis of Game Theory: The Effect of Food Culture Made with Anchovy on Gastronomic Tourism and Economic Development</i> Emel Gümüş(Yıldız Teknik University) Şevket Alper Koç (Kocaeli University)
		<i>The Relationship Between Public Expenditures And Economic Growth: Panel Causality Analysis On Selected Upper Middle Income Countries</i> <i>Kamu Harcamaları Ekonomik Büyüme İlişkisi: Seçilmiş Üst Orta Gelir Grubu Ülkeleri Üzerine Panel Nedensellik Analizi</i> Sidar Atalay Şimşek (Batman University)

**THURSDAY**  
**5 December 2019**

## TH1-X SESSIONS

09:15-10:30

TH1.EN.TR.X101	5 December 2019, Thursday 09:15-10:30	<b>Room: F101</b>
		<b>Moderator: Osman Geyik (Dicle University)</b>
		<b>TH1.EN.TR.X101</b>
		<b>PUBLIC MANAGEMENT AND PUBLIC RELATIONS</b>
		<p><i>Intercultural Communication Sensitivity and Interpersonal Problem Solving Skills In Language Teaching: A Research On Foreign Language Teaching Staffs</i> Kadir Yoğurtçu (Kırgızistan- Türkiye Manas University)</p> <p><i>Open The Borders</i> <i>Sınırları Açın</i> Makbule Şiriner Önver (Batman University)</p> <p><i>City Branding And Social Media: An Analysis Of The Best City Brandings Based On Twitter Hashtags (#)</i> Nahit Erdem Köker (Ege University) Cevat Sercan Özer (Pamukkale University)</p> <p><i>Central-local Government Relations Within The Framework Of Autonomy And Administrative Tutelage</i> <i>Özerklik Ve İdari Vesayet Çerçevesinde Merkez-yerel Yönetim İlişkileri</i> Makbule Şiriner Önver (Batman University)</p>
TH1.EN.X102	5 December 2019, Thursday 09:15-10:30	<b>Room: F102</b>
		<b>Moderator: Dilan Ulusoy (Akdeniz University)</b>
		<b>TH1.EN.X102</b>
		<b>SOCIAL WORK/ PSYCHOLOGY AND EDUCATION STUDIES</b>
		<p><i>Investigation Of Children's Involvement Levels Attending Preschool Education Institutions In Terms Of Different Variables</i> Tuğçe Akyol (Afyon Kocatepe University)</p> <p><i>Social Work Practices With Drug Addicts/Users: Group Work</i> Semra Özkan (Fırat University)</p> <p><i>Empowerment Approach As A Problem-solving Method</i> Özgür Altındağ (Dicle University)</p> <p><i>The Role Of Media In Public Image Of Social Work Profession</i> Nurullah Çalış (Recep Tayyip Erdoğan University)</p> <p><i>The Improving Social Functionality and Human Rights Advocacy when Working with Disadvantaged Groups</i> Tahir Emre Gencer (Anadolu University)</p> <p><i>Preschool Teacher Candidates Views About Children's Involvement</i> Tuğçe Akyol (Afyon Kocatepe University)</p>

TH1.EN.X103	5 December 2019, Thursday 09:15-10:30	<b>Room: F103</b>
		<b>Moderator: Emrah Doğan (Bitlis Eren University)</b>
		<b>TH1.EN.TR.X103 SOCIAL WORK STUDIES</b>
		<i>Metaphor Using In Divorce Studies</i> Hatice Nuhoglu (Hacettepe University)
		<i>United Nations High Commissioner For Refugees As An International Actor In Migration Processes</i> Oktay Tatlıcıoğlu (Dicle University)
		<i>Relationship Between Spirituality And Social Work</i> Oktay Tatlıcıoğlu (Dicle University) Adem Kılıç (Bingöl University)
		<i>Migration Studies As A Social Work Practice In The Ottoman Empire During The 19th Century</i> Hıdır Apak (Bingöl University)
TH1.EN.TR.X104	5 December 2019, Thursday 09:15-10:30	<i>Cultivation Of Mindfulness Within Social Work Practices</i> Sena Öksüz (İstanbul Sabahattin Zaim University)
		<i>University Students' Innovative Personality and Internet Self-Efficacy</i> Emel Dikbaş Torun (Pamukkale University)
		<b>Room: F104</b>
		<b>Moderator: Hamza Şimşek (Batman University)</b>
		<b>TH1.EN.TR.X104 TOURISM &amp; ECONOMICS STUDIES TURİZM VE İKTİSAT ÇALIŞMALARI</b>
		<i>The Role Of Gastronomic Values In The Promotion Of Turkey's Tourism</i> Cihan Seçilmiş (Eskişehir Osmangazi University) Esra Soydan
		<i>Young People's Perception Of Thermal Tourism: Case Of Pamukkale University</i> Seher Ceylan (Pamukkale University) Ahmet Çetin (Pamukkale University) Nuray Selma Özdişçiner (Pamukkale University)
		<i>The Effect Of Demographic Variables On Entrepreneurship: A Research On Tourism Students Of Pamukkale University</i> Seher Ceylan (Pamukkale University) Ali Soylu (Pamukkale University) Nuray Selma Özdişçiner (Pamukkale University)
		<i>The Unemployed and Unemployment Issue Beyond the Numbers/Rakamların Gölgesinde Kalan İşsizler ve İşsizlik Meselesi</i> Derya Demirdizen Çevik (Kocaeli University)
		<i>The Relationship Between Education Economy and Growth in Turkey (2000-2018) Türkiye'de Eğitim Ekonomisi ve Büyüme Arasındaki İlişki (2000-2018)</i> Özlem Ülger (Batman University)

TH1.EN.TR.X105	5 December 2019, Thursday 09:15-10:30	<b>Room: F105</b>
		<b>Moderator: Şenel Gerçek (Kocaeli University)</b>
		<b>TH1.EN.TR.X106</b>
		<b>INTERNATINAL RELATIONS</b>
		<i>Eastern Partnership Initiative: Buffer Zone Between East And The West</i> Efe Sıvış (Fenerbahçe University)
		<i>Forming Power Relations In Oil States Through Ideas And Imperatives: Case Of Iran</i> Navid Saeedi Sakha (Corvinus University Of Budapest)
		<i>The Role Of Soviet Past In Re-construction Of Post-soviet Identities In Ukraine</i> Elif Şimşek Özkan (Erciyes University)
		<i>The International Presence Of Unmik And Kfor Following Nato Operation Against Serbia</i> Efe Sıvış (Fenerbahçe University)
		<i>The Principles Of Self-management In Yugoslavia And The Status Of Kosovo</i> Elif Şimşek Özkan (Erciyes University)

## TH2-Z SESSIONS 10:30-12:00

TH2.TR.Z101	5 December 2019, Thursday 10:30-12:00	<b>Room: F101</b>
		<b>Moderator: Emrah Doğan (Bitlis Eren University)</b>
		<b>TH2.TR.Z101</b>
		<b>MEDIA STUDIES / MEDYA ÇALIŞMALARI</b>
		<i>A Study On The Effect Of K-dramas On Turkish Draması</i> <i>K-dramaların Türk Dramalarına Etkisi Üzerine Bir İnceleme</i> Ümit Sarı (İstanbul University) Onur Akyol (İstanbul University) Türkey Türkan Ünlü (İstanbul University)  <i>Streams, Generations, Perceptions From Conventional TV To Netflix</i> <i>Geleneksel TV'den Netflix'e Akışlar, Kuşaklar, Algılar</i> Çağdaş Ceyhan (Anadolu University) Mustafa Berkay Aydın (Uludağ University)  <i>Media And Forensic Sciences</i> <i>Medya ve Adli Bilimler</i> Sefer Darıcı (Sivas Cumhuriyet University) Vahdet Özkoçak (Hitit University)  <i>A Study On Digital Literacy Level Of Young People: Turkey's First Digital Literacy Map/</i> <i>Gençlerin Dijital Okuryazarlık Düzeyi Üzerine Bir Araştırma: Türkiye'nin İlk Dijital Okuryazarlık Haritası</i> Ümit Sarı (İstanbul University) Halil Türker (İstanbul University) Cansu Aydemir Coşan (Medya Okuryazarlığı Derneği)  <i>Popular Culture And Forensic Sciences</i> <i>Popüler Kültür Ve Adli Bilimler</i> Sefer Darıcı (Sivas Cumhuriyet University) Vahdet Özkoçak (Hitit University)



TH2.TR.Z102	5 December 2019, Thursday 10:30-12:00	<b>Room: F102</b>
		<b>Moderator: Hamza Şimşek (Batman University)</b>
		<b>TH2.TR.Z102 SOCIOLOGY AND SOCIAL WORK SOSYOLOJİ VE SOSYAL ÇALIŞMA</b>
		<i>Watching The City, Touching The City, Talking To The City: Rethinking The Image Of The City In The Eastern Black Sea</i> <i>Kenti İzlemek, Kente Dokunmak, Kentle Konuşmak: Doğu Karadeniz'de Kent İmgesini Yeniden Düşünmek</i> Kerem Özbey (Artvin Çoruh University)
		<i>Old Age In The Context Of Gerontosociology: A Theoretical And Practical View</i> <i>Gerontososyoloji Bağlamında Yaşlılık: Kuramsal ve Uygulamalı Bir Bakış</i> İlknur Beyaz Özbey (Artvin Çoruh University)

*The Episode Of Everyday Life In Utopia And Dystopias*  
*Ütopya ve Distopyalarda Gündelik Hayatın Serüveni*  
Öznur Yılmaz (Artvin Çoruh University)

*Discursive Body and Identity*  
*Söylemsel Beden ve Kimlik*  
Didem Özşenler (Ege Üniversitesi)

*Neoliberal Transformation In Social Work: Evaluation From Micro To Macro*  
*Sosyal Hizmette Neoliberal Dönüşüm: Mikrodan Makroya Değerlendirme*  
Ertuğrul Hatipoğlu (Hacettepe University)

TH2.TR.Z103	5 December 2019, Thursday 10:30-12:00	<b>Room: F103</b>
		<b>Moderator: Gülçin Taşkiran (Altınbaş University)</b>
		<b>TH2.TR.Z103 MEDIA &amp; SOCIETY MEDYA VE TOPLUM</b>
		<i>Sociology Of Fear: A Study On The Role Of Communication Technologies In The Construction Of Collective Fear</i> <i>Korku Sosyolojisi: İletişim Teknolojilerinin Toplumsal Korkuları İnşası Üzerine Bir Araştırma</i> Özlem Uluç Küçükcan (Marmara University)
		<i>An Evaluation On The "Baby Boomers" And "Y" Generation In The Context Of Digital Advertising Perspectives</i> <i>Dijital Reklamlara Bakış Açıları Bağlamında "Baby Boomers" Ve "Y" Kuşağı Üzerinden Bir Değerlendirme</i> Oktay Demirtaş (Altınbaş University)

*Representation Of Violence On The Media And Its Impact On Perception Of State And Power: A Sociological Analysis*  
*Medyada Şiddet Temsilinin Devlet Ve İktidar Algısına Etkileri: Sosyolojik Bir Analiz*  
Özlem Uluç Küçükcan (Marmara University)

TH2.TR.Z104	5 December 2019, Thursday 10:30-12:00		<b>Room: F104</b>
			<b>Moderator: Osman Geyik (Dicle University)</b>
			<b>TH3.TR.Z104 TOURISM STUDIES II TURİZM ÇALIŞMALARI</b>
			<i>New Trends In Tourism Marketing: Augmented Reality Applications</i> Sadık Serçek (Dicle University)
			<i>Assessment Of The Cookery Education Students' Vocational Sufficiency</i> <i>Aşçılık Eğitimi Alan Öğrencilerin Mesleki Yeterliliklerinin İncelenmesi</i> Gülseren Özaltaş Serçek (Mardin Artuklu University) Süleyman Çimar (Mardin Artuklu University)
TH3.EN.INV	5 December 2019, Thursday 10:30-11:30	INVITED SPEAKER	<i>"Investigation Of The Methods That Can Be Used For Measuring The Economic Values Of Recreational Resources"</i> Sadık Serçek (Dicle University)
			<i>"The Effects of Museums on The Protection of Cultural Heritage and Tourism: The Case of Mardin Museum"</i> Gülseren Özaltaş Serçek (Mardin Artuklu University)
			<b>Room: 105</b>
			<b>Moderator: M. Mustafa Erdoğan (Batman University)</b>
			<i>China's Belt and Road Initiative: How Turkey Fits in</i> Prof. Dr. Ahmet Sedat Aybar (İstanbul Aydın University, Turkey)
TH3.EN.INV	5 December 2019, Thur. 13:00-14:00	INVITED SPEAKER	<b>Room: 105</b>
			<b>Moderator: İsmail Şiriner (Batman University)</b>
			<i>Additive Production as Metamorphosis in Production Morphology</i> Prof. Dr. Sinan Alçın (İstanbul Kültür University, Turkey)

# TH4-Z SESSIONS

## 14:30-16:00

TH4.TR.Z101	5 December 2019, Thursday 14:30-16:00	Room: F101
		Moderator: Hakan Kapucu (Kocaeli University)
		TH4.TR.Z101 BUSINESS STUDIES-I
		<p><i>Determining Entrepreneurial Tendency Of University Students: A Research At Bahçeşehir University</i>  <i>Üniversite Öğrencilerinin Girişimcilik Eğilimlerinin Belirlenmesi:</i>  <i>Bahçeşehir Üniversitesi'nde Bir Araştırma</i>            Cafer Şafak Eysel (Bahçeşehir University)</p> <p><i>Big Data And Human Resources Analytics</i>  <i>Big Data Ve İnsan Kaynakları Analitiği</i>            Özlem Balaban (Sakarya University)            Emre Uslu (Sakarya University)</p> <p><i>The Dilemma Between Entrepreneurship And Economic Growth: A Different View Of Turkey's Recent Economic Growth in 10 Years</i>  <i>Girişimcilik ve Ekonomik Büyüme Arasındaki İkilem:</i>  <i>Türkiye'nin Son 10 Yıllık Ekonomik Büyümesine Farklı Bir Bakış</i>            Rabia Aktaş Şenkardeşler (Beykoz University)            Funda Kılıç (İstanbul Şehir University)</p> <p><i>The Effect Of Lean Hospital Applications On Patient Loyalty In Terms Of Service Quality</i>  <i>Hizmet Kalitesi Açısından Yalın Hastane Uygulamalarının Hasta Sadakati Üzerindeki Etkisi</i>            Fuat Yalman (Düzce University)            Murat Bayat (Düzce University)            Abdolvahap Baydaş (Düzce University)</p> <p><i>Career Anchors: A Research For Job And Occupation Consultants</i>  <i>Kariyer Değerleri: İş Ve Meslek Danışmanlarına Yönelik Bir Araştırma</i>            Özlem Balaban (Sakarya University)            Tuğba Özsoy (Zonguldak Bülent Ecevit University)</p>

TH4.EN.Z102	5 December 2019, Thursday 14:30-16:00	<b>Room: F102</b>
		<b>Moderator: Sadık Serçek (Dicle University)</b>
		<b>TH4.EN.Z102 BUSINESS STUDIES-II</b>
		<i>Digital Transformation Of Hr: A Must Or Just Cost</i> Esin Ertemsir (Yildiz Technical University) Yasemin Bal (Yildiz Technical University)
		<i>Strategic Goals Of Customer Relation Management : An Application For A Marketing Company</i> Ayşenur Erdil (İstanbul Medeniyet University) Mehtap Erdil (İstanbul Üniversitesi- Cerrahpaşa)
		<i>Clustering In The Context Of Competitive Advantage: A Research On The Grand Bazaar Carpet Sellers</i> Muhterem Kadayıfçı (Marmara University) İhsan Yiğit (Marmara University)
		<i>Assessment The Customer Relation Management In Cargo Sector: Improving A Model For A Cargo Firm</i> Ayşenur Erdil (İstanbul Medeniyet University)
TH4.TR.Z103	5 December 2019, Thursday 14:30-16:00	<i>Career Orientations Of Self-leaders</i> Sevgin Batuk (Turkish-German University)
		<i>An Overview Of Food Industry's Competitive Strategies: Evaluation The Sector Regarding To Global And Turkey</i> Ayşenur Erdil (İstanbul Medeniyet University)
		<b>Room: F103</b>
		<b>Moderator: A.Bahadır Kaynak (Altınbaş University)</b>
		<b>TH4.TR.Z103 ECONOMICS AND FINANCE</b>
		<i>The US Hegemony As A Global Public Goods</i> <i>Küresel Kamusal Bir Mal Olarak ABD Hegemonyası</i> Yeliz Sarıöz Gökten (Niğde Ömer Halisdemir University)
		<i>Is It Possible To Have An Ideal Body? From Fantasy To Reality</i> <i>İdeal Beden Mümkün Mü? Fantaziden Gerçeğe...</i> Özgün Biçer (Marmara University) Ceren Sunay (Marmara University)
TH4.TR.Z103	5 December 2019, Thursday 14:30-16:00	<i>The Relationship Between Criminal Justice System And Crime</i> <i>Ceza Adalet Sistemi ve Suç Arasındaki İlişki</i> Filiz Tepecik (Anadolu University)
		<i>FinTech: A Conceptual Framework</i> <i>Fintek: Kavramsal Bir Çerçeve</i> Esra Bulut (Trabzon University)
		<i>Gold Market And Factors Affecting Gold Prices</i> <i>Altın Piyasası ve Altın Fiyatlarını Etkileyebilecek Faktörler</i> Sabiha Oltulular (Recep Tayyip Erdoğan University)

TH4.EN.Z104	5 December 2019, Thursday 14:30-16:00	<b>Room: F104</b>
		<b>Moderator: Gülçin Taşkiran (Altınbaş University)</b>
		<b>TH4.EN.Z105</b>
		<b>FILM/ GENDER AND CULTURAL STUDIES</b>
		<b>FİLM/ TOPLUMSAL CİNSİYET VE KÜLTÜREL ÇALIŞMALAR</b>
		<p><i>Nedim And His Beloved Of Song</i> Elif Boyacıoğlu (Baskent University)</p> <p><i>Lived Experiences Of The City: Istanbul From The Eyes Of Syrian Refugee Women</i> Banu Kavaklı (Altınbaş University)</p> <p><i>Contesting The Issue Of "Necessary-permissible Abortions" For Further Dispute</i> <i>Women's Reproductive Autonomy: Anti-abortion Debates In The Age Of Advanced</i> <i>Prenatal Screening Technology In Turkey</i> Tuba Demirci (Altınbaş University)</p> <p><i>Gender And Economic Development</i> F. Özlem Tezcek (Ordu University)</p> <p><i>The Use Of Digit Ratios (2D: 4D) In Health Sciences</i> <i>Parmak Oranlarının (2P:4P) Sağlık Bilimleri Alanında Kullanımı</i> Fırat Koç (Hitit University) Elif Çetli (Hitit University)</p>

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# **ABSTRACTS**

**Evaluation of Financial Performance of Companies By Entropy Based Aras Method: An Application in Forest Products And Furniture Sector**  
**Entropy Tabanlı Aras Yöntemle Firmaların Finansal Performanslarının Değerlendirilmesi: Orman Ürünleri ve Mobilya Sektöründe Bir Uygulama**

Presentation Language: Turkish

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*Hakan Bilen (Bolu Abant İzzet Baysal University)*

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It is extremely important for business executives and investors to assess a business financial performance accurately. In this way, managers can eliminate their deficiencies and investors can choose the right businesses. In this study, the financial performances of 4 companies operating in forest products and furniture sectors in Borsa İstanbul (BIST) were evaluated by using ENTROPY and ARAS methods for the years 2015-2018. The weight values of the criteria determined by entropy method were calculated according to years. While cash ratio criterion was the most important criterion in 2015 and 2016, return on equity was calculated as the most important criterion in 2017 and 2018. The financial success rankings of the firms were obtained by Aras method according to years. Accordingly, in 2015 and 2016, the performance rankings were the same and the Yonga Company was found to have the highest financial performance. In 2017 and 2018, Gentaş and Doğtaş companies ranked first.

Keywords: Financial Performance, Entropy, ARAS Method

*BUSINESS STUDIES / İŞLETME BİLİMLERİ*

## The Impact of Perceived Service Quality on City Marketing Algılanan Hizmet Kalitesinin Şehir Pazarlamasına Etkisi

Presentation Language: Turkish

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Increasing competition in recent years has led city marketers to look for new strategies. In city marketing science, while perceived product quality is at the beginning of the strategy researches, there is an uncertainty about which product attributes of the city to focus on. It is assumed that the uncertainty among the wide product range of city marketing is the quality of service perceived by the consumer. With this research, it is aimed to contribute to city marketing science by revealing the field of product and service relation of perceived service quality in the city.

It is thought that the survey can be conducted on the inhabitants of the city. Researching the issue through city inhabitants seems to be the right option because of being of them citizens living in the city and consumer of the city. In this context, no previous study has come across.

The research has been carried out in the province of Sinop which attracted the attention of visitors in recent years. In-depth interviews were conducted with 15 prominent people in the city by using semi-structured interview method. Among other products in the city, the findings are in the way of the quality of services provided to consumers on nature and cultural heritage should not be neglected.

Keywords: Perceived service quality, city marketing, city product attributes

*BUSINESS STUDIES / İŞLETME BİLİMLERİ*



## Public Value From Theory to Practice: A Literature Review Kuramdan Uygulamaya Kamu Değeri: Bir Literatür Analizi

Presentation Language: Turkish

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New public management has given economy-management based perspective to public administration and has been criticised because of its perception of citizenship, legitimacy and nature of public service. These critics have led the way for the new approaches in public administration. In this context, one of the prominent theories in public administration during the recent years is public value. Public value theory focuses on best for the public while carrying out public service and emphasises on value creation through public managers. In addition, public value theory draws attention among other theories by impressing collaboration with citizens, civil society and other stakeholders in process of value creation. In this study, it is aimed to give a conceptual-theoretical framework of public value and reveal to public value theory is used solving which problems in public administration. It is concluded that public value is practising in value defining and classification, value creation in a public service, the role of public managers and citizens in value creation process, information and communication technology as a tool of value creation by using literature review method.

Keywords: Public Value, Public Value Management, New Approaches in Public Administration.

*PUBLIC MANAGEMENT / KAMU YÖNETİMİ*

**II. Anticommunism Propaganda as a Tool for the Construction of the Religious Site after the World War II: The Case of Sebilürreşad**  
**II. Dünya Savaşı Sonrası Dini Alanın İnşasında Bir Araç Olarak Antikomünizm Propagandası: Sebilürreşad Örneği**

Presentation Language: Turkish

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The Republic of Turkey has made many radical changes in the social structure inherited from Ottomans to reach the level of contemporary civilizations since its foundations. Many new policies have been implemented to change every aspects of life especially religion, and imposed tension between different segments of society the regime. The effect of revolutions in certain areas have been much broader such as secularism which has led to a gap between the state and religious groups. This tension persisted in various forms during the single-party years, and they have practiced religion outside the public sphere for a long time. During the single party years, the state's understanding of secularism has been taken into a new stage with the Cold War that started after World War II. Beside the beginning of political and economic liberalization process, Turkey's attitude as a commitment to the US-led West has achieved many radical changes in economic and social policy in the new era. This study tries to investigate the reflection of the anti-communistic propaganda of the state on Sebilürreşad, the most important İslamist magazines in the liberalization period. The study mainly focuses on the period from the re-establishment of the magazine to the 1950s when DP came to power.

Keywords: Sebilürreşad Magazine , Anti-communism, Cold War

*HISTORY / TARİH*

## Econophysics : Still Worrying Trend in Developing Countries More than Two Decades Later

Presentation Language: English

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Econophysics is an interdisciplinary field which has been widely and rapidly developed in the literature since the "worrying trends in Econophysics" paper published by four distinguished and mathematically oriented economists in *Physica A* (2006). While today, more than two decades later we are witnessing tremendous development in the viewpoints of economists in developed countries regarding the importance of contribution and application of physics in economics but the case in developing countries are still disappointing. Econophysics has been mostly debated since its founding in the last decade of the 20th century in developed countries and still there is some disagreement among these economists despite the increasing number of economists supporting it. It is interesting to see that in developing world the concept is still relatively new and there is little discussion whatsoever in this regard. The purpose of this paper is to find out more about the worrying trends in Econophysics among economists in developing countries. To do so a questionnaire has been emailed for a sample of 50 economists from both private and public universities in Iran as a case of recently tremendously progressed developing countries in scientific output as well as some other economists from developing countries whom I met in international conference from Turkey, India, Pakistan and Malaysia. The findings were interesting. More than 75 percent had very limited knowledge on Econophysics and they were not even familiar with the important contributions in the literature such as the above well-known article. Therefore, the lack of awareness has been an important reason of worrying trends on econophysics in these countries. Also the finding indicates that the developing countries economists were more familiar with other interdisciplinary fields such as Bioeconomics and Nanoeconomics compared to Econophysics. Perhaps the reason is that these fields are more practical and mainly show more tangible real world applications than econophysics which still is mostly concentrated on theoretical basis. In addition, when we explained about econophysics and its importance in today's stochastic nonlinear dynamic general equilibrium world which emphasis is on applications of mathematical and physics in economics then the finding shows almost all Quantitative economists were in favor of Econophysics and some including myself believe that without physics and mathematics economics could not have been achieved its today's credit. I am now sure that the term of general theory in Keynes 1936 book "General theory of employment, interest & money" is borrowed from Einstein's General Theory of Relativity. The collaboration between Keynes (who criticized classical economists and developed their works) and Einstein (who criticized Newton and developed his theory) should remind their followers in both disciplines to continue to do so. The similarities of the views on law of motion between Newton in Physics and Classical economists in economics and between Keynes in economics and Einstein in physics indicates that despite different conflicting views in each discipline they both will be better off by collaboration. Finally, the result shows economists in developing countries who are against mathematical modeling and mathematical economics and even econometrics which is the application of statistical methods in economic relations and of course resists to econophysics are having relatively poor knowledge of mathematics in general. Perhaps closing the empirical gap and concentrating on more practical applications of Professor of Economics, University of Mazandaran, Babolsar Iran. [jafarisa@umz.ac.ir](mailto:jafarisa@umz.ac.ir) econophysics beyond labor and stock market- which due to available large reliable data so far have been paid more attentions - could convince economic decision makers to support econophysics and to reconcile between traditional economists and the modern mathematically oriented economists. Meanwhile it is recommended to consider econophysics at least as a Thematic school of economic thought in order to raise the knowledge and awareness regarding Econophysics in Developing countries.

Keywords: Econophysics; Developing countries; Thematic school of economic thought.

*ECONOMICS / İKTİSAT*

## China's Belt And Road Initiative :How Turkey Fits In ?

Presentation Language: English

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China's Belt and Road Initiative as an integrated developmental project presents its participatory countries with certain challenges while offering a window of opportunity to patch up their infra-structural gap. In this sense, some of the challenges stem from differences of developmental stages of the countries it covers. This has become more pronounced as the project progressed steadily since its launch in 2013. One of the main areas is in the harmonisation effort of developmental policies between these countries as each seek to respond to the Initiative on the basis of their already established economic order and institutions. This can be extended to include differences in the legal and social arenas. This paper attempts to address such difficulties for Turkey. It suggests areas in which Turkey can contribute to the progress of the initiative particularly by focusing on the finance and resolving legal conflicts and arbitration. The paper will also develop an argument based on the geo-political shifts and redefinition of international power game in which Turkey can also play a major role.

*ECONOMICS / İKTİSAT*

**Can Biographical Films Create a New Trend in Recent Turkish Cinema?**  
**Son Dönem Türk Sinemasında Biyografik Filmler Yeni Bir Eğilim Yaratabilir mi?**

Presentation Language: Turkish

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The Turkish films produced since 1990s have been evaluated in two groups: Popular box-office movies and director films collected under the title of arthouse. However, the genre concept plays an active role from the perspective of popular cinema. The dominance of comedies, particularly are remarkable among the other genre films which have recently achieved the highest box office in Turkey. The variety of genres, at this point, may be examined through the war, historical, drama and biographical films. In this context, it is observed that the examples which include the features of biographical genre such as “Ayla” (2017) and “Müslüm” (2018) and which have achieved box office success during the recent years, constitute an alternative to the comedies. This study aims to analyze biographical films in today's Turkish cinema and to discuss the question of whether this genre creates a new trend.

Keywords: Popular Turkish Cinema, film genres, biographical film

*FILM STUDIES / FİLM ÇALIŞMALARI*

## A New Brand Manifestations Inventory For Applications of Brand Aesthetics Marka Estetiği Uygulamaları İçin Yeni Bir Marka Göstergeleri Envanteri

Presentation Language: Turkish

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In today's fierce competitive environment, the brands that cannot distinguish themselves from competitors with the concrete features of the products have turned to brand images, which are difficult to imitate, abstract elements, in order to survive and gain competitive advantage. Brand image is shaped by the characteristics and quality of each contact or interaction between brands and customers throughout the customer journey. The origins of the brand image, which make the fundamental difference between competitors, are based on communication with consumers at brand contact points. Brand aesthetics, which tackles each contact point that can be planned aesthetically as brand manifestations, aims to convey a holistic brand story to the consumers in the most effective way by arranging these manifestations in a coordinated and consistent aesthetic code. It strengthens the brand identity and brand image. It is very important to know and manage brand manifestations to be esthetized by planners, in this process. Despite this significance, literature review shows there are not many studies about brand manifestations used in the context of brand aesthetics. In addition to this, differences and conflictions have been observed in the few studies on the subject. The study aims to provide a clear and understandable inventory list of brand manifestations that can be used in brand aesthetics applications to the researchers and practitioners. In this respect, on the one hand, the brand manifestations included in the current studies have been re-examined and on the other hand, the literature on brand contact points has been reviewed, the necessity for a new inventory list has been put forward due to the reasons and a current inventory list has been created and presented to the use of researchers and practitioners.

Keywords: Brand Manifestation, Brand Aesthetic, Brand Touchpoint

*MARKETING STUDIES / PAZARLAMA ÇALIŞMALARI*

## Turkish and Azerbaijany Romanticism Türk Ve Azerbaycan Romantikleri

Presentation Language: Turkish

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Türk edebiyatında romantizm, Tanzimat dönemi edebiyatı boyunca takipçilerini bulmuş ve gelişmiştir. Romantizm Fransa'da bir edebiyat akımı olarak yaranmış, orada gelişmiş ve diğer halkların edebiyatını etkilemişti. 1820 ve 30'larda şekillenen romantizmi neredeyse Fransız Devrimi'ni bu eğilimin itici gücü olarak düşünmek mümkündür. Bu devrim, despotik, mutlak kurallara karşı keskin bir protesto oldu. Bu devrimin sonucu olarak, insana olan bakış tarzı tamamen değişmiştir. Artık herkes ayrı bir insan olarak görülüyor ve edebiyatta insanın iç dünyasının, kendi dünyasının var olması, bir istisna olmamıştır. Bu nedenle, antik Yunan edebiyatında, klasik edebiyatta sahip-köle ilkesine karşı güçlü bir protesto ortaya çıkmaya başlar. Zamanın yazarı ve şairi halkın daha iyi anlaşılması için halk edebiyatına ve folkloruna başvurmayı tercih ediyor.

Romantizmin ideologları Montesquieu, Voltaire, Russo gibi filozoflardı. Romantik edebiyatın hakim olduğu klasik edebiyat, edebi ve mantıklıydı. Romantikler burjuvazini eleştirerek, sıradan insanların duygu ve isteklerini eserlerine konu olarak seçiyordu. Klasik edebiyatın aksine, romantikler gözlerini hem fiziksel hem de ahlaki açıdan kusurlu insanlara çevirmiş ve onları kahraman olarak görmüştür. İdeal insan tipinden ayrılan romantikler rüyalar dünyasına sığınmış, ancak hayatta daha gerçek olan insanları edebiyata taşımış oldular.

*LITERATURE / EDEBİYAT*

## Political Economy Of The Relation Between Internal Migration And Developpment Uluslararası Göç ve Kalkınma İlişkisinin Ekonomi Polisiği

Presentation Language: Turkish

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1970'li yıllardan günümüze yasadışı göçte önemli boyutlarda artış olmuştur. Birleşmiş Milletler Küresel Göç verilerine göre 2010-2017 arasında mülteci (refugee) ve sığınmacı (asylum seeker) olarak göç edenlerin sayısı yaklaşık olarak 13 milyondur. Bu nedenle özellikle uluslararası göçün kontrolü ve yönetimi ülkeler tarafından önemsenmektedir. Ancak uluslararası göçün kontrolü, ulusal ölçekte (göç alan ve göç veren) ülkelerin siyasal ve ekonomik çıkarlarına bağlı olarak şekillenmekten öte, uluslararası göç yönetim stratejilerinin oluşturulmasına neden olmuştur. Bu alanda "göç ve kalkınma" çalışmaları özel bir yer teşkil etmiştir. Gerek göçmenlerin, göç alan toplumdaki bireyler tarafından kabullenilmesi gerekse göçmenlerin sermaye birikimine katkıları açısından kalkınma kavramı ile ilişkisi kurulmaktadır. Özellikle ana akım iktisadın "ülkelerin faktör stoklarında artış sağlanarak büyümenin gerçekleşebileceği" tezinde göçmenler, bir üretim faktörü olarak görülmektedir. Diğer taraftan "uluslararası göçün, göç veren ülkenin kalkınmasına da olumlu etkiler yaratacağı" varsayımıyla göç ve kalkınma ilişkisi yeni politikaların oluşturulmasına neden olmuştur. Bu çalışmada, uluslararası göç ile kalkınma arasındaki ilişkiler analiz edilerek, uluslararası göç yönetimi ve stratejilerinin ekonomi politiğinin eleştirisi yapılacaktır.

*DEVELOPMENT STUDIES & DEVELOPMENT ECONOMICS / KALKINMA ÇALIŞMALARI VE KALKINMA EKONOMİSİ*



## Sustainable Urban Development Models; Compact Cities Sürdürülebilir Kentsel Gelişim Modelleri; Kompakt Kentler

Presentation Language: Turkish

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This study aims to examine the compact city which is one of the sustainable urban forms through developing countries. Today, urban sprawl is seen as one of the most common problems in both developing and developed countries. Reduction in agricultural land, the destruction of biodiversity and ecosystems, more fuel consumption for transportation, loss of community life are some of the effects of urban sprawl and impact of the sustainability of cities. The concept of compact city is regarded as one of the sustainable urban form approaches advocated against urban sprawl. This is a high-density, mixed-use city, with clear (i.e. non-sprawling) boundaries. It provides convenience to cities in areas such as social sustainability, economic applicability, sustainable transport and sustainable use of urban land. In industrial and developed countries with low population growth rate, a compact form of the city may have the results as mentioned. However, in developing countries the situation is different. Rapid urbanization and increasing rate of demand for housing affect the implementation of compact urban strategies.

*PLANNING / ŞEHİR PLANLAMA*

## **An Overview of Food Industry's Competitive Strategies: Evaluation the sector regarding to Global and Turkey**

### **Gıda Endüstrisinin Rekabet Stratejilerine Genel Bir Bakış : Sektörün Evrensel Dünya ve Türkiye Açısından Değerlendirilmesi**

Presentation Language: English

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Food is one of the most important things for life. Turkey is known as an agricultural country. Because, fifty percent of people still deal with agriculture. Turkey can grown almost all type product due to its climate. Besides these, Turkey has an important geographic location. So it is not hard increase exportation on food industry. The movement that called globalization has been affecting our age. Different people have nearly same demands with the movement. After the generalization of globalization, firms have been starting to be active in foreign markets. Globalizational so causes an intensive competitive environment. Firms and nations are in a hard competition environment in our age. People must compete with other people that live in foreign countries. The firms must develop themselves on every fields. So it is an obligation for them to manage their resources and personnel. Turkey is pretentious on food industry in the foreign markets. Turkey has an important advantage with its climate, location and food culture on the area. The industry includes a long process from agricultural and bestial Production to marketing operations in foreign markets. Many key factors like Government supports, marketing techniques, raw material and product quality, standards, demand, foodculture, Technology affect the industry. In this conditions, there are many duties for our Government and private sector. Our Government must: prevent unfair competition, gives upport to farmers in order to increase production, make regulations about standards, control standarts and quality, encourage research and Development studies, built infrastructure for export. A very sensitive subject in today's marketing is the competition among companies, which have the strategy to succeed and satisfy the objectives and demands of customers. Today market is global. Competitors are world class and vigorous. Organizations are aggressively moving into new markets and practicing global marketing. They are strategy guided, focused and innovative. On the other hand, customers are well informed and demand high quality products. In such a marketing warfare it is impossible for a company not to determine wise strategies. Food industry is one of the strongest industry branch in Turkey. There are many factors to affect the industry. Raw material, export conditions, standardization, domestic and foreign competition is only a few among the factors. The study has gives general information about agriculture . The research area of this issue involves the introduction of Turkish Food Industry, the competitive power of Turkey. The purpose of the study is to generate a perception about the strategies in food industry, and is to provide an overview about theoretical information for strategy making and interviews of some companies in Turkey The private Sector of Turkey must make production with desired standarts, give support to farmers financially and technically, gain a vital place on foreign markets by using wise marketing techniques. The government of Turkey and private sector must determine some strategies in order to increase efficiency on the areas. The food industry of Turkey will be better with well determined strategies.

Keywords: Competitive strategy, Food Industry, Strategy, Marketing, Strategy making.

*BUSINESS STUDIES / İŞLETME BİLİMLERİ*

**Assessment the Customer Relation Management in Cargo Sector: Improving A Model for A Cargo Firm**  
**Kargo Sektöründe Müşteri İlişkileri Yönetimi Değerlendirmesi: Bir Kargo Firması İçin Bir Model Geliştirilmesi**

Presentation Language: English

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At the last decades the population moved from the farm communities to large urban areas, as result the consumer became mobile, and supermarkets and Department stores were established to achieve economies of scale through mass-marketing, the relationship between the customer and the Merchant became nameless and faceless. Customer Relationship Management (CRM) is a business strategy comprising segments for sales, marketing, and service without comes optimizing profitability, revenue, and customer satisfaction. CRM is a customer-focused strategy aimed at anticipating, understanding and responding to the requirements of an enterprise's current and prospective customers. The objective of a CRM strategy is to optimize profitability, revenue and customer satisfaction. CRM becomes an important business strategy approach. CRM focuses on understanding the requirements and desires of the consumer and is achieved by placing these requirements at the heart of the business by integrating them with strategy, people, technology and business processes of the organization for business profit. Cargo Sector and Cargo Service are a growing industry in Turkey and it is open to developments. Beside National competition with European Union Participation, it will be harder to survive for cargo companies. The most suitable approach for overcoming this situation is CRM. This study includes the concepts, the detailed information about determining the problems of the cargo sector-cargo service and presenting solutions alternatives focused on CRM approaches. The aim of this research is to present the detailed literature survey about CRM, a general CRM application model for cargo companies and finally a CRM model for "ABC Cargo-Firm".

Keywords: Customer, Customer Relation Management (CRM), Cargo Sector, Business Strategy

*BUSINESS STUDIES / İŞLETME BİLİMLERİ*

## Strategic Goals of Customer Relation Management : An Application for A Marketing Company

Presentation Language: English

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Everybody who profits from CRM has his or her own definition of what it is. Customer Relationship Management should be exactly that the process of actively deepening the knowledge (not data) you have of your customers over time, and then using that knowledge gained to customize your business and strategies to meet that customers individual needs Customer Relationship Management isn't about technology any more than hospitality is about throwing a welcome mat on your front porch. The key word in CRM is the relationship. Although many firms claim to have good relationships with their customers, their relationship cannot pass beyond a transactional relationship. That is, a request of a customer to buy something is fulfilled at an agreed price. For customer loyalty and customer retention, it is important that the firm carries the relationship further. The study has general information about CRM concept . Also, the research area of this issue involves the introduction of customer relation (CR), the management of CR data Analysis part and data warehouse implementations to increase the competitive advantage and customer satisfaction of this company. According to this subject, The purpose of this research is to present Customer Relationship Management and a segment-model designed for the XYZ company. In addition, this study includes the solutions of CRM for the period –cycle of the company's development.

Keywords: Customer Relation Managament, Customer Satisfaction, Data Analysis, Data Warehouse

*BUSINESS STUDIES / İŞLETME BİLİMLERİ*

**A "De Facto" Structure In The Control And Management Of Migration In Turkey:  
Directorate General Of Migration Management  
Türkiye'de Göçü Kontrol Etme Ve Yönetme Arayışında "De Facto" Bir Yapı: Göç İdaresi  
Genel Müdürlüğü**

Presentation Language: Turkish

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Mass migration has played an important role in colonialism, industrialization, the emergence of nation-states and the development of the capitalist world market for the last half a thousand years. However, it has never been as widespread or socio-economic and politically significant as it is today. Therefore, it was not a subject that should be discussed and discussed before. As a country that has witnessed intense migration activity throughout its history and has been exposed to migration, Turkey has been steadily increasing in momentum since 2011 and has changed its distinct demographic, economic and social structure. In the face of Syrian migration, it needed to control, organize and manage this area. Because migration is a process that affects every aspect of social existence and develops its own complex dynamics. The inevitable resettlement of the social structure and the acceptance of permanent settlement have been accepted as a necessary starting point for the establishment and consideration of a meaningful public policy on migration and The Law on Foreigners and International Protection, which entered into force after being published in the Official Gazette dated 11.04.2013 and numbered 28615, established Directorate General of Migration Management under the Ministry of Internal Affairs. The managerial structure, which was originally created as a "de facto" structure on that there is no public institution specializing in migration, comes from a different physical and cultural environment and arises due to the necessity to live together socio-economic, cultural and it is equipped with the power to control and manage the process in order to prevent the development of political divisions. The study will focus on the function of the Directorate General of Migration Management which is an institutional structure in managing Turkey's migration process, and will discuss its place in public administration within the legal frameworks and strategies established in this area, while at the same time will focus on the development of the policies for migration determined by the existence of the institution in the process from 2013 to the present day.

Keywords: Migration, Migration policy, Public policy, Directorate General of Migration Management.

*PUBLIC MANAGEMENT / KAMU YÖNETİMİ*

## Lived Experiences of the City: İstanbul from the Eyes of Syrian Refugee Women

Presentation Language: English

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During the early periods of Syrian refugee flow to Turkey the state hoped to contain the Syrians in the refugee camps located near the border. However, soon it became obvious that only a minority of Syrians preferred to be longtime camp residents. With the relative share of camp residents declining steadily, today more than 98% of 3.600.000 Syrians in Turkey are urban refugees. İstanbul, the commercial, financial and cultural capitol of Turkey, has received its share of refugees since the onset of population mobility due to the war in Syria. Official figures indicate that İstanbul is home to almost 600.000 Syrians. Without work permits, Syrians serve as the reserve army for the informal sector, which often means work conditions, insecurity and low pay. Access to necessities and social services are harder for women and children. Integration to social life is hindered for women due to financial difficulties and discrimination. Especially for women who are confined to indoors and devoid of social networks/support mechanisms back home, lived experience of İstanbul is not liberating. Rather, their lives are limited spatially and in content. Spaces are not just physical places but have significant effects on the construction of meanings and identities. The perception of and identification with a city is full of subjective meanings, of both the locals and the newcomers. The subjective experience of İstanbul varies for different groups, especially for vulnerable groups such as women/refugees, and are gendered experiences. Spatial and social relations are interconnected in the (re)production of power asymmetries. The spatial experiences of Syrian refugee women, particularly their lived experience of İstanbul, are unique. Based on interviews with Syrian refugee women living in İstanbul, this work discusses the experience of the city as a living space and what it means to live in İstanbul as a refugee woman.

*SOCIOLOGY / SOSYOLOJİ*

**Formation and Lexico-semantic Features of the Evolution of Ephemisms in the Turkish language**  
**Türkiye Türkçesi ve Azerbaycan Türkçesinde Öfemizmlerin Oluşmasının Leksikolojik Semantik Özellikleri**

Presentation Language: Turkish

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Emotionally expressive lexicology forms the basis of vivid spoken language. The words that contain this lexicological style are the most impressive units of the language. Generally, the concepts of emotion and expressiveness are presented together in linguistics. Although both concepts are claimed to be independent, their interaction is evident in terms of content and function. In some lexemes, emotionality constitutes lexicological meaning of the word. The basic elements of the abovementioned emotionality are the followings: love, compassion, hate, fear, anger. While in the terms of expressiveness, the adequate expression and activity of words are considered as the basic condition. Emotional expressive words with positive meaning express desire, wish, praise. Occasionally, one can use them in oaths and promises to express his sincerity and trustworthiness to the other person. The transmitted idea is the same in both lexicological units. But with the help of euphemisms, the meaning included is transmitted in a softer manner. It is as if a word is spoken more mildly, reducing the negative effect of the situation. For example, it is more appropriate to use phrases like “rahmetli oldu, hayata gözlerini yumdu, hayata veda etti, hak dünyasına kavuştu” and “rəhmətə getdi, həyata gözlərini əbədilik yumdu, həyatla vidalaşdı, haqqın dərgahına qovuşdu” in Turkish and Azerbaijani languages, respectively, instead of “öldü”. When the idea of death is expressed with euphemisms, its negative meaning is alleviated. The expression of the words “mezar, kabir” and “ihtiyarlamak” with the following euphemisms: “kabir evi, son mekân, son duracak” and “saçı sakalı ağarmak, saçlarına dən düşmək”, respectively, is an example of the abovementioned situation. While euphemisms are historically old, they also have social definition. Euphemisms are words based on metaphors. However, unlike metaphors, euphemisms do not present the objects in more artistic way, but rather they are used to draw a veil over undesired situations. Euphemisms are a historical category. As society develops, the features of euphemisms change and gain new meanings and forms. During the development of language, some words lose their euphemistic features and, therefore, cause an increase in the number of homonymous and synonymous words, which results in the enrichment of the vocabulary of the language.

Keywords: lexicology, euphemism, semantic meaning.

*LINGUISTICS / DİL BİLİMLERİ*

**Analyzing of The Characters of The Film Dogs Don't Wear Pants In the Context of  
Psychoanalytic Film Theory  
Köpekler Pantolon Giymez Film Karakterlerinin Psikanalitik Film Kuramı Bağlamında  
İncelenmesi**

Presentation Language: Turkish

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The film “Dogs Don't Wear Pants” (2019) presents the slave/ master relationship of the male and female characters in the lead role with the pleasure they receive from sadistic and masochistic actions. The film narrative presents the moods of the characters that enjoy the sadism and masochism to the spectators based on the conventions of the contemporary narrative cinema. The study analyses the representation of the mood of the characters within the framework of the concepts of Jacques Lacan and Sigmund Freud based on psychoanalytic film theory. Based on the concepts of the mirror stage, imaginary, symbolic and oedipal orbit, phenomena such as violence, fetishism, sadism, and masochism are examined in the context of the representation strategy of the characters' moods. Utilizing Gaylyn Studlar's Masochism and the Perverse Pleasures of the Cinema (1984) article, the study raises questions about the representation of the female character from a feminist perspective. In the film analysis, the relationship between psychoanalytic film theory and feminist film theory is thus revealed.

Keywords: Psychoanalytic film theory, mirror stage, imaginary, symbolic and oedipal orbit.

*FILM STUDIES / FİLM ÇALIŞMALARI*



## Sexual Function Evaluation According to the Number and Type of Birth

Presentation Language: English

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This study aimed to evaluate the sexual behavior of women with their partners after giving birth. Methods: The present prospective observational study was conducted among women refer to the İstanbul Training and Research Hospital. The sampling method is ease sampling. Group members were chosen among patients who came to the gynecology outpatient clinic. In this prospective study, the subjects were subdivided into groups according to their mode of delivery: women who delivered vaginally with an episiotomy, women who delivered by a cesarean section, and women who delivered by a cesarean section and vaginally. All participants were able to read, speak, understand Turkish and married, and they all had a heterosexual partner. Elimination criteria were pregnancy or within 1 year after delivery, history of depression or other mental diseases, severe medical disease, psychoactive substance dependence, alcohol abuse, obesity (body mass index  $>30$  kg/m<sup>2</sup>), history of major gynecological operations, and use of medicines concerning sexual function (antipsychotics, antihypertensives, antidepressants, antihistamines, benzodiazepines, or oral contraceptives). The study protocol was briefly described to all women who accepted to participate. We also asked them to verify that they were all sexually active in the previous 4 weeks. Sexual behavior was evaluated by the female sexual function index (FSFI) questionnaire. The Female Sexual Function Index (FSFI) is a 19-items assessment of sexual function over the past 4 weeks. The index quantifies six domains. In this questionnaire, FSFI domains include the following: desire (Questions 1 and 2), arousal (Questions 3, 4, 5, and 6), lubrication (Questions 7, 8, 9, and 10), orgasm (Questions 11, 12, and 13), satisfaction (Questions 14, 15, and 16), and pain (Questions 17, 18, and 19). Sexual difficulties (SD) were identified when the problem caused clinically important distress in somebody. Patients with a low level of sexual function (FSFI score  $<26.55$ ) were classified as having SD. Statistical Analysis: All the statistical analyses in this study were performed by using SPSS 13.0 statistical software. The Mann-Whitney U test was used to analyze differences between two independent groups. A P value of  $<.05$  was considered significant for all tests. Results: A total of 45 women met the inclusion criteria. In our study, there was a significant correlation between sexual function and the number of parity. The number of children ( $r = -0.41$ ) was correlated with a decrease in sexual function. (correlation-coefficient  $r = -0.41$ ). There was no association with the delivery type ( $p = 0.9$ ) and marriage time ( $p = 0.9$ ). Conclusion: The ideal method for female sexual dysfunction is a collaborative work between therapists and physicians. This should include a whole medical and psychosocial evaluation. Health education, counseling, referral services for early determination and treatment might provide to the protection and development of the sexual health of women during the postpartum period. More consultation and direction of postnatal sexuality recurrence are required.

Keywords :Sexual function,Libido,Postpartum Sexual Health,Dyspareunia,Childbirth,Cesarean section, Vaginal delivery.

*PSYCHOLOGY / PSİKOLOJİ*

## Comparative Macroeconomic Analysis of CIVETS Countries CIVETS Ülkelerinin Karşılaştırmalı Makroekonomik Analizi

Presentation Language: Turkish

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The stage of economic and political changes in different aspects of the world led to the questioning of the country classification made by international organizations, and the emergence of new country groupings. One of these groupings is CIVETS. Colombia, Indonesia, Vietnam, Egypt, Turkey and South Africa which is the part of CIVETS grouping was identified by Michael Geoghegan, who was the CEO of HSBC, in 2010. Michael Geoghegan argued that these countries are similar in many ways, including the demographic structure. In this context, the aim of this study is to question whether CIVETS countries are similar in terms of macroeconomic indicators. According to macroeconomic indicators of CIVETS countries for the period from 2005 to 2019, the two prominent countries are Indonesia and Turkey. In addition, the most similar aspect of these two countries is their strategic importance in terms of their region. It can be said that the CIVETS group does not use the manpower which is the potential source of economic growth.

Keywords: New Acronymic Country Groupings, CIVET Countries, Macroeconomic Indicators. "

*ECONOMICS / İKTİSAT*

## Country Classification Systems and New Acronymic Country Groupings Ülke Sınıflandırma Sistemleri ve Yeni Kısaltılmış Ülke Gruplandırılmaları

Presentation Language: Turkish

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From the past to the present day, various international organizations such as the World Bank, the Organization for Economic Cooperation and Development, the United Nations and the International Monetary Fund have classified countries within the frame of their socio-economic dynamics based on their economic growth and development potentials. The new acronymic country grouping which was called as BRIC by Jim O'Neill in 2001 led to the emergence of many analysts' efforts to form groups based on the search for similarities between economies. In this context, the aim of this study is to examine the country classification systems established by the World Bank, Organization for Economic Cooperation and Development, United Nations and International Monetary Fund, and the new acronymic country groupings. The finding obtained from the study shows that the systems and approaches created for the classification of the countries differ from various ways. In particular, these differences arise from the classification of developing countries.

Keywords: Country Classification Systems, New Acronymic Country Groupings.

*ECONOMICS / İKTİSAT*

**"Non Scholae Sed Vitae Discimus" As An Experience  
Bir Deneyim Olarak "Okul İçin Değil, Hayat İçin Öğreniyoruz"**

Presentation Language: Turkish

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In this presentation, we will debate Seneca's famous expression "non scholae sed vitae discimus". There will be two sides to the debate. One will be based on personal experiences, the other will be based on theoretical quests. The personal experience part will include my experience with the workshop courses I have given at the Life Science School of Kocaeli Research and Solidarity Association. The theoretical quest will develop within the framework of the discussions of contemporary thinkers including the concepts of self, public sphere, free, alternative and adult education. Since the purpose of the presentation is to discuss why public ownership and transformation of the public sphere is necessary, it is to answer the question of how can we develop the motto of "learning for life" in the 21st century with experience. Therefore, the possibilities of going beyond the dualities such as vertical and horizontal, macro and micro, formal/governmental and civil, society and individual/community, general and private, universal and particular, practical and theoretical will also be explored.

*PHILOSOPHY / FELSEFE*

## The Framing Effect as a Determinant of Tax Compliance Vergi Uyumunun Bir Belirleyicisi Olarak Çerçeveleme Etkisi

Presentation Language: Turkish

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Behavioral public finance benefits from developments in behavioral economics, psychology and neuroscience and so aims to strengthen the psychological basis of standard approaches, to increase their explanatory power and to make better predictions. It also proposes an alternative roadmap for the analysis of public policies and the identification of new designs. Research aimed at explaining the relationship between tax and taxpayer has an important place in the behavioral public finance literature. In many studies, it has been observed that the neoclassical economic model is inadequate in defining and explaining the taxpayers' behavior. It has been revealed that taxpayers deviate from rationality and make systematic mistakes in decision-making processes under uncertainty due to their heuristic biases. In addition, it was concluded that different motivations such as fairness, social norms and altruism were effective in tax behavior. This situation has led to increased interest in the study of tax behavior and the search for alternative models. Prospect theory represents an alternative perspective for explanation of tax behavior. It is based on a number of assumptions such as taxpayers have some reference points when making decisions, they do not assess their losses and gains equally, and are more sensitive to losses. There is a significant relationship between the assumptions of the prospect theory and the framing effect. Prospect theory helps explain why framing is important for taxpayers' in decision-making processes. The framing effect can be defined as individuals' decisions have been affected on the basis of this different expression if the same reality or information is expressed in different ways. The way in which information is presented can change the reference points of individuals and influence their decisions. Individuals may tend to avoid risk when gains are highlighted while they may tend to take risks when losses are highlighted. In this study, the effects of framing on the preferences of taxpayers are evaluated in the aspect of tax behavior. In addition, different framing types have been examined in explaining tax behavior and the findings of some studies in the literature have been discussed. Finally, it has been discussed whether the framing effect is effective as a tool in determining policies aimed at increasing tax compliance.

Keywords: Framing Effect, Tax Compliance

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*PUBLIC FINANCE / MALİYE*

## The Role of New Developing Nanotechnology in Evidence Based Nursing Applications Yeni Gelişen Nanoteknolojinin Kanıta Dayalı Hemşirelik Uygulamalarındaki Yeri

Presentation Language: Turkish

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The rapid and surprising developments in science and technology have brought professions, institutions and societies as well as individuals into a big and hidden competition. Nanotechnology is the technological field where the physical, chemical and biological phenomena that deal with the nanometer scale and the molecular dimensions of matter are easily understood, and the technological field in which functional materials, devices and systems are developed and is one billionth of a meter. In recent years, nanotechnological advances that affect the clinical practices together with the evidence-based nursing practices improve the quality of nursing care given with holistic approach and help to shorten the recovery time. Also, today to improve human health, well-being in order to develop and maintain the existing nanotechnology; microbiology, pharmacology, disinfection and sterilization, cancer, diabetes, osteoporosis, wound healing, pain management, infection prevention and treatment of atherosclerosis, which provides a significant contribution in the clinical practice as to provide oxygen. Correct and active use of information and communication technologies which are developing in nursing profession is very important. Knowledge of new trends that will affect Nursing, ignored and positive manner Investigation of integrated ways to the evidence-based practice, the contents of nurses, nursing education, which will be our future colleagues is important to be configured from now. In addition in the evidence-based practice of the nurses working in the clinic, they should pay attention to the structure and size of the nanoparticles contained in nanotechnology and develop preventive applications to prevent the passage of these substances to the body by inhalation or skin; follow-up of evidence-based research results showing the difference between traditional and nanotechnological therapies applied by nurses; While silver nanoparticles are currently used in the prevention or treatment of infections observed and experienced in clinics, this feature is very important to integrate nanotechnological products into dressing materials, urinary catheters or aspiration systems used in nursing care. In this review, 12 studies which were reached to full text via Pubmed and Google Scholar between 2015-2018 about the place of emerging nanotechnology in evidence based nursing practices were examined and 5 studies were included in the review. The keywords "Nanotechnology", "Evidence-Based Practices", "Nursing" and "Nanotechnology" were written in the database. In line with the developments in nanotechnology, there are improvements in clinical practices as well as in evidence-based nursing practices. In order to keep up with these developments, nurses should receive continuous training on developing nanotechnology and transfer their knowledge to other colleagues, and actively participate in evidence-based nursing practices involving nanotechnology, follow the patient / healthy individual using the nanotechnology, and record the positive or negative symptoms observed in the patient / healthy individuals. conduct research on evidence-based nursing practices involving nanotechnology showing their role and function in the field of nursing.

Keywords: Nanotechnology, Evidence-Based Practices, Nursing.

*CULTURAL STUDIES / KÜLTÜREL ÇALIŞMALAR*

**The Relationship Between Self-Care Agency and Quality of Sexual Life According to Pregnancy Trimesters**  
**Gebelik Trimesterlerine Göre Öz Bakım Gücü ve Cinsel Yaşam Kalitesi Arasındaki İlişki**

Presentation Language: Turkish

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This study was aimed to investigate of the relationship between self-care agency and quality of sexual life according to pregnancy trimesters. This relational and cross-sectional study was carried out on 165 pregnant women who applied for control at a Gynecology and Obstetrics Polyclinic and the Obstetrics Service of a university hospital between January-March 2019. The data were collected using Questionnaire Form, Sexual Quality of Life Questionnaire-Female (SQLQ-F) and Self-Care Agency Scale (SCAS). The data of the study were evaluated with descriptive statistics, Chi-square, One-Way ANOVA and Pearson Correlations tests. The mean age of the pregnant women who participated in the study was found to be 31.0±4.9 and 57.0% were satisfied with their sexual life. It was found that the satisfaction level of the first trimester pregnant women (100.0%) were significantly higher than the second trimester (54.5%) and third trimester (16.4%) pregnant women. There was a significant difference between the total scores of the SCAS according to 1st trimester (130.3 ± 13.4), 2nd trimester (81.1 ± 59.4) and 3rd trimester (39.7 ± 49.5) pregnant women. There was a significant difference between the total scores of the SQLQ-F according to 1st trimester (99.0±5.5), 2nd trimester (58.5±44.1) and 3rd trimester (17.5±37.1) pregnant women. In the self of Trimester; a significant correlation was found between the total scores of the SQLQ-F and SCAS in 1. trimester pregnancy, 2. trimester pregnancy and 3. trimester pregnancy. As a result of our study, it was found that sexual life quality decreased as self-care agency decreased.

Keywords: Quality of Sexual Life; Pregnancy; Self-Care Agency; Trimesters.

*GENDER & WOMAN STUDIES / TOPLUMSAL CİNSİYET VE KADIN ÇALIŞMALARI*

**Determining Entrepreneurial Tendency of University Students: A Research at Bahçeşehir University**  
**Üniversite Öğrencilerinin Girişimcilik Eğilimlerinin Belirlenmesi: Bahçeşehir Üniversitesi'nde Bir Araştırma**

Presentation Language: Türkçe

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Entrepreneurs that are one of the production factors with labour, capital, land and technology, are the driving force of or a country's economy. Thus, training individuals at universities who have entrepreneurial tendency is important. In this study, it was aimed at determining entrepreneurial tendencies of university students and researching whether or not their entrepreneurial tendencies differentiate according to their demographical features. Research universe is composed by university students in İstanbul, and sample group was selected as Bahçeşehir University Economics, Administrative and Social Sciences faculty students. In the research, Entrepreneurship Scale consisting of 36 statements developed by Yilmaz and Sunbul (2009) was used as measurement instrument. 387 students attended to the research. As the result of data analysis made via SPSS 22.0 program, it was determined that most of the students have high-level of entrepreneurial tendency. Moreover, as the result of variance analyses according to the demographical features of students, it was determined that there is no significant difference in terms of gender, students who have entrepreneur(s) in their families have higher entrepreneurial tendencies than students who do not have any entrepreneur in their families, and students who take the lesson of entrepreneurship have higher entrepreneurial tendencies than students who do not take the lesson of entrepreneurship yet.

Keywords: Entrepreneurship, Entrepreneurial Tendency, Bahçeşehir University

*BUSINESS STUDIES / İŞLETME BİLİMLERİ*



## The Poverty Reduction Approaches Of International Institutions And Organizations In The "Feminization Of Poverty" Perspective

Presentation Language: English

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With globalization process and the reflections of neo-liberal policy, it can be said that poverty is becoming more evident all over the world opposed to prosperity and wealth of nations. The emphasis on poverty, both conceptually and numerically, causes international institutions and organizations refer to poverty in policy design, especially in the context of development. In this context, in the 1990s, especially the World Bank, The United Nations, the International Monetary Fund and the Organization for Economic Co-operation and Development's global poverty reduction approaches and strategies have made subject matter and it has been observed that a paradigm shift in its policies towards the reduction of poverty from structural adjustment. As an extension of the process, called "the feminization of poverty" which was first described by Diane Pearce in 1978, increased interest in gender and women's poverty have constituted an important part of this transformation process, especially on the basis of the past, present and future of development. Therefore, it is important that women's issues take part in academic studies as well as plans, programs and projects for poverty reduction and economic development through the process. From this point of view, in the study, it is intended that from the perspective of "the feminization of poverty", poverty reduction strategies, policies and approaches of international institutions and organizations as an element of development are examined in a historical perspective and it has been presented in an integrated framework.

*ECONOMICS / İKTİSAT*

## Trafficking in Women: Global Trends and Turkey

Presentation Language: English

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Trafficking in persons gained very much attention in last one or two decades. Most of the trafficked people are women who want to work abroad for economic purposes but ended in a country where they forced to work as prostitutes with no income. Not only in sex industry, but also women are forced to work in service sectors, such as domestic labors, caring elderly, etc and/or they are trafficked for forced marriages. There are also men who are trafficked and worked as forced labor, but the number of the trafficked men is less than women. There are three research questions in this study. The first research question is; "Is the 'consent' term in the UN Trafficking Protocol, enough to distinguish the trafficked victim and the women who work as prostitutes 'voluntarily'?" The second research question in the study is; "How can we distinguish trafficking in women for the purpose of "sexual exploitation" and for the purpose of "forced labor" from one another?" And the third question is; "How does globalization effect trafficking in women?" This is descriptive study in order to examine the situation of trafficking in women issue and to answer the basic controversial questions about the issue.

*GENDER & WOMAN STUDIES / TOPLUMSAL CİNSİYET VE KADIN ÇALIŞMALARI*

## The Role Of Gastronomic Values in The Promotion of Turkey's Tourism Türkiye Turizm Tanıtımında Gastronomik Değerlerin Yeri

Presentation Language: Turkish

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This study aims to find out the importance of the use of gastronomic values in the promotion of tourism activities and what can be done to determine the current status of tourism and gastronomy in Turkey. The sample of the study consisted of the people chosen with the use of snowball sampling. It was important in determining participants that they had relevant knowledge about gastronomy tourism. In the study, semi-structured questionnaire was used as a data collection tool. Descriptive analysis method, one of the qualitative data analysis methods, was used in the analysis of the data. When the findings of the research were examined, it was found that participants tended to focus on the fact that gastronomic tourism is not known adequately and that it could not be used effectively in Turkey. One of the most important problems is that people could not work together in the country in the introduction of Turkish cuisine sufficiently. It was also found that it is important to focus on the importance of preserving the local cuisine and culture, to serve the elements of Turkish cuisine in the restaurants in their original forms and to provide information about Turkish cuisine in the brochures and advertisements of the agencies and tour operators operating in the sector in connection with the agencies abroad.

*TOURISM / TURİZM*

## Streams, Generations, Perceptions From Conventional TV to Netflix Geleneksel TV'den Netflix' e Akışlar, Kuşaklar, Algılar

Presentation Language: Turkish

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Netflix bir SVOD ( subscription video on-demand ) servisi olarak 2016 yılında Türkiye piyasasına girmiştir. Netflix'in 3 yıl gibi kısa bir sürede kullanıcı sayısı 170 bine abone sayısı ise 65 bine ulaşmıştır. Netflix, geleneksel televizyonun aksine bir zaman akışına sahip olmaması, kataloglara, algoritmik filtreleme, mobil cihazlarla her yerde izlenebilme özelliklerine sahip olması ile geleneksel TV'ye bir meydan okuma olarak değerlendirilebilir. Bu noktada klasik TV'nin lineer bir çizgide ilerleyen yayın akış modeli ile Netflix'in kataloglar yüzeyinde algoritmalarla kişiselleştirilen isteğe bağlı izleme modelinin izleyici tarafından nasıl algılandığı sorusu dijital kültüre uyarlanma bakımından ele alınması gereken bir sorudur. Araç olan TV'nin dijital bir bellek haline gelmesi yayıncıdan bağımsız kişisel bir akışa olanak sağlaması özellikle dijital yerliler olarak görülen gençler tarafından nasıl algılanmaktadır? Dijital yerlilerin geleneksel TV'ye bakışları nasıldır? Yayın akışı ile kataloglar yüzeyinde algoritmaların belirleyici olduğu bu iki farklı zaman dizini nasıl seçme ikilemleri yaratmaktadır? Bu çalışmada bu soruların cevabı Netflix abonesi yaşları 18 ila 22 arasında değişen 8 üniversite öğrencisi ve yaşları 55 ile 67 arasında değişen geleneksel TV izleyicisi 8 emekli/ev hanımı kadın ile yapılan focus grup görüşmelerin izinde aranmaya çalışılacaktır.

*MEDIA STUDIES / MEDYA ÇALIŞMALARI*

## Social Change in Turkey: Witnessing the Transformation of Ankara

Presentation Language: English

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Turkey is a country which has encountered with important social change processes. Cities of the country lived various social transformation processes during this period as well. Recording this process and bring it in the social memory is extremely significant for the social history and sociology of the country. Ankara was promulgated as the capital city of Turkey. Since then, it transformed to a big city from a small town. During the first period, city development plans were made and transformation of Ankara as a capital city was tried to be done in a controlled manner. But after the 1950s, migration from rural areas to urban areas started in the country. Ankara became one of the major cities that took internal migration and transformed and grew with a big speed. This process continued until 1980s. Today, Ankara is a big city with around 5 million residents. During this transformation process of the city, appearance, structure, everyday life and cultural life of the districts of the city changed. People who were born in Ankara and who migrated to Ankara witnessed this process.

In this study, transformation process of Ankara as a capital city from 1950s to today will be examined throughout the witnessing of people who were born in Ankara and who migrated to Ankara during this process. Oral history method will be used, and results of the interviews will be analyzed. During the interviews, changes of the old districts of Ankara, changes in the everyday life and cultural life and changes of the old landmark buildings of Ankara will be analyzed throughout the witnessing of the participants.

Keywords: city transformation, capital city, oral history, social change, migration

*SOCIOLOGY / SOSYOLOJİ*

## A Conceptual Discussion on the Dimensions of New Media Literacy

Presentation Language: English

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New media technologies shift the focus of media literacy from individual expression to community involvement and from the consumption of media content to its prosumption. Therefore, while the traditional media literacy focuses only on how audiences deal with the flood of media messages, new media literacy also involves social skills developed through collaboration. The literature on new media literacy grounds on the traditional media literacy research and combines it with technical, social and critical skills. Researchers have proposed various classifications to evaluate new media literacy skills. The widely cited work of Jenkins (2009) proposes that new skills include; play, performance, simulation, appropriation, multitasking, distributed cognition, collective intelligence, judgment, transmedia navigation, networking and negotiation. Livingstone (2004) uses a four-dimensional taxonomy of; access, analyze, evaluate and create messages across a variety of contexts. Chen, et al. (2011) present a two axis-diagram that includes functional media literacy, critical media literacy, consuming media literacy and presuming media literacy. In a similar vein, Koç and Barut (2016) use functional consumption, critical consumption, functional presumption, critical presumption. Lee, et al. proposes a refined framework by distinguishing Web 1.0 and Web 2.0 and by adding ten indicators (e.g. evaluation, synthesis, distribution) to the four dimensions of Chen, et al. (2011). This paper presents a comprehensive theoretical framework to understand the dimensions of new media literacy. By discussing and confronting the existing taxonomies, the paper aims to provide a holistic review. Finally, it proposes an integrative framework that incorporates the existing dimensions.

Keywords: New media, media literacy, new media literacy skills,

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*MEDIA STUDIES / MEDYA ÇALIŞMALARI*

## The Unemployed and Unemployment Issue Beyond the Numbers Rakamların Gölgesinde Kalan İşsizler ve İşsizlik Meselesi

Presentation Language:

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It is quite common to observe that some certain part of the population in Turkey discusses unemployment as a distinct phenomenon isolated from its individual, social and political contexts. The debate on unemployment is often confined to the shadow of seasonal effects, economic conjuncture, growth or structurality. This study will focus on the ideological dimensions of the unemployment issue and more specifically on the experiences of the unemployed. This research centers on understanding the approaches of unemployed people who have not been able to find a job for a long time and their strategies for future and survival. Within this context, the research is designed as a field study to understand the real dimension of unemployment through in-depth interviews with people who have been unemployed for more than a year. The unemployed people were selected by snowball technique in the research. Consequently, this study tries to analyze how the dominant ideology and the mainstream business perspective rather than focusing on the psychological consequences of unemployment cover up the real dimension of unemployment. Ultimately, the unemployment issue will be discussed around the concept of social state, where the claim of being a social state bears far greater responsibilities than a constitutional statement.

Keywords: Unemployment, the ideology of unemployment

*LABOUR ECONOMICS & INDUSTRIAL RELATIONS / ÇALIŞMA EKONOMİSİ VE ENDÜSTRİYEL İLİŞKİLER*

## **Analysis of the Relationship Between Performance Appraisal and Other Key HRM Activities**

Presentation Language: English

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In modern human resource management, the activity related to "performance appraisal" is crucial not only as a systematic management approach. It also plays a key role in how people are handled by their managers. Performance appraisal is a natural process and tool in the hands of executives that helps them manage much more effectively, guided by the goals and corporate values of organizations. Valuation is an activity that enables you to make the right decisions, focused on the benefits of modern business units. It can only focus on what, if done, can lead to visible results and improvements. In this way, a focus can be placed on changing the behavior of employees towards achieving high results from their work. Performance appraisal is also an opportunity for managers to concentrate on the development of their employees without resorting to recruiting, recruiting and hiring already trained staff for a higher cost. However, in addition to all this, performance appraisal is inseparably linked and interacting with all other key HRM activities in organizations.

The purpose of this report is to analyze and present the relationship between performance appraisal and other key HRM activities: HR planning; recruitment, selection and appointment of employees; training and development of personnel; salary planning and management; dismissal of employees.

As part of a larger study, the report shows the link between performance appraisal and other key activities that is crucial to human resource management, as performance appraisal is a way to achieve better results by providing funding for the best possible representation of employees in organizations.

Keywords: performance appraisal, management, human resources, organizations, business.

*BUSINESS STUDIES / İŞLETME BİLİMLERİ*



## Discursive Body and Identity Söylemsel Beden ve Kimlik

Presentation Language: Turkish

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Beden imgesi yüzyıllardır üzerinde çalışılan konu olmuştur. Beden sosyolojisi kapsamında bedensel söylem, beden ve kimlik, beden ve sağlık dikotomisi, refleksif beden, bedensel kontrol, beden ve sözsüz iletişim vb. gibi birçok beden çalışmaları yapılmış ve yapılmaktadır. Birçok felsefi bilgi, sözsüz imge, söylemsel davranış beden üzerinden vücut bulmaktadır. Bu sebeple beden imgesine büyük bir sorumluluk düşmektedir. Beden dans üzerinden sahne sanatları bağlamında kendisini konumlandıracağı gibi bedene eklenmiş söylemler olan (dövme ve piercing vb gibi) görsel sanatlar üzerinden de kendisini bir söylem üzerinden konumlandırması olanaklıdır. Bu çalışmada beden imgesinin vücutta dövme üzerinden nasıl anlam kazandırıldığı ve nasıl bir kimlik yaratılmaya çalışıldığı derleme çalışması şeklinde bir araya getirilmiştir. Tüketim ve beden düsturu üzerinden beden bir tüketim nesnesi değil ancak kendi başına bir kimlik yaratan isyankar bir grup olarak bireysel benliğe hitap eden bir yapıya olduğunu vurgulamak yanlış olmamaktadır. Dolayısıyla iletişim bağlamında saniyeler içinde bireyleri bedenleri ile karşılayıp zihinde bir şema yaratıldığına göre izlenim yönetimi bağlamında beden ve bedene eklenen tüm unsurlar bir aktör olarak sözlü iletişimden daha çok şey ifade etmektedir. Bu bedene eklenmiş eklektik unsurlar yalnızca giyim ve aksesuar olmanın ötesinde beden ile birebir temas halinde olan ve onunla bütünleşen dövme sanatı ile bireyin kimliğinin bir parçasının yaratıldığı vurgulanabilmektedir.

*SOCIOLOGY / SOSYOLOJİ*

## **A Sustainable Blue Economy and Public Policy Sürdürülebilir Bir Mavi Ekonomi ve Kamu Politikaları**

Presentation Language: Turkish

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Blue economy developing on the grounds of green economy bases on a strategy involving various economic activities related to oceans, seas and coasts. Blue economy is a new economic concept whose background is sustainability of ocean resources and in which economic activities and related policies are carried out. The concept of blue economy is concerned with environmental health, such as climate change and pollution control, as well as economic activities such as production, economic growth, increasing job opportunities and reducing poverty. Oceans, seas and coasts are natural resources that can be defined as global public goods and they have environmental externalities. The existence of environmental externalities is one of the main reasons for governments' policy in the field of blue economy. Governments' support policies are quite significant for achieving the goals of the blue economy. Governments' supportive policies are substantial for achieving the goals of the blue economy. Governments should promote the development of the blue economy through various financial instruments. Public policies implemented are tax measures and incentives, penalties or public expenditures.

Keywords: Blue economy, Sustainability, Public Policy

*PUBLIC FINANCE / MALİYE*

**Social Expenditures For The Elderly within the Context of Social State in Turkey.  
Türkiye’de Sosyal Devlet Anlayışı Kapsamında Yaşlılara Yönelik Sosyal Harcamalar**

Presentation Language: Turkish

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The social state adopts an understanding providing minimum income guarantee, enabling social security, offering services like accommodation, education, health to its citizens for maximizing the social welfare of the society and protects its citizens from social risks. During the period between 1945 and 1975, which was called the golden age of the social state, social and economic rights expanded considerably. However, in the following periods, the bright years of the social state were left behind and implemented the social policies were limited. Today, although the understanding of social state is not in the form of providing a wide range of services as in the golden age of the social state, social services are one of the significant fields of the state. One of the instruments that the social state uses to maximize social welfare is social expenditure. In the study, social expenditures for the elderly in Turkey from the past and present within the context of social state understanding are examined.

Keywords: Social State, Social Expenditure, Elderly

*PUBLIC FINANCE / MALİYE*

**Mediator Role Of Perceived Organizational Justice In The Effect Of Ethical Leadership  
On Turnover Intention  
Etik Liderliğin İşten Ayrılma Niyeti Üzerindeki Etkisinde Algılanan Örgütsel Adaletin  
Aracılık Rolü**

Presentation Language: Turkish

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The aim of this study is find out the mediator role of employees' perceived organizational justice in the effect of managers' ethical leadership behaviors on intention to leave. One of the most important types of leadership is ethical leadership in current business environment. Ethical leadership explains how the ethical behavior of the leader in the business affects the ethical decisions and actions of the followers. Brown and Trevino (2005), the pioneer of the ethical leadership approach, mentioned that there are four dimensions of ethical leadership and expressed these dimensions as ethical climate, ethical decision making, behavioral ethics and communicative ethics. Besides, one of the important behavioral characteristics of the ethical leader is justice. Considering the leader's behaviors as fair by the employees, the common goals of the organization will be achieved faster. Decision making, which is displayed by ethical leaders and perceived as fair by employees, makes principled and fair interpretations in decision making strengthens the perception of justice within the organization. This justice climate decrease the turnover of employees. In this study the Ethical Leadership Questionnaire is adapted from Yılmaz (2005), the perceptions of organizational justice is adapted from Niehoff and Moorman (1993) and Lastly, 3-item Intention to Leave scale was used to measure employees' intention to quit, which is adapted from Demirel (2012). The survey was conducted with the invitation to link to the head office and branch employees of public and private banks via the internet portal. The questionnaires sent to about 700 employees and 380 people completed the questionnaire and contributed to the study. Structural equation model was utilized to analyze the data.

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## The International Presence of UNMIK and KFOR Following NATO Operation against Serbia

Presentation Language: English

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This paper will engage in the analysis of UNMIK and KFOR roles in the nation-building process that started to take shape after the bombing of Yugoslavia in 1999. Following the bombing campaign, international peacekeeping missions were deployed to Kosovo with the objective to establish a safe environment for all people in Kosovo and to facilitate the safe return of refugees and displaced people. Although UNMIK exists to this very day, its activities became minor following the declaration of independence by Kosovo in 2008. The paper will also shed light on EULEX – European Union Rule of Law Mission in Kosovo which itself operates within the framework of UN Security Council – and delineate its roles and responsibilities accordingly. More specifically, the paper will look into the results throughout almost two decades of the presence of international missions and analyse the success rate in establishing Kosovo as a sovereign state.

*INTERNATIONAL RELATIONS / ULUSLARARASI İLİŞKİLER*

## Eastern Partnership Initiative: Buffer Zone between East and the West

Presentation Language: English

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The Eastern Partnership initiative is a joint initiative of European External Action Service and the European Union, together with the Member States that was established in 2009 with an aim to deepen and govern the relationship with the EU's neighbours to the East, namely Armenia, Azerbaijan, Belarus, Georgia, Moldova and Ukraine. Ukraine, Moldova and Ukraine have signed Association Agreements with the EU, containing provisions on the establishment of deep and comprehensive free trade areas, whereas the relations with Armenia, Azerbaijan and Belarus is advancing at a more modest pace, also owing it to countries' own foreign policy outlook which at times does not completely match that of the EU. There has been some criticism on the part of Eastern Partnership (EaP) countries towards the EU, especially in terms of top-down approach that the EU tries to apply by rules/norm transfer and conditionality, which as such excludes the notion of "partnership" which is the main aim of the initiative. Secondly, the EaP initiative lacks any prospects of these countries' enlargement to the EU, thus causing the six EaP countries to lose their interest and discontinue the engagement in the reform processes. Although it was never mentioned that EaP initiative might become a "window of opportunity" for six EaP countries to work closely with the EU and subsequently be offered a membership perspective, the EaP countries perceived this as a possibility. With the EU losing leverage in these countries, the countries are seeking other alternatives to boost their economic growth and security prospects. The danger in turning their back on the EU lies in the possibility of developing deeper partnership with Russia, which offers alternative solutions in terms of both economic and geopolitical cooperation. Russia is perceived to be a dominant regional power not wanting any kind of strategic and economic partnership between these countries and the EU. This, coupled with countries' internal struggles, frozen conflicts, high level of corruption and slower rate of economic growth, adds to the complication of geopolitical situation in the region.

*INTERNATIONAL RELATIONS / ULUSLARARASI İLİŞKİLER*

## Terminological Vocabulary in Modern Turkish and Azerbaijani Languages Çağdaş Türkçe ve Azericede Terminolojik Kelime Bilgisi

Presentation Language: Turkish

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Çağdaş Türkçe ve Azericede terminolojik kelime bilgisi özel bir katman oluşturmaktadır. Yazı dili bilimsel tarzının ayrılmaz bir parçası olan terminolojik kelime bilgisi aynı zamanda ekonomik terimleri, genel olarak halkın sosyo-kültürel, teknik ve ekonomik başarılarıyla ayrılmaz bir şekilde bağlantılıdır. Bu bağlamda Türk ve Azerbaycan dillerindeki ekonomik terimlerinin karşılaştırmalı olarak incelenmesi, incelediğimiz dillerde bu terimlerin uygun ve farklı özelliklerinin ortaya çıkarılmasında, onların kullanım alanlarının belirlenmesinde önemli role sahiptir. Çağdaş Türkçe ve Azericede söz birleşmesi modelinde şekillenen iktisat terimlerini yapı bakımından iki gruba ayırabiliriz: Basit Tamlama modelinde oluşan ekonomik terimler, 2. Bileşik Tamlama modelinde oluşan ekonomik terimler. Basit Tamlama modelinde oluşan ekonomik terimler sadece iki kelimenin birleşmesi sonucu meydana çıkıyorsa, Bileşik Tamlama modelinde oluşan ekonomik terimler üç ve daha fazla kelimenin birleşmesi sonucu oluşmaktadır. Basit Tamlama modelinde oluşan ekonomik terimleri üç gruba ayırabiliriz: Takısız İsim Tamlaması modelinde oluşan ekonomik terimler, Belirtisiz İsim Tamlaması modelinde oluşan ekonomik terimler, Belirtili İsim tamlaması modelinde oluşan ekonomik terimler. Takısız İsim Tamlaması modelinde oluşan ekonomik terimlerin bileşenlerinin sözcük türleriyle ifadesi açısından aşağıdaki yapısal ve anlamsal tipler ayırt edilebilir: a) birinci bileşeni isimlerle ifade edilen terminolojik tamlamalar, b) birinci bileşeni sıfatlar, ikinci bileşeni ise isimlerle ifade olunan terminolojik tamlamalar, c) birinci bileşeni sayılar, ikinci bileşeni ise isimlerle ifade olunan terminolojik tamlamalar, ç) birinci bileşeni farklı eklerle oluşan ortaç (sıfat fiil), ikinci bileşeni ise isimlerle ifade edilen terminolojik tamlamalar. Bunlardan başka Belirtisiz ve Belirtili Tamlamalar modeline oluşan ekonomik terimler de vardır. Bileşik Tamlama modelinde oluşan ekonomik terimleri bileşenlerin ifadesi açısından aşağıdaki gruplara ayırabiliriz: a) işbu bileşenlerin birinci bileşeni kelimeyle, ikinci bileşeni ise tamlama ile ifade edilir, b) bileşenlerin biri kelimeyle, diğeri ise tamlamalarla ifade edilir. Fakat bu zaman belirleyen taraf tamlamayı bir bütün olarak ifade etmez, sadece onun ikinci bileşenini belirler, c) her iki bileşeni tamlamayla ifade edilir. Bileşik tamlama modelinde oluşan ekonomik terimler daha çok isim+isim+isim, sıfat+isim+isim, isim+sıfat+isim, sıfat+sıfat+isim, ortaç+isim+isim modelinde oluşur. Çağdaş Türkçede ve Azericede tamlama şeklinde oluşan ekonomik terimlerin bilimsel olarak incelenmesi çağdaş bilimsel dilimizde terimlerin oluşum sürecini belirlemek açısından özel önem taşımaktadır.

*LINGUISTICS / DİL BİLİMLERİ*

## What Explains Firm's Access to Finance in Turkey?

Presentation Language: English

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The paper aims to provide new empirical evidence for the determinants of access to finance by the enterprises in Turkey. In particular, the study investigates some enterprise-specific characteristics that may have an impact on firm's ability to access finance to scrutinize whether Turkish firms are credit constrained and/or disconnected from the financial sector. The empirical analysis is based on micro level data from the World Bank's Enterprise Survey for the 2019 fiscal year. The questionnaire allows us to examine not only the relationship between several enterprise characteristics and credit constraints, but also the reasons associated with the lack of access to credit as perceived by firm managers. The findings of the study could provide some significant insights into the factors to improve firm's credit constraints and advance bank-firm connectedness in Turkey.

*ECONOMICS / İKTİSAT*



**Turkey-European Union Relations in Dilemma: An Overview on Political, Economic and Technical Relations**  
**Türkiye-Avrupa Birliği İlişkilerindeki Dilemma: Siyasi, Ekonomik ve Teknik İlişkilere Bir Bakış**

Presentation Language: Turkish

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Turkey-European Union (EU) relations, started on 31 July 1959, experienced especially political relations problems in the historical process. After all, relations on economic and technical issues continued in an order. While Turkey was considering as eligible membership it sufficient unprecedented for full membership in Agenda 2000 report. However, with the Decision of 1/95 of the Association Council which adopted on 6 March 1995, the Customs Union process started and economic relations were maintained. After the Cyprus problem that started in 2006, although political relations came to a standstill, significant progress has been made on issues such as updating the Customs Union and migration. Within the Readmission Agreement which was signed on December 16, 2013, Turkey has been an important partner of the EU in the matter of illegal immigration. While political relations have stalled after the July 15 coup attempt, the process of updating the Customs Union and combating illegal immigration are still ongoing. In this context, said this study will deal with this dilemma in Turkey-EU relations and outlined experienced continued so that the process of why and how the analysis will be to continue the relations between the two sides.

*INTERNATIONAL RELATIONS / ULUSLARARASI İLİŞKİLER*

## Nedim and his Beloved of Song

Presentation Language: English

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This study focuses on the implication of same sex relationships and courting within Ottoman society through examples from Nedim's Songs, striving to analyze how it was viewed and perceived at the time. It is argued that same sex interest and love was tied to the role and place of women within society. Ottoman society was segregated on the basis of gender, thereby effectively rupturing relationships as well as day to day interaction between the two sexes. This deep segregation had tremendous effects on social behavior as well as relationships. The prospect of any relationship and/or flirtation between the opposite sexes seemed to have been limited to the institution of marriage. Similarly, women did not, in general, partake in society intermixed with men and the norm was that marriages were arranged rather than build up by the two interested parties. Such an environment, thus, called for more creative approaches to courting, romance, admiration, or flattery. Women simply were not viable partners for passionate love. Thus possibilities of experiencing courtship, passionate relationships, and thirsts satisfactorily seems to have been limited to one's own gender. Here it should be added that it was not only the men that were seduced by their own sex but also women. This fact should not come as a surprise as society was effectively imprisoning both to their own gender groups. One could argue that it was through this segregation that the basis for same sex relationships was built. Perhaps one of the best expressions of the replacement of women through men in the workings of romance can be found in poems written on love and adoration. Here the aim is to explore this facet of society, its seemingly common acceptance within the Empire, and how this love was presented in poetry, through Nedim's Songs.

*CULTURAL STUDIES / KÜLTÜREL ÇALIŞMALAR*

## The Role of Soviet Past in Re-Construction of Post-Soviet Identities in Ukraine Ukrayna'da Soğuk Savaş sonrası Kimliklerin Yeniden-İnşasında Sovyet Geçmişin Rolü

Presentation Language: English

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The Ukrainian Soviet Socialist Republic (Ukrainian SSR) declared independence in the dissolution process of the Union of Soviet Socialist Republics (USSR). After independence, the problems of political transformation have contributed to the Orange Revolution in 2004, and Euromaidan- Revolution of Dignity in 2014, both of which, inter alia, demonstrated the division between the Ukrainian society. No matter Ukraine and Russia shares the common Kievan ancestors, the division between Ukrainophiles and Russophiles are supposed to be the main problem against the political stability of the state. Academic researches mainly interest in historical background of Ukraine in order to explore the emergence of these identities. Yet it is needed to explore the role of the relations between the Central Authority in Moscow and the Ukrainian SSR in the Soviet Era, in order to explore the factors contributing to the maintenance of these identities during the Soviet Era. Ukraine's Sovietization process started in Lenin's period. Paying attention to the reform of needed areas in accordance with Bolshevik Ideology, Lenin engaged in political consolidation, so he tried to build the soviet consciousness within the society, nevertheless; his successor Stalin attached much more importance to implementation of the decisions of the Supreme in accordance with his goal of re-organization of the state and people. After Stalin, the policy towards Ukraine was changed in accordance with Khrushchev's policy of "de-Stalinization". After Khrushchev, who had transferred Crimean Peninsula from the Russian Soviet Federative Socialist Republic (RSFSR) to the Ukrainian SSR, Brezhnev came to power. In spite of Brezhnev's strict policy towards Ukraine, nationalistic tendencies were especially supported by Western Ukrainians, which played an important role during the dissolution period of the USSR. After Andropov and Chernenko, Gorbachev came to power and he introduced glasnost (openness) and perestroika (restructuring) in order to solve the economic problems and other problems related to nationalities question. During Gorbachev Era, the explosion at the Chernobyl nuclear power station in Northern Ukraine and the returning of the large number of political prisoners who re-found the Ukrainian Helsinki Union, contributed to opposition who were in favour of the revival of the Ukrainian past. Within this historical framework, this paper aims to explore the role of Soviet past in re-construction of Post-Soviet identities in Ukraine.

*INTERNATIONAL RELATIONS / ULUSLARARASI İLİŞKİLER*

## The Principles of Self-Management in Yugoslavia and the Status of Kosovo Yugoslavya'da Özyönetim Esasları ve Kosova'nın Statüsü

Language: Turkish

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The expected “end of the history” has not been the reality of the promised future as it had been predicted, since the Russian Federation declared its will to change the existent world order by multi-polar world order. It is the Russia's policy towards Kosovo's status, having demonstrated its understanding of multi polar world order. The problem of Kosovo's status was one of the first ostensible problem dividing the members in the UN Security Council. Focused on the legal arguments for and against the recognition of Kosovo, the most of the academic interest was limited by Kosovo' question by reference to International Law. In order to historically understand the dynamics of the problem, this paper aims to explore the Kosovo's legal status in the Yugoslavia. After the establishment of Federative People's Republic of Yugoslavia, the province of the Kosovo region was granted autonomy within The People's Republic of Serbia. The second constitution of the state provided the same autonomy to Kosovo within Socialist Republic of Serbia, whereas the 1974 Constitution, increased the autonomy of Kosovo including a unique power to change its status, without the consent of both Serbian and the central authority. After the death of Tito, Serbian authority's s seek for a reversion of these rights, promoted the problems between Kosovo and the authority. After adoption of the new Serbian Constitution, reducing the rights of Kosovo given, including changing the name of it, a shadow government established in Kosovo, as a response, and The Kosovo Assembly decided to pass an unofficial resolution declaring Kosovo an independent entity within Yugoslavia, equivalent in status to the existing republics. After the break-up of the Yugoslavia, the problems severed as to a civil war. Within this historical framework, this paper aims to explore the problem paying importance to the Kosovo's status in Yugoslavia.

*INTERNATIONAL RELATIONS / ULUSLARARASI İLİŞKİLER*

## Metaporic Concepts Of Workers Related To Human Resources And Union Concepts Çalışanların “Sendika” Ve “İnsan Kaynakları” Kavramlarına İlişkin Metaforik Algıları

Presentation Language: Turkish

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The union is a community of workers and employers who come together to protect their rights and interests in businesses. Human resources are the units that formulate policies regarding the procurement, employment and development of the human resources necessary to increase productivity in enterprises. In its simplest definition, metaphor is a way of describing one thing to another. This form of expression is a process of mental production by comparing or comparing one concept with another. The aim of this study is to reveal the perception of “trade unions” and “human resources in of employees through metaphors. This study is a qualitative research method in which we compare one concept with another and explain the reason for the analogy. This work is important because it metaphorically measures employees' perceptions of human resources and trade union concepts, and no such work is found. The research was applied to factory workers in Bilecik. According to the findings of the study, while the union is generally regarded as an organization representing workers, providing justice and trust, for some participants the union is seen as a useless, unreliable, harmful organization. In general, human resources for employees are seen as a unit that assists them in the workplace, communicates with the employer, represents them and reassures them, while for some participants it is considered useless and acting as employer's representative.

Keywords: Sunion, human resources, metaphor. "

*LABOUR ECONOMICS & INDUSTRIAL RELATIONS / ÇALIŞMA EKONOMİSİ VE ENDÜSTRİYEL İLİŞKİLER*

## Metaphoric Perceptions Of Workers About Employer And Employee Concepts Çalışanların “İşçi” Ve “İşveren” Kavramlarına İlişkin Metaforik Algıları

Presentation Language: Turkish

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In simple terms, the worker is the person who sells his labor for wages, the employer pays and employs the worker. Metaphor is a process of mental production that defines one concept with another. This study is a qualitative research method in which employees compare one concept to another and explain the reason for the analogy. Although metaphor studies are mostly used in educational sciences, it has become a method used in social sciences in recent years. The aim of this study is to reveal the perceptions of employees about metaphor and “worker” and “employer” concepts. This study is important because no metaphoric perception study has been found on how employees perceive workers and employers. This research was applied to factory workers in Bilecik. According to the results of the study, while most of the employees see the employer as a source of income, some employees think that they are exploited and controlled by the employer. Considering the metaphors created by the workers for the concept of workers, it is noteworthy that the majority of them consider the workers to be very hardworking and representing labor.

Keywords: Worker, Employer, Metaphor. "

*LABOUR ECONOMICS & INDUSTRIAL RELATIONS / ÇALIŞMA EKONOMİSİ VE ENDÜSTRİYEL İLİŞKİLER*

**The relationship between Emotional Intelligence and Problem Solving Skills: Evidence from Pre-undergraduate Level Tourism Students**

Presentation Language: English

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In the literature EI is proved to be related to soft skills, interpersonal skills, and problem solving skills, etc. in service industry, which is highly important for both daily and professional life success. This study was conducted in order to determine the relationship between emotional intelligence (EI) competence and problem solving skills of tourism program students who are the future employees of the service/hospitality industry. The sample consisted of pre-undergraduate level students, who accepted to participate, from two different tourism programs including tourism and hotel management and tourism and travel services. The data were collected on May, 2018 through a 55-item questionnaire form involving demographics, emotional intelligence scale (four sub-dimensions), and problem solving inventory (six sub-dimensions). The study results revealed significant relations between students' EI competence levels and problem solving skills at some sub-dimensional levels.

Keywords: problem solving skills, emotional intelligence, tourism education

*TOURISM / TURİZM*

## **Students' Social Media Usage as a New Communication Environment: The Case of Pamukkale University**

Presentation Language: English

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This study investigates the university students' social media usage as a new communication environment. Students from Pamukkale University enrolled the study and provided the quantitative data of the study. A survey entitled "Social Media Usage Scale" was purposely developed for the study including the subdimensions as (1) connectedness (2) purpose (3) comfort (4) media freedom and (5) enjoyment. The results revealed that the students are highly active in using social media as a communication and enjoyment tool to "stay connected" with others in their community and to redound their visibility on social media.

*MEDIA STUDIES / MEDYA ÇALIŞMALARI*



## University Students' Innovative Personality and Internet Self-Efficacy

Presentation Language: English

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This study investigates the university students' internet usage behavior and habits based on their innovative personality profiles in the framework of Rogers' (1995) Diffusion of Innovation Theory. Five individual innovation profiles (1) innovators, (2) early adopters, (3) early majority, (4) late majority and (5) laggards are discussed with a relational model to investigate and articulate the students' internet usage levels. University students attending the school of communication from a public university in Turkey participated in the study. The survey method is applied for data collection. The results demonstrate significant differences between individual innovation profiles and university students' internet use.

*MEDIA STUDIES / MEDYA ÇALIŞMALARI*

**A Game Theory Analysis: Evaluation of the Effect of Technological Development on Toys  
Teknolojik Gelişmenin Oyuncaklar Üzerindeki Etkisinin Oyun Teorisi Çerçevesinden  
Değerlendirilmesi**

Presentation Language:

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Technology development also affects the raw materials from which toys are produced. With technological advances, toys have been produced by the raw materials such as plastics and digital. This leads to a very high reduction in the production of ceramic toys. The main aim of this study is to evaluate the effects of technological development on toys by a game theoretical model.

Keywords: Ceramic Toys, Plastic Toys, Technological Development, Game Theory

*ECONOMICS / İKTİSAT*

**An Analysis of Game Theory: The Effect of Food Culture Made with Anchovy on  
Gastronomic Tourism and Economic Development  
Bir Oyun Teorisi Analizi: Hamsiyle Yapılan Yemek Kültürünün Gastronomi Turizmi  
Vasıtasıyla Ekonomik Gelişme Üzerindeki Etkisi**

Presentation Language:

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Tourism sector has great importance for realization of economic development. Food culture has great importance for development of gastronomic tourism. Therefore, countries that have traditional-local food cultures have a high level of advantage in terms of development in the tourism sector. The main aim of this study is to prove the effect of food culture made with anchovy on economic development through gastronomic tourism by a repeated game model.

Keywords: Economy, Gastronomy Tourism, Food Culture, Anchovy

*ECONOMICS / İKTİSAT*

**Transformation of Bullying Concept in The Context of New Communication Technologies: Cyber Bullying, Digital Identities and Communication**  
**Yeni İletişim Teknolojileri Ekseninde Zorbalık Kavramının Dönüşümü: Siber Zorbalık, Dijital Kimlikler ve İletişim**

Presentation Language: Turkish

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One of the most important developments that left its mark on the last quarter of the 20th century is undoubtedly the developments in information and communication technologies. Information and communication technologies enable individuals to access information sources easily, communicate simultaneously and independently of their location, help them socialize through social networks are used as a support in learning and teaching environments. Nevertheless, internet and communication technologies have various risks and negative aspects in spite of the many opportunities they offer. One of these negative aspects arises from the misuse of internet access environments and social networking sites. This hostile behavior, which is called cyber bullying in the literature, refers to sending intentionally and regularly hostile, intimidating, threatening, and harassing written/visual messages by the individuals to each other through information communication technologies. As a form of bullying, cyberbullying, which has become a widespread problem especially in recent times, shows different characteristics from traditional bullying. In this study, the traditional concepts of bullying and cyber bullying will be discussed through digital identities and communication approaches in terms of the identities of the parties, location and being the subject / the victim of bullying.

*PUBLIC RELATION & COMMUNICATION STUDIES / HALKLA İLİŞKİLER VE İLETİŞİM ÇALIŞMALARI*

**Perception of Sexuality in Turkish Cinema in 1960-1980 Through the Publishing  
Adventure of a Book by Ağâh Özgüç  
Ağâh Özgüç'ün Bir Kitabının Yayınlanma Serüveni Üzerinden 1960-1980 Yıllarında Türk  
Sinemasında Cinsellik Algısı**

Presentation Language: Turkish

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Ağâh Özgüç has brought many works to Turkish cinema. His important works are the chronological history of Turkish cinema, directors of Turkish cinema, women, and sexuality. However, there is one study that the publication adventure gives us important clues about both the perception of the sexuality of Turkish society and how Turkish film directors reflect sexuality in cinema. The directors of Turkish cinema are not independent of the society in which they live. However, they do not have any idea about how to reflect sexuality on the screen in Turkish cinema. They also did not make use of both oral and written literature on the sexuality of Turkish society. How Turkish literature deals with sexuality is also the subject of a separate discussion. The purpose of his published works and criticisms is how Turkish culture is reflected on the screen in Turkish cinema. His search for originality in Turkish cinema has enabled him to question films within the framework of certain subjects. Sexuality is one of them. However, when we look at the adventure of publishing his work on sexuality in Turkish cinema; Women and Sexuality in Turkish Cinema, a history book with Giovanni Scognamiglio, was published by the publisher as Sex in the Native Cinema. However, this book was confiscated by court order. Özgüç prepared the same work as Eroticism in Turkish Cinema, but this book was published under the title Sex in Turkish Cinema. There is a parallel between the process of publishing the book of Özgüç and the criticisms of the directors in Turkish cinema about the ways of reflecting sexuality. This study examines the perception of the sexuality of films that came to prominence in Turkish cinema between the years 1960-1980 in the light of both the perception of sexuality in the publication process of his book and the criticisms he brought about sexuality.

Keywords: Sexuality, Sex, Turkish Cinema, Ağâh Özgüç.

*FILM STUDIES / FİLM ÇALIŞMALARI*

## Transnational Relations among the Political Parties in Turkey and Europarties Türkiye'deki Siyasal Partiler İle Avrupa Partileri Arasındaki Transnasyonal İlişkiler

Presentation Language: Turkish

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This paper will examine the participation of Turkish political parties to the works and activities of the parliamentary bodies of the major European organisations, i.e. the European Parliament (EP) and Parliamentary Assembly of the Council of Europe (PACE). Today, any new accession to the European Union must be approved by the EP and Turkey had been waiting for membership for long time. The PACE, the oldest parliamentary body in Europe, functions as a great forum for its members. In addition, the EP and the PACE are of crucial importance to build a common European identity and to develop a non-national outlook among their members. Consequently, affiliation of the Turkish parties with political groups in the EP and the PACE are of crucial importance since those platforms facilitate transnational cooperation with the European counterparts. The article put forward that transnational cooperation between Turkish political parties and European parliamentary bodies are critically limited. It is considered that this stems mainly from apparent ideological divergences between Turkish political parties and their European counterparts. While most of the parliamentarians from Turkey seem to oppose any transnational move because of their nationalist outlook, rising anti-Turkish sentiments among the European parliamentarians creates another obstacle for good relations.

*POLITICAL SCIENCES / SİYASET BİLİMİ*

## Neoliberal Transformation in Social Work: Evaluation from Micro to Macro Sosyal Hizmette Neoliberal Dönüşüm: Mikrodan Makroya Değerlendirme

Presentation Language: Turkish

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Neoliberal policies, the dominant approach in the world, have led to a major transformation for nearly 40 years. Starting from the individual, this transformation shapes the family and social policies. Neoliberal approaches are a process that ensures the existence and consumption of individuals, disrupts the notions of time and space and is in conflict with the traditional and fixed. While neoliberal debates advocate the postmodern and globalization concepts in the intellectual world, individuals and their relationships are discussed with sociology-based “fluidity” concepts. The key concepts of the neoliberal world are consumption, insecurity, uncertainty, fluidity, and deregulation. The distinctive feature of social work on a global scale is that it deals with any systemic and multi-scale phenomenon. Therefore, the study will examine the transformation of neoliberalism on micro, mezzo and macro scales. In the micro dimension, the changes that occur in the life of the client group of the individual social service will be discussed. Another dimension of the micro-scale is the situation of the professionals who try to implement social work practice in the discussions of lik managerial lik. Another area to analyze the change is the mezzo-size family. The family is an essential institution in which social support is provided to people in today's world where individualization is rising rapidly. The family appears to have suffered severe injuries in the face of neoliberal-conservative policies cooperation. Family, parental crises, applied family policies and social welfare policies in terms of decreasing, the pain of being alone will be examined. Finally, in the field of social policy, macro practices will be handled within the framework of a state understanding that transfers its duties to the market or family whenever possible. The situation in the fields of education, health and social security, which the state has quickly taken away, will be analyzed. This study is similar to the trend in the world after an evaluation within the framework of Turkey who presented above. This change can be difficult to see, especially for social workers in the field. It is thought that this study will be useful in terms of seeing the social in the individual and the general in the individual experiences. In this way, it will be easier for the social service application to reach its aim with correct evaluation and intervention.

Keywords: Social work, neoliberal policies, fluidity.

*SOCIAL WORK / SOSYAL HİZMET*

## Cooperatives as an Alternative Model in the Global Economy Küresel Ekonomide Alternatif Model Olarak Kooperatifler

Presentation Language: Turkish

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While the economic growth at the global and local levels increases the income, it also leads to an increase in social and economic inequalities. Cooperatives appear as an alternative to the new production models, marketing strategies and work patterns of the global economy. Today cooperatives, on the one hand constitute an alternative model to the market system, on the other hand have a complementary feature for businesses in the market. Cooperatives all over the world are enterprises in every sector of the economy. They are not only profit oriented, but also within the framework of broader principles and values they operate in a wide range. During the global economic crises, cooperatives can survive as an alternative model and create employment. In this study, it will be discussed whether cooperatives, which have become widespread in recent years against the increasing social and economic inequalities associated with globalization, can constitute an alternative model today. This study constitutes of two parts. In the first part the economic dimensions of globalization, in the second part thorough examining successful examples in the world and Turkey, the current situation of cooperatives will be assessed.

Keywords: Globalization, Global Economy , Cooperative

*DEVELOPMENT STUDIES & DEVELOPMENT ECONOMICS / KALKINMA ÇALIŞMALARI VE  
KALKINMA EKONOMİSİ*



## Digital Transformation of HR: A Must or Just Cost

Presentation Language: English

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Today, technological developments are the leading changes that shape the business world. In order to adapt to changing environmental conditions and technological developments, organizations are making great effort. With the introduction and dissemination of information processing technologies into the business life, human resource management departments have been required to invest in this field. The use of electronic human resources information systems has become widespread and has helped many HR processes in businesses to be more effective. These systems provide advantages for HR professionals in terms of time and efficiency. In this way, it is possible to say that the time and energy that employees saved thanks to these artificial venues can be spent on becoming a strategic business partner through the mechanisms such as easy reporting, analysis and monitoring provided by HR technologies. With the help of these systems, human resource management departments spend less time on operational and routine tasks. They can also have the opportunity to focus more on the strategic partner and change manager roles that are seen as HR's new roles. In addition, these systems provide significant benefits for attracting and retaining talented employees and also make it easier for HR managers to make strategic decisions more effectively. If the HR department wants to continue to play a critical role in helping businesses anticipate and manage organizational change due to their strategic partnership role, they should be open to digitalization and innovation by following technological changes even though the investment costs of these systems might seem challenging at the early stages of digital transformation process. Digital HR brings more intensive use of analytical tools and methods in the field of HR with concepts such as big data, HR analytics and talent analytics. With the development of digitalization, artificial intelligence applications are being used in HR processes in HR departments aiming to benefit from technology at an advanced level. The use of artificial intelligence is increasing in many HR processes such as recruitment, performance appraisal, estimation of intention to quit, chat bot applications, orientation, interactive games and simulations. In this study, the digitalization process of human resource management will be discussed via the pro's and con's. Also how new applications such as artificial intelligence effect HR processes and functions to be more effective will be emphasized.

*BUSINESS STUDIES / İŞLETME BİLİMLERİ*

## Turkey's Africa Policy Revisited

Presentation Language: English

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Turkey's involvement in Africa, which dates back to the Ottoman period, has evolved in time to include development aid, humanitarian assistance, peace operations, military training and bases, as well as defense exports. In the early post-Cold War period, Ankara preferred to take the multilateral approach in African affairs to prove its worth as a reliable partner in the new world order and to gain further knowledge and experience in this geography. With the advent of the Justice and Development Party to power in 2002, Turkey has displayed an increasingly unilateral yet pluralist approach based on collaboration of state and non-state actors. The current range of activities performed in this continent indicates the frequent use of military and police forces as well as defense industry for win-win projects. This paper analyzes the change in Turkey's Africa policy, with reference to accomplishments and failures. Despite the increase in terms of visibility, prestige, as well as volume of trade in civilian and military items, Turkey lags behind regional and global powers in Africa to sustain a sphere of influence in this part of the world.

*INTERNATIONAL RELATIONS / ULUSLARARASI İLİŞKİLER*

## Factors Affecting The Intention To Quit; Determination Of Organizational And Individual Variables

Presentation Language: English

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It is important for enterprises to employ employees who will fulfill their business requirements in order to achieve their goals. In modern organizations where career mobility is high, it is even more important to maintain this employment and reduce employee intention to quit. In this study, individual and organizational variables that affect the intention to quit are handled together and recommendations are made to the managers. In order to realize this aim, the studies carried out in the last decade to determine the relationship between the employees' intention to quit and different organizational variables in national and international literature have been handled with a holistic perspective. The studies were classified on a sectoral basis and suggestions were offered to managers in order to improve their managerial practices.

Keywords: Intention to quit, Individual Factors, Organizational Factors

*BUSINESS STUDIES / İŞLETME BİLİMLERİ*

**FinTech: A Conceptual Framework**  
**FinTek: Kavramsal Bir Çerçeve**

Presentation Language: Turkish

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Financial sector is one of the sectors most affected by the rapid developments in the technology. On the other hand; it is also the financial sector that adopts technological developments to its business models and service approaches in the fastest way. Advances in technology are increasingly showing the impact on financial markets, business models of financial institutions and the characteristics of financial products. These effects have led to the emergence of new players in the financial system and the emergence of new financial organisations, products, techniques and business models. The new structure that emerges with the interaction of technological developments with the financial system points to a universe called “FinTech”. There has always been some ambiguities about the conceptualization and content of each new development. This also applies to the conceptualization and content of FinTech development. This study tries to explain FinTech in a conceptual framework in order to eliminate the ambiguity. For this purpose; firstly, different views about the definition and content of FinTech are given. Then, the evolution of this new structure in the financial system which has been steadily developing is explained. In the following stage, the impact of FinTech on conventional financial institutions was assessed through the questions “Is FinTech a new threat to conventional financial institutions?” or “FinTech is a new window of opportunity for conventional financial institutions?”. In the last part of the study, emphasis is given to the RegTech which is seen as a sub-area of FinTech by taking RegTech both as a complementary technology for the regulation of the financial system and also as a regulation of the FinTech ecosystem.

Keywords: Digital Finance, FinTech, RegTech

*FINANCE / FİNANS*

**“Exile within Exile:” Journey of Syrian Circassians into Turkey**  
**Sürgün İçinde Sürgün: Suriye Çerkesleri'nin Türkiye'ye Yolculuğu**

Presentation Language: Turkish

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In recent years during the Syrian conflict, a sizeable portion of the Syrian Circassian diaspora have fled to Turkey, and the flow of Circassian refugees continues. Resting upon a fieldwork conducted in İstanbul and villages of Düzce between 2013-2015, this paper explores the underlying dynamics of diasporic experience and the reconstitution of diasporas through processes of victimization by focusing upon the case of Syrian Circassians. Analyzing Circassian community as a typical example of ‘victim diasporas,’ the study argues that, the experience of deportation as a consequence of the Syrian civil war, exposed the community to the same trauma for the third time, which in turn bolstered their identity on the basis of victimization. The Circassian refugee flow had a side effect on the diaspora living in Turkey as well: The refugees’ experiences of victimization were projected on the Turkey’s Circassians and thereby contributed to the revitalization of certain aspects of diasporic identity within the whole community. The deportation from Syria resurrected the collective memory of the very first exile of 1864 experienced by the Circassian community. The study outlines the ways in which Syrian Circassian refugees have been actively transforming the shared body of diasporic identity through their interactions with the Turkey’s Circassians residing within the regions they have been settled. In this regard, the study purports to provide theoretical insight and empirical data for diaspora studies and for the field of ethnic and diasporic identities.

*POLITICAL SCIENCES / SİYASET BİLİMİ*

## Gender and Economic Development

Presentation Language: English

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According to World Bank data for 2018, the proportion of the population living in sub-Sahara Africa with an income of less than \$ 1.90 per day was 44%. In 2017, the proportion of women in sub-Saharan Africa in terms of vulnerable employment distribution was 82%, while the proportion of men was 67% . In low-income countries, in 2017, 12% of waged and salaried workers were women, while 87% of vulnerable workers were women. In these countries, the share of women in ownership in companies was 26%, while the percentage of women in top management in companies was 13%. When many statistical data such as these are examined, it shows that different segments of the population cannot benefit equally from the opportunities in economic life and the concrete outputs of economic growth. Historically developing social/cultural inequalities and hierarchical relations are fed by these inequalities in the economic field. One of these hierarchical relationships is patriarchal cultural relations between women and men. Patriarchal unequal relationships are intertwined with inequalities specific to capitalism in the economic sphere. Because of these unequal relationships, women experience economic events and the outcomes of economic policies in different ways than men, and these processes generally develop against women. Since the economic sphere does not recognize the differences of the groups within these unequal relationships, the effects of the economic policies put forward in this framework, to individual and social welfare remain limited. In this paper, firstly, the concepts of alternative growth and development will be discussed. Secondly, the relationship between development and gender will be discussed in terms of informalization and feminization of employment and commodification of the field of reproduction. Finally, historically, feminist approaches to economic development will be analyzed briefly.

*GENDER & WOMAN STUDIES / TOPLUMSAL CİNSİYET VE KADIN ÇALIŞMALARI*

## Loneliness at Work and Its Impact on Stress and Work Engagement İş yerinde Yalnızlığın Stres ve İşe Bağlılık Üzerindeki Etkisi

Presentation Language: Turkish

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The objective of the study is to examine the relationships between work engagement, loneliness at work and stress. For this purpose, the Utrecht Work Engagement Scale, Loneliness at Work Scale and Depression Anxiety and Stress Scale completed. We conducted structural equation modeling on survey data from 342 employees. Results supported hypothesizes that loneliness at work has a negative effect on work engagement and a positive effect on stress. Work engagement has a negative effect on stress. The results were  $\chi^2/df=2.53$ ; CFI=0.94; GFI=0.90; RSMEA=0.07; SRMR=0.06. All estimated path coefficients were significant. Work Engagement plays a mediating role in the relationship between Loneliness at Work and stress. 13% of the variance in stress was explained by the Loneliness at Work and Work Engagement. 25% of the variance in Work Engagement was explained by the direct effect of Loneliness at Work. The structural equation model showed that Loneliness at Work affects stress positively ( $\beta=0.33$ ;  $p<.01$ ). The Loneliness at Work affects work engagement negatively ( $\beta=-0.45$ ;  $p<.01$ ), and work engagement affects stress negatively ( $\beta=-0.15$ ;  $p<.01$ ). Loneliness at work increased stress and decreased work engagement. The findings are useful to produce some insights and managerial actions.

Keywords: Work Engagement, Loneliness at Work, Stress, Employee

*ECONOMTERICS / EKONOMETRİ*

**The Effect of Oral to Oral Communication On Consumers 'Purchasing Purchase  
Decisions (Example Of Batman Province)  
Ağızdan Ağıza İletişimin Tüketicilerin Beyaz Eşya Satın Alma Kararları Üzerindeki Etkisi  
(Batman İli Örneği)**

Presentation Language: Turkish

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In today's competitive environment, businesses and organizations want to become a leader in the target market or have a satisfactory market share in line with their goals. For this, they have to produce products and services that can meet the demands, needs and expectations of consumers and put them into the target market. In this respect, businesses or organizations need to understand consumers well and analyze their expectations and expectations in order to reach their visions. Recently, word-of-mouth communication, which has become increasingly important, has been recognized as a major cost-effective promotional activity for businesses or organizations. At this point, word-of-mouth communication is seen as an promotional activity by enterprises and organizations both in order to meet the demands, needs and expectations of the consumers and also to minimize their costs while doing these. In addition, it is of great importance that businesses and organizations give importance to word of mouth communication in order to keep their current customer portfolio and gain new customers, in order to understand the wishes and expectations of consumers. The main purpose of this study is to examine the effect of word-of-mouth communication on the white goods sector in consumers' purchasing decisions. In this context, the relationship between oral communication and consumer white goods purchasing decisions, which are among the information sources that consumers applied before making a purchase decision, are examined. The questionnaires prepared for this purpose were applied in Batman province. During the implementation process, the data obtained through surveys were recorded in statistical analysis data files. Statistical analyzes such as reliability, validity, frequency, t test, one-way analysis of variance (ANOVA) and regression analysis were performed. As a result of the analyzes, it was revealed that there is a significant and positive relationship between consumers' decisions to purchase white goods and oral communication which is accepted as promotion and promotion technique.

Keywords: Word of Mouth Communication, Consumer Behavior, White Goods Sector"

*MARKETING STUDIES / PAZARLAMA ÇALIŞMALARI*



## A Paradigm Shift: Transition From Horizontal Perspective To Vertical Perspective Bir Paradigma Değişimi: Yatay Perspektiften Düşey Perspektife Geçiş

Presentation Language: Turkish

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A paradigm shift that changed our visualization of the world was lived in the 20th and 21st Century: Vertical Perspective. The transformed perspective which created this paradigm shift was provided by the familiar technologies like aerial views, satellite pictures and drone-shots and production of these kind of images have already been continued and have been developed. These technologies are not just used in image production but also are used in military systems. This research discusses in detail the paradigm shift explaining by the transition from horizontal perspective to vertical perspective. It also asserts that this has been not just for displaying image presentation, rather, it is a fact that Europe was trying to dominate by using this practice which is based on a static view and imitation of the nature at the same time. Therefore, the role and purpose of the perspective that is seen as one of the most important aspects of art, is commented from a social, cultural and historical perspective.

Keywords: Perspective, Contemporary Art, Cultural History. "

*CULTURAL STUDIES / KÜLTÜREL ÇALIŞMALAR*

## The Use Of Digit Ratios (2D: 4D) In Health Sciences Parmak Oranlarının (2P:4P) Sağlık Bilimleri Alanında Kullanımı

Presentation Language: Turkish

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Prenatal (prenatal) sex prenatal levels, as well as causing some gender-based differences, determine the ratio of fingers (2D: 4D). Testosterone is associated with the development of the second finger's estrogen second finger. It is thought that the low finger rate in men is associated with high testosterone and low estrogen levels in the prenatal period. In females, high finger rates are associated with high levels of estrogen and low testosterone in the prenatal period, unlike men. A number of hypotheses have been proposed to express testosterone / estrogen sensitivity in the prenatal period. In this context, the ratio of the lengths of the second and fourth fingers of the hand to each other as one of the expressions of androgen sensitivity in the prenatal period was reported to be a reliable indicator (Manning, 2002). Digit ratios are obtained by measuring the second and fourth finger lengths from both hands using mechanical or digital calipers and proportioning these measurements to each other (Pheasant, 1990). Anthropometric measurements are metric measurements based on low cost and simple techniques used in fields such as ergonomics, health and sports sciences. Using these methods in the field of clinical medical sciences, it is thought that the risk levels of some metabolic and hormonal diseases can be easily determined without any interventional or radiological examinations. In addition to health sciences, digit ratios, evaluation of sporting abilities and referring to sport branches are among the subjects that are; It has formed the basis for many studies in the field of experimental psychology under the headings such as orientation to aggression-type behaviors, reliability and compliance. This study is a compilation of studies in the international literature in which the digit ratios are accepted as indicators of clinical medical sciences, forensic sciences and health sciences. As a result of literature review, it can be said that digit ratios can be used as a supportive indicator in determining risk groups of hereditary, metabolic, and hormonal diseases.

Keywords: Digit ratios, testosterone, androgen, estrogen.

*ANTHROPOLOGY ANTROPOLOJİ*

## Descriptive Analysis Of Studies In The Field Of Working Capital Management Çalışma Sermayesi Yönetimi Alanında Yapılan Makalelerin Betimsel Analizi

Presentation Language: Turkish

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In this research, empirical articles published in academic journals publishing in the field working capital management in Turkey between the years 2007-2018 is aimed to by the method of descriptive analysis determination trends and identify common points in terms of journal, year, subject, method used, sample group, gender of author, institution of author. 38 empirical articles obtained through databases were subjected to descriptive analysis. As a result of the analysis, it was found that the most articles were published in 2016, the least articles were published in 2007, 2009 and 2010, and the articles were written mainly on the relationship between working capital and profitability. It was observed that 53 male and 13 female writers were in the study period and more than half of the studies were two authors. It was concluded that the highest number of articles were published in the Journal of Accounting and Finance and Atatürk University Journal of Economics and Administrative Sciences, and Hitit University was the most published institution in the field of working capital. In addition, it was found out that ISE manufacturing companies were preferred as the sample group and panel data analysis method was more preferred as the research method.

*FINANCE / FİNANS*

**The Effect Of Environmental And Psychological Factors On The Debt Level Of Students' Credit Card**  
**Çevresel Ve Psikolojik Faktörlerin Öğrencilerin Kredi Kartı Borçlanma Düzeyi Üzerindeki Etkisi**

Presentation Language: Turkish

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Having individuals who has knowledge about financial products and applications in parallel with fast financial developments and who make prudential conscious financial decisions ; being aware of financial risks and opportunities has been one of the most important subjects of countries. That the young people can make important individual decisions is possible with their basic knowledge and abilities. Unfortunately, people with these abilities are a few. The financial knowledge level of young people is generally low , they are ineligible about taking rational decisions and they tend to use credit card a lot. In that sense, this study is carried out to state the environmental and psychological factors affecting the credit card debt level of young people. In this study, it was found out that the most important factors affecting the credit card debt level of young people is family

*FINANCE / FİNANS*

## The Relationship Between Criminal Justice System and Crime Ceza Adalet Sistemi ve Suç Arasındaki İlişki

Presentation Language: Turkish

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The level of crime can be explained depending on economic, demographic and sociological factors as well as factors including the response of the criminal justice system. The level of crime can be explained by economic, demographic and sociological factors, as well as by factors including the criminal justice system's response to it. The practices of the criminal justice system as a whole or in separate steps, can be considered as an answer to the crime and they are also expected to be deterrent from a legal theoretical and philosophical point of view. Criminal lawyer Cesare Beccaria (1738-1794) introduced three basic principles for deterring punishments: certainty, celerity/swiftness, severity. Certainly can be considered, for example, as the possibility of being arrested or punished; celerity/swiftness as speed of completion of files; severity as the weight of penalties. Can these principles that proposed in the 18th century be used to evaluate the relationship between criminal justice system and crime and can the deterrence of the system be assessed? Criminal Justice System in Turkey has several steps. The law enforcement or the Public Prosecutors' Office to learn that the crime has been committed investigates the event and prepares the file. If it is rendered decision of filing a public case about the file, suspects come before the court. The court may result in any decision, including sentence or acquittal. If the sentence includes imprisonment, the execution institutions is engaged. Assuming criminals are rational people, it should be expected to assess the likelihood of the arrest, the sentence, and even the imprisonment. When making a decision to commit a crime, the probability of each of these steps will be important. In other words, there should be a relationship between the response of the criminal justice system and the crime rates. In this study, this relationship will be tried to be measured. Statistical data on offences against persons and property to be used in the study were obtained from the database of the General Directorate of Judicial Register and Statistics of the Ministry of Justice and panel data analysis was used.

Keywords: Crime, Criminal justice system, Panel data analysis

*ECONOMICS / İKTİSAT*

## The Effect Of Lean Hospital Applications On Patient Loyalty In Terms Of Service Quality Hizmet Kalitesi Açısından Yalın Hastane Uygulamalarının Hasta Sadakati Üzerindeki Etkisi

Presentation Language: Turkish

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The aim of this study is to determine the effect of lean hospital applications on patient loyalty in terms of service quality. The population of the research was consisted of 400 patients who receive health care services from a private healthcare institution operating in Bursa province, which has a Lean Health Institute Unit and which provides Joint Standards International (JCI) accreditation. Data were collected using face to face questionnaire technique. The data obtained from the study were interpreted with the help of SPSS package program using frequency analysis, descriptive statistics and explanatory factor analysis (AFA) techniques. According to the patients' point of view, as a result of the descriptive analysis performed to determine the general activities of the hospital related to the lean hospital unit and the lean applications, the highest average expression is to provide the patient with sufficient information about the patient's health status. Ensuring patient involvement in decisions regarding treatment and providing information about the delay of the appointment are other elements. As a result of the research done with Servqual service quality scale; The most important expression of doctors is to treat patients with friendly and tolerant. Nurses should be friendly and tolerant to patients, cleaning the physical space, the use of modern devices in the outpatient clinic, the realization of the treatment services at the promised time, making wishes for the patients to get past and the good, clean and properly dressed are other important issues. As a result of descriptive analysis to measure patient loyalty; the overall quality level of the services provided by the hospital is high, the satisfaction level of the services provided by the hospital is high and it is determined that I will recommend this hospital to others. In the explanatory factor analysis, it was seen that perceived service quality factors were gathered under five different dimensions according to the patients' perspective. These dimensions were described as physical characteristics, reliability, enthusiasm, trust and empathy. Perceptions of patient loyalty were grouped under three different factors: recommending to others, re-opting when needed and satisfaction with the services provided. Most of the patients stated that they know that there is a Lean Hospital Implementation Unit of this institution where they receive health service.

Keywords: Service Quality, Lean Applications, Patient Loyalty.

*BUSINESS STUDIES / İŞLETME BİLİMLERİ*

**Anatomy Of The Transformation Of Tax To Chaos: A Review On The Lebanon Economy And Whatsapp Tax**  
**Verginin Kaosa Dönüşümünün Anatomisi: Lübnan Ekonomisi Ve Whatsapp Vergisi Üzerine Bir Yorum**

Presentation Language: Turkish

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For some time, the over-indebted Lebanon economy has been implementing austerity measures. But a communication tax of \$ 0.20 per day, scheduled for October 16, 2019 for WhatsApp talks, has sparked protests in Lebanon. Tax protesters in and around Lebanon have launched one of the country's largest protests and demanded the government's resignation. However, tax is not the only reason behind hundreds of thousands of people being taken to the streets. Corruption of the government, deteriorating macro indicators and the reflections of the Syrian crisis are other factors affecting this process. At this point, the tax was only the last straw. Although the government backed down the tax proposal within a few hours after the protest, the activists continued to react to problems such as corruption and poor infrastructure. Another reason for the incidents is the arrival of 1.5 million Syrian refugees after the Syrian war. This has increased the tension between the working class and government officials. Lebanon's most important problem today is the economic and social impact of the Syrian crisis, which is in its 9th year. Since March 2011, 1.5 million Syrians (which corresponds to 1/4 of the Lebanon population) have taken refuge. This has made Lebanon government public finance and service provision quite difficult. In particular, it has led to further impoverishment of Lebanon citizens and an increase in income inequality. These are the factors behind the rebellion and chaos that emerge after whatsapp tax and nothing is limited to a single tax proposal. Thus, the protests paved the way for demonstrations called for regime change and revolution. The events in Lebanon are an indication of how short the road to chaos is as a result of a tax proposal. In this context, the study aims to analyze the anatomy of a country's economy under the shadow of the tax rebellion and to make recommendations by focusing on the experiences of the Lebanon government after a tax proposal for Whatsapp.

*PUBLIC FINANCE / MALİYE*

## **Dystopic Comics Review- The Thoughts Of “Y: The Last Men” Distopik Çizgi Roman İncelemesi- “Y: Son Erkek”in Düşündürdükleri**

Presentation Language: Turkish

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Comics, a product of oral, written and visual culture, have existed for ages; it reflected the elements of the era in social changes and transformations. In the most general definition, the comics, which is a fiction art in which two different variables consisting of text and painting is synthesized, is also thought to be depicted as a form of communication and a way of empathy and concentrated on heroic narratives. In this study, Y: The Last Man is discussed, can be described as a dystopian comics prepared between 2002-2008 years by Brian K. Vaughan (author) and Pia Guerra (illustration). The story begins with all after dying y chromosome sperm, the fetus and the adult mammalian after an outbreak of unknown origin, except for the amateur escape artist Yorick Brown and his male ape. After this tragic event, which can be referred to as genocide, about half of the world's population disappears. As the story progresses, there are many incidents such as what kind of social order has emerged after the disappearance of the y chromosomes, the ways in which the relationship and management processes are organized, the deep and subtle sharing of the experiences of women domination, and the fact that the event that caused the epidemic, scientific studies that can keep the living things with y chromosomes or provide reproduction. In these respects, Y: The Last Man provides a critical analysis of established gender judgments from a feminist perspective, while also providing a pessimistic picture of how any attempt (whether scientific or not) that destroys the natural course of life destroys the ecosystem. In this paper, a feminist analysis was made on Y: The Last Man comics' story with a focus group (10 people) with individuals of different age, gender, educational level and socio-economic level, and two individual interviews. The aim of the study; 1) discussing gender issues with a different perspective and method; 2) to determine how individuals' gender perceptions reflect in this study dealing with dystopian content and 3) is an effort to gain a critical and awareness-based perspective on common gender perceptions through discussions.

*GENDER & WOMAN STUDIES / TOPLUMSAL CİNSİYET VE KADIN ÇALIŞMALARI*



## Where to Invest in Turkey? Relationship Between Socio-Economic Local/Regional Development and Economic Missions Attributed to Cities

Presentation Language: English

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This paper aims to scrutinize the localization policy of Turkey in the 2010s shaped within the frame of a new classification perspective called Statistical Regional Units Classification (İBBS or NUTS), which was developed in 2002 and focuses on the Economic Development Index of Cities 2011 (SEGE-2011), which forms the basis of the new incentive system and determines the fund that every RDA receives from the budget. Through the reports and bulletins of local development agencies and news about the reactions of local businesspeople of cities, it aims to problematize the relationship between socio-economic local/regional development and economic missions attributed to the cities. To what extent do the criteria of development demonstrate the links between the needs and investment potentials of the cities? How the hierarchies among cities established by SEGE affect investment decisions? Do the objectives of the strategies address identified needs? Around these questions, this research will focus on certain cities whose socio-economic ranges changed after 2012 due to the SEGE-2011 (Rize, Trabzon, Kayseri, Konya, Elazığ, Kastamonu, Bayburt, Erzurum, Gümüşhane, Tunceli and Çankırı are some of them) and discuss the transformation of investment decisions about these cities via comparative analysis.

DEVELOPMENT STUDIES & DEVELOPMENT ECONOMICS / KALKINMA ÇALIŞMALARI VE  
KALKINMA EKONOMİSİ

## The Impact of Micro-Diplomacy on Seventeenth-Century Ottoman-Habsburg Relations Yeniçağ'da Osmanlı-Habsburg Sınır İlişkileri Bağlamında Osmanlı İmparatorluğu'nda Mikro Diplomasi

Presentation Language: Turkish

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This study will deal with the Ottoman-Habsburg border relations in the first half of the seventeenth century by focusing on a series of private letters exchanged between the Pashas of Buda and their equivalents in Habsburg civil service. These documents were preserved in the archives of Palatin Esterhazy and published by the Hungarian scholar, Fekete Lajos. These private communications focus on cross-border problems concerning both states where the mutual efforts for their settlement provided a background for the formation of cross-border cooperation networks. These sub-state networks run parallel and complementary to the state-level diplomatic relations. It was a constant diplomatic communication process that was based on bilateral relations between provincial state bureaucrats. Ottoman diplomatic activity before Karlowitz is generally accepted as ad hoc, that is, without any plan, and lacking a professional diplomatic corps until the establishment of permanent diplomatic missions. These documents reveal that Ottoman provincial bureaucracy was engaged in a permanent and concentrated diplomatic activity in the first half of the seventeenth century, which required a reexamination of the abovementioned framework.

Keywords: Ottoman-Habsburg relations, Micro-Diplomacy, Nikolaus Esterhazy

*HISTORY / TARİH*

## The Relationship of Bank Specific Variables and Profitability: Turkey Sample Bankaya Özgü Değişkenler ile Kârlılık İlişkisi: Türkiye Örneği

Presentation Language: Turkish

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Due to their intermediary function, deposit banks, which take an important place in the financial system, support economic development and also try to increase their market shares in the system and keep their profits at the highest level. Determining the factors that affect the banks' profitability is important in terms of making arrangements both at the bank level and on the macroeconomic platform, as well as in determining policy. The aim of the study is to investigate the effect of balance sheet items of deposit banks in Turkey on profitability between 2002:Q4-2019:Q2 period. In this study, return on assets and return on equity were used as dependent variables, while capital adequacy ratio, ratio of total loans to total assets, ratio of liquid assets to total assets, ratio of liquid assets to short-term liabilities and equity ratio were used as independent variables. The short and long term relationships between the variables were analyzed by ARDL bounds test. According to the results obtained from the ARDL bounds test, it was established that the ratio of capital adequacy ratio and liquid assets to total assets had a positive effect on the return on assets both in short and long term, while the ratio of liquid assets to short term liabilities had a negative impact in both short and long term. It was found that the ratio of total loans to total assets and equity ratio had a positive effect on the return on assets in the long term, and do not have any effect on the return on assets in the short term. It was established that the ratio of liquid assets to total assets positively affected the return on equity both in short and long term but the ratio of liquid assets to short term liabilities negatively. It was found that the ratio of capital adequacy ratio and total loans to total assets had a positive effect on the return on equity in the long term, but no effect in the short term. It was seen that equity ratio has no effect on return on equity in neither short nor long term.

*FINANCE / FİNANS*

## Rising Buildings and Lost Lives in Construction Sites: A Qualitative Research Yükselen Binalar ve İnşaat Şantiyelerinde Yitirilen Hayatlar: Nitel Bir Araştırma

Presentation Language: Turkish

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The ILO estimates that some 2.3 million women and men around the world succumb to work-related accidents or diseases every year; this corresponds to over 6000 deaths every single day. Worldwide, there are around 340 million occupational accidents and 160 million victims of work-related illnesses annually. Construction is a sector associated with numerous occupational accidents and diseases. Turkey has a busy agenda of accidents at work and workers' deaths. Creating the added value, construction sector, which is one of Turkey's most important economic sectors, is placed near the top in the statistics with the high numbers of work accidents and death of workers connected to occupational diseases. In this study, semi-structured indepth interviews were conducted with 12 construction workers working in 3 construction sites in İstanbul about their references and experiences of being construction workers. According to the findings of the survey, it is observed that all of the workers have some members in their families who work in the construction sector and that at least one individual in their families is obliged to work in this sector even though they have been subjected to work accidents. It is seen that construction work continues from generation to generation in their family. It is seen that the workers within the scope of the interview generally have an irregular family income between the hunger limit and the poverty line, and that the workers with high education levels have to choose to work in construction because of unemployment.

*LABOUR ECONOMICS & INDUSTRIAL RELATIONS / ÇALIŞMA EKONOMİSİ VE ENDÜSTRİYEL İLİŞKİLER*

## Structural VAR Analysis Of The Real GDP Growth And Inflation For Turkey

Presentation Language: English

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This study investigates the effects of supply and demand shocks on real GDP growth and inflation in Turkey for the 2003:1-2016:2 period by employing Structural Var Model to decompose the effects of the shocks. The results suggest that supply shocks are more effective on real GDP growth rate compared to the demand shocks, but for the inflation, demand shocks are found to be more effective.

*ECONOMICS / İKTİSAT*

## Assessment of The Cookery Education Students' Vocational Sufficiency Aşçılık Eğitimi Alan Öğrencilerin Mesleki Yeterliliklerinin İncelenmesi

Presentation Language: Turkish

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The changes and improvements in the food and beverage sector, is creating more necessity for qualified personnel. The training of qualified personnel depends on the quality of the education to have well-trained and qualified personnel. In this study, the quality of the education of the students who are being trained at the vocational high schools' cookery education departments was evaluated by the conclusion of the survey which is applied to the managing personnel of the facilities for the internship. A wide measure literature study has been made about the cookery training given in the vocational high schools, and the qualifications of the students are determined. In the director of determined qualifications, survey questions have been prepared to measure how much of the qualifications the students have gained in theoretical and practical aspects. The surveys have been applied to the 382 managing personnels working in the kitchens of the 4-5 stars hotels and touristic restaurants which are doing internship practices in İstanbul. The outcome data was processed through SPSS 21. application (Statistical Package for the Social Sciences) and analyzed. Frequency analysis was used to calculate the distribution of the response to each question in the survey. Descriptive Analysis was used to show the mean values of the Likert-type questions. In the study, T (Student) test was used to determine whether there was a significant difference between the averages of theoretical and practical proficiency levels. As a result of the analysis, it was determined that the students who have received the cookery education gained the highest qualifications with a theoretical average of 4.22, in practice, it was found that they gained a lower level than the theoretical level with an average of 3.91. A statistically significant difference was found between the theoretical and practical training given. As a result of the interviews conducted with responsible personnel, the reasons for the inadequacy of the quality of education were determined and suggestions were made on what should be done to increase the quality.

Keywords: Science of Gastronomy, Cookery, Cookery Education

*TOURISM / TURİZM*

**The Effects of Museums on The Protection of Cultural Heritage and Tourism: The Case of Mardin Museum**  
**Müzelerin Kültürel Mirasın Korunmasına ve Turizme Etkileri: Mardin Müzesi Örneği**

Presentation Language: Turkish

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Museums are regarded as areas where archeological findings, events are exhibited and past lives are transferred to the present day. With these characteristics, museums play a mediator role in preserving cultural heritage and transferring them to future generations. Because of these features, museums provide tourism resources and attract tourists. The increase in the number of visitors to museums can be considered as a result of this. When the activities of Mardin Museum are examined; it is seen that the museum can transcend the identity of “the place where historical monuments are preserved and exhibited” and could be transformed into an educational entity that don’t separate society from history. Museum trainings are provided within the scope of a project entitled “Museum Touching Life: Mardin Museum”. There is a project, entitled “Protecting the Intangible Cultural Heritage of the Upper Tigris Valley and Raising Awareness”, carried out by Museum of Mardin that aims to record, preserve and make visible the intangible cultural heritage of Mardin, Şırnak, Batman and Siirt provinces. In another project entitled “Restoration of Church of Saint Jacob and Preparation of Tourism Infrastructure with Zeynel Abidin Mosque”, it is aimed to provide the area to tourism as a concept of cultural and religious area and to make the area to be involved in the list of UNESCO World Cultural Heritage. the inventory of cultural assets and protected areas in Mardin Province will be revealed with the “Cultural Inventory of Mardin Project”. In addition, activities are carried out to protect and preserve the intangible cultural heritage. With the “Mardin Fairy Tales Meeting”, “Mardin International Kite Festival”, “Mardin Karagöz Days”, “Mardin Bilali Festival” and “Mardin Traditional Rahvan Horse Races” the intangible cultural heritage of Mardin is tried to be kept alive and passed on to future generations. Other museums, like Mardin Museum, need to ensure the preservation and evaluation of cultural heritage through tourism projects that take social values into account.

Keywords: Cultural tourism, cultural heritage, museum.

*TOURISM / TURİZM*

**Stochastic Convergence in GCC Countries: Panel Stationary Approach with Smooth Shifts and Sharp Breaks**  
**GCC Ülkelerinde Stokastik Yakınsama: Keskin Kırılmalı ve Yumuşak Değişmeli Panel Durağanlık Yaklaşımı**

Presentation Language: Turkish

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In this study, the capture (stochastic convergence) hypothesis had been investigated empirically in the six countries of the Gulf Cooperation Council (GCC) for the period 1974-2016. Most of the unit root tests in the literature had not been general enough to capture different dynamics such as sharp structural breaks, soft change and non-linearity. Therefore, in the study, with the help of the trend function proposed by Li, Ranjbar and Chang (2015), panel stability tests involving both sharp and soft structural breaks will be used. During this period, GCC countries experienced different periods of enlargement and stagnation, the volatility in oil prices was affected by the Gulf Wars (1, 2, 3) and the 2008 financial crisis. Structural changes in GDP per capita may mean breaks in the deterministic trend. This may create a nonlinear model. Panel unit root test results have demonstrated that the stochastic convergence hypothesis does not apply to GCC countries other than the United Arab Emirates and Kuwait. The findings of this study show that although most Gulf Cooperation Organization considers sharp and soft breaks, differences in per capita income are resistant to stagnation.

Keywords: Stochastic convergence, Gulf countries, trend function

*DEVELOPMENT STUDIES & DEVELOPMENT ECONOMICS / KALKINMA ÇALIŞMALARI VE KALKINMA EKONOMİSİ*



## Bitcoin and Financial Markets

Presentation Language: English

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Bitcoin is a digital currency developed by Satoshi Nakamoto. The key distinguishing feature of BitCoin is that, in comparison to standard fiat currencies such as dollars or euros, the circulating units are not controlled by a person, group, company, central authority or government, but by a software algorithm. Bitcoin has the critical strength, divergence and interchangeability of the nominal currency. Owing to these features, Bitcoin is the new monetary system of the new digital era, which does not have confidence and identity. As cryptocracy, BitCoin uses encryption policies to control the creation and modification of BitCoins. Access to the BitCoin network requires downloading BitCoin software on a personal computer and joining the BitCoin network, allowing participants to initiate transactions and update and validate transactions. Bitcoin can be categorized as a currency, commodity-based, nominal or somewhere in between. Commodity money is based on the value of a real commodity (like gold). Bitcoin is not a commodity-based currency because it consists of much less valuable data and is not associated with any commodities or multi-commodities. It is estimated that private nominal currencies will face at least two major problems. The first is the network externality effects of holding money. In the case of potential competition, a consumer's decision to keep a particular currency increases the rate of return to other consumers using the same currency. This creates economies of scale in currency production. The second flaw, which prevents the sustainable implementation of competitive nominal monetary systems, is the problem of time inconsistency. The private issuers of the individual currencies do not include appropriate incentives to prevent hyperinflation in the absence of legal restrictions. The individual currencies are based on faith and therefore consumers need to rely on private issuers to ensure a stable money supply. This is the distinctive feature of the national currency (White 1999). However, as the money maker can increase revenue through hyperinflation, potential customers will not hold the private currency. Thus, the system is fragmented because it does not show that the issuer does not promise a stable purchasing power private money maker must convince consumers to trust the product in order to establish itself.

ECONOMICS / İKTİSAT

## Corporate Social Responsibility from Employees' Perspective

Presentation Language: English

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Corporate social responsibility (CSR) has been an important area of study for both academic and business world for the last decades. The phrase social responsibility associate with philanthropy. However it is not the only responsibility of a corporation. The responsibilities of a corporation can be grouped under economic, legal, ethical and philanthropic responsibilities. The philanthropic responsibilities target the welfare of the general public and environment. Along with the benefits provided to the environment and the general public by the CSR activities also the corporations benefit from these activities as they create customer and employee satisfaction and commitment. CSR activities can be seen as both an external and internal marketing tool. The internal customers of a firm, the employees are of prime importance for firms. They are important stakeholders within the organization service- profit chain model. On the other side, studies try to find out the initiative effect of CSR on employees' commitment to the organization (Kim et al ;Peterson, 2004a). Commitment is long term relationships between firms and their employees. Management literature divided commitment into three dimension as affective, continuous, and normative (Allen and Meyer,1990). However, generally affective commitment dimension is used to examine the relation between CSR performance and commitment, which is explain as "an emotional attachment to, identification with, and involvement in the organization" (Allen and Meyer,1990, p. 21). In this study the relationship among firms' beliefs in CSR on higher order quality of work life, perceived status of the firm and commitment are analyzed. The scales of firms' beliefs in CSR and higher order quality of work life were adapted from Singhapakdi et al (2015), organizational commitment and status were adapted from Kim et al (2010). The 5 point Likert scale survey was conducted to 300 employees working in different firms in İstanbul. After eliminating missing data, analysis were conducted with 263 surveys. Structural equation model was utilized to analyze the data.

*BUSINESS STUDIES / İŞLETME BİLİMLERİ*

## Metaphor Using in Divorce Studies Boşanma Çalışmalarında Metafor Kullanımı

Presentation Language: Turkish

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In ancient Greek, the term metaphor means “moving things” or “transferring”. Most dictionary metaphors define it as a comparison based on similarity or similarity between two things (Burns, 2007). However, metaphor constructs our perceptions, thoughts and actions, not only as a metaphorical method or prayer. Whether we are aware of it or not, it basically affects the way we conceptualize the world and the facts (Lumby and English, 2010). Edward Murray, a phenomenological psychologist (1975; cited in Huestis, 1991), wrote that metaphor is a powerful strategy for articulation of human problems and life solutions. The divorce process is a period in which the parties face an intense vital arrangement in the emotional, legal, economic and social fields. Due to the intensity of the divorce process in different areas, the parties may have difficulty in understanding and interpreting the situation they are in. In this process, evaluating the events from a different window is very important for the continuation of the process in a healthy way. The main function of the use of metaphors in divorce studies is to review the existing pre-assumptions, labels, schemes and social norms drawn to divorce perception and to help the parties develop a new awareness of divorce during and after the divorce process. In the last decade, interest in clinical use of metaphor has increased. This interest was also reflected in the increase in the publication of articles and monographs by researchers and practitioners who turned their attention to metaphors (Huestis, 1991). However, although the use of international literature is frequently seen in the field of social sciences, the literature on the use of metaphors in our country is very recent. This study aims to make an important contribution to the literature especially in terms of addressing the use of metaphors in divorce studies. For this reason, the study is discussed in two main sections. The first part focuses on the metaphor conceptually and the second part focuses on the use of metaphor in divorce studies. The use of metaphors in divorce studies is also enriched with possible examples of metaphors. The use of metaphors has been considered a valuable therapeutic technique in terms of providing a new understanding of events and situations.

Keywords: Metaphor, divorce studies, metaphoric framing

*SOCIAL WORK / SOSYAL HİZMET*

## **A Metaphorical Approach for Keynesian and Monetarist Critiques of Negative Interest Rates Negatif Faiz Tartışmalarının Keynesçi ve Monetarist Yorumlarına Metaforik Bir Yaklaşım**

Presentation Language: Turkish

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The year 1776 that Adam Smith had published “The Wealth of Nations” and the year 1936 when “The General Theory of Employment, Interest and Money” had been published by John Maynard Keynes respectively represents the emergence of economics as a social science, and building the considerable body of the modern macroeconomic theory. Keynes’ General Theory was the economic equation of the world political map that had been originally transformed by the First World War which was continuing to be shaped by the years through the Second World War. After the dominance of the Keynesian policies in the 1930-1950 period, Monetarism led by Milton Friedman was risen as a Neo-Classical synthesis in reconstructing the ultimate paradigm shift that was caused by the collapse of Bretton Woods in 1973. Since the new economic paradigm, globalization, was based on the liberalization of money markets through exchange systems, Monetarist interpretation of the markets was a priority in those years. The worst legacy left by the Monetarist paradigm about the Keynesian theory is its ignorance about the Keynesian interpretation of the markets including underemployment market equilibrium, and narrowing its contributions into his views on fiscal policy soundness. In fact, Keynes was emphasising the importance of monetary instruments while drawing attention to the relatively advantageous situation of fiscal policies above monetary policies. His refusal of the Classical views on the neutrality of money both in the short and long run also positions the Keynesian view as a critique of the Monetarist view that was risen after the 1970s. From the wider perspective, Keynes gives the priority to psychological factors in the determination of investment and money demand functions while Friedman emphasises on the interrelation of inflation and unemployment rates for market equilibrium. Positioning his argument against the Keynesian view on neutrality of money, Friedman defends the non-neutrality of money only in the short run by indicating that this deception will not spread to the long term since the money illusion will come to an end by rational units. In a similar manner, interpretation of savings, investments and interest rates differ in Keynesian and Monetarist theories due to that the first supports the idea of exogeneity while the second states the endogenous identity of money in money markets. Furthermore, Keynesian views on the interest sensitivities for money demand and investments, and the expected consumption and income affects of the Keynesian theory differ from the Monetarist School by the reason that demand for money is crucial for the Keynesian interpretation of markets in contrast to the priority of money supply in Monetarist theory. In addition to the framework drown above when Keynesian and Monetarist theses are examined by their first sources in order to determine their projections on negative interests and to investigate their predictions on market movements, it will tragically be seen that Keynes indicates a more consistent and optimistic profile for market conditions opposed to Friedman. This study is an attempt to analyze current (declining) negative interest discussions from Keynesian and Monetarist perspectives under a metaphorical axiom. In this context, after defining the metaphorical roles attributed to economic units, the pre-assumptions that have been structuring the monetary system for long years are questioned; a new set of questions are placed at the center opposed to the old policy set; and some new economic units (crypto currency systems, blockchain, bitcoin etc. ) along with their everchanging functions are classified under the new axiom.

*ECONOMICS / İKTİSAT*

## A View Of Yaşar Kemal's Folklor Motif Novels Yaşar Kemal'in Folklor Motifli Romanlarına Bir Bakış

Presentation Language: Turkish

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Yaşar Kemal Cumhuriyet döneminin toplumcu gerçekçi yazarıdır. Yapıtlarının büyük bir kısmında folklor motifleri önemli yer kapsar. Sanatçının XX yüzyılın 50-70'li yıllarında birbirinin ardısına basılan romanlarının konularının renkliliği ve canlılığı, içerik ve biçim zenginliği onları Türk edebiyatının en çok sevilen yapıtlarına çevirmiştir. Yaşar Kemal düzyazısının esas niteliğini sorunların bir bütün halinde ele alınması, yaşam gerçeklerini sanatsal biçimde, estetik boyalarla yansıtmaya, olayların çoktarafli ölü ve kurgu çerçevesinde geliştirilmesi oluşturur. Türkiyede sanatını halka adanmış diğeri ilerici demokratik yazarlar gibi halk kitlelerinde toplumsal bilincin biçimlendirilmesinde sanatçının rolünü doğru değerlendiren yazar, söz sanatının aynı zamanda bir eleştiri işi olduğunu iyice anlıyor. O, başarılı bir yapıtın yazılması için uzun araştırmalara, deneyimlere başvurma gerekliliğini bilincindedir: "Konu olarak ele alınan objektü tümüyle benimsemeyen, incelemeyen, hakkında yazacağın insanların kederini, sevincini, varını, yoğunluğunu bilmeden mükemmel bir yapıt oluşturmak olanaksız". Yaşar Kemal bu düşüncesine tüm düzyazı yaratıcılığı boyunca sadık kalmıştır. Onun görüp bildiği, incelediği konuların, ele aldığı sorunların, kaleme aldığı insanların çoğu usta sanatçının ünlü romanlarının ("İnce Memet", "Teneke", "Ölmez Otu", "Akçasazın Ağaları", "Ağrıdağı Efsanesi", "Yılanı öldürseler" v.b.) derin içerik katını, çok yönlü ölü ve kurgulu estetik çelişkinin temelini, kişiyi ve tiplerinin gerçek hayattaki "prototiplerini" oluşturmaktadır. Nesir türlerinin, özellikle de belgesel türlerin gelişiminde, Türk yazın haritasında kendi hakettiği yerini almasında, bir bakıma vatandaşlık hukuku kazanmasında Yaşar Kemal'in rolünün yadsınılmaz olduğunu altını çizmek gerekiyor. Türkiyenin ünlü edebiyat eleştirmenlerinden Mehmet Fuat da Yaşar Kemal'in yapıtlarının "ülkeyi tanımak, milli kimliği kavramak açısından çok değerli" olduğunu vurguluyor. Yaşar Kemal'in keskin toplumsal içerikli protesto romanı gibi değerlendirilen "Teneke" eserinin konusu gerçek yaşamdan alınmış, yazarın şahidi olduğu ve bizzat katıldığı gerçek olaydan kaynaklanır. "Doğanın ve insanlığın dehşetli faciası" adlandırılan sıtma hastalığı ve onun en korkunç bulaştırıcısı olan sivrisineklerin baskınına uğrayan Çukurova bölgesi insanların felaketli, çıkmaz durumu konusu Yaşar Kemal'in hem öykülerinde ("Sarı Sıcak", "Sivrisinek", "Bebek"), hem "İnce Memet" romanında, hem de "Çukurova Yana Yana" röportajlar kitabında toplanan eserlerinin bir çoğunda yer alıyor. Türkiye nesrinde mitolojik motiflerden yararlanılarak yazılan eserler Yaşar Kemal'den evvel de, sonra da olmuştur. Sait Faik'in "Alemdağda Var Bir Yılan", "köy edebiyatı" edebi akının en tanınmış temsilcilerinden Fakir Baykurt'un "Yılanların Öcü" ilk akla gelen örneklerdir. Bu yapıtlarda yılan sembolik, simgesel anlam taşıyor. Yaşar Kemal'in "Yılanı Öldürseler" romanında yılan mitten yazıya köprü gibi düşünülmüş, toplum yaşamındaki çeşitli ilişki ve mücadelelerin gerçekleşmesine yolaçan geçit, çocuk psikolojisinin açılımına yardımcı olmak amacıyla romanın yapısına dahil edilmiştir. Her şeyden önce, bu roman çağdaş bir trajedidir. XX yüzyılın ortalarında oluşan bu facianın kökünde yüzyılların mitolojik tefekkürü, halkın batıl inançları ve bu inançların çağdaş ortamda dışavurumu, köylünün tutucu töre, gelenek görenekleri, sosyal yaşam tarzı, oturma biçimine çok geç alışan kabile aşiret kuralları duruyor. Yazar, insan üzerinde hakim olan insanlıkdışı kanunların, derebeylik yapısının kalıklarının, sosyal facianın kurbanı olan ve kendi öz oğlunun eli ile katledilen annenin trajedisini ustalıkla tasvir etmiştir.

*LITERATURE / EDEBİYAT*

## Migration Studies as a Social Work Practice in the Ottoman Empire During the 19th Century

### 19. Yüzyılda Osmanlı Devleti'nde Bir Sosyal Hizmet Uygulaması Olarak Göçe Yönelik Çalışmalar

Presentation Language: Turkish

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International migration is one of the most important cases that impact today's Turkey. The place of professional work cannot be denied in the solution of the problems that occur with migration. It can be stated that the social work profession, which is based on the human rights and social justice, is at the center of these studies. In order to establish the relationship between social work and migration, it is important to make connection with the history of social work and to know its historical roots. With this study, it has been tried to make a small contribution to the discovery of the social work activities in our history. In this context, the aim of this study is to evaluate the studies carried out in the name of social services in order to cope with the problems caused by the migrations in the 19th century in the Ottoman Empire. The services of the Ottoman Empire for migration have not been evaluated in the context of immigration and social services. This point constitutes the importance of this study. This study that was prepared utilizing literature review method, shows that the social services was first implemented in the Ottoman Empire and those services can shed light on the massive migrations we experienced in Turkey in recent years in this regard. The last periods of the Ottoman Empire were years of forced migration. During these years, the Ottoman Empire tried to find solutions to the problems of immigrants. In order to find solutions to these problems in the Ottoman Empire, it is seen that various social work activities were carried out. It is seen that the state carried out studies that can be considered as social services in many areas from prevention of epidemics to the care of orphans and from providing basic human needs to education

Keywords: Migration, Ottoman State, social work

*SOCIAL WORK / SOSYAL HİZMET*

## Monotax as a Social Protection Implementation and Economic Development Sosyal Koruma Sistemi Aracı Olarak "Monotax" ve İktisadi Kalkınma

Presentation Language: Turkish

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"Monotax" regime is implemented in several Latin American countries (Uruguay, Brazil, Argentina etc.) as a single tax for low-income households and small enterprises. Although case studies differ for each country, the main reason for these differences can be found in social policy implementations, financing method and cost, and the structure of tax policies. The expected benefits of "Monotax" regime are to increase economic growth, to decrease income inequality and to alleviate with poverty. If the social protection schemes are carried out by the principles of universality and redistribution of income, the contribution of Monotax regime to these principles is analyzed in this research. Also, the effects of "Monotax" regime on the socio-economic status of the region will be analyzed within the context of development.

Keywords: Social protection, Monotax regime, social policy, development.

*DEVELOPMENT STUDIES & DEVELOPMENT ECONOMICS / KALKINMA ÇALIŞMALARI VE  
KALKINMA EKONOMİSİ*

## The Importance of The Green Economy of Renewable Energy Sources in Turkey Türkiye'de Yenilenebilir Enerji Kaynaklarının Yeşil Ekonomideki Yeri Ve Önemi

Presentation Language: Turkish

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In order to prevent the serious decrease in the energy resources experienced in recent years, the desire of people to meet their energy needs without giving negative results to the environment revealed the concept of sustainable development. Sustainable development has been linked to the green economy and has become an inevitable economic model for all countries. Countries that chose their economic models as green economies chose to increase renewable energy sources such as wind, solar, hydro and geothermal. The purpose of this study, which aims to make sustainable economic development for Turkey, like other countries, examines renewable energy sources and examines the impact and importance of green economy. Other studies on the subject were also utilized.

Keywords: Green Economy, Renewable Energy Resources, Sustainable Development

*ECONOMICS / İKTİSAT*



**The Relationship Between Bist Xutek Index and Other World Technology Sector Index:  
An Analysis with VAR Model  
Bist Xutek Endeksi İle Diğer Dünya Teknoloji Sektör Endeksleri Arasındaki İlişkiler : VAR  
Modeli İle Analiz**

Presentation Language: English

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Improving the performance of companies with the development of technology and contributing to the welfare of the country by adding value to the economy of their country is one of the most important effects. In this study, the relationship between the index of stock markets in which the companies in the technology sector in Turkey and China, India, Norway, Denmark, Sweden and technology sector index was investigated. In this study which aims to investigate the relationship between the stock exchanges of countries on the basis of technology sector, descriptive statistical value tables are created by using time series analysis method and after examining stationarity test, Granger Causality Test in which determining endogenous- exogenous variables, VAR model was estimated and Impact-Response Analysis and Variance Separation analyzes were performed.

*ECONOMTERICS /EKONOMETRİ*

## Ethics and Individual Formation in the Function of Effective Communication

Presentation Language: English

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The study aims to analyze the importance of ethics and individual formation in the communicative process as well as their relation to context, culture and identity. Communicating means recognizing that people think, act, and live differently and that only the meaningful communicated message realizes the communication bridge between them. Ethics is an essential element in communication, related to sociocultural factors of society, therefore it cannot be perceived separately from the context in which it is used. The individual formation of man affects the communication process, as it depends on the realization of meaningful communication. The research question posed is: How important are human ethics and individual formation in the communicative process between parties with different education, culture and beliefs? The hypothesis of this research is: Human ethics and individual formation are two essential elements in communication, as one can find different communication situations that will have to be solved despite changes in human cultures and identities. The study consists of addressing the individual formation of human beings and ethics, viewed in terms of the importance they have in enabling the transmission of meaningful message from the messenger to the message receiver and vice versa, based on some concrete examples of Albanian daily life.

Keywords: ethics, communication, cognitive luggage, culture, education.

*PUBLIC RELATION & COMMUNICATION STUDIES / HALKLA İLİŞKİLER VE İLETİŞİM  
ÇALIŞMALARI*

**Cultural Identity and Intangible Cultural Heritage Attitude Scale For Turkish Immigrants Living in Germany**  
**Almanya’da Yaşayan Türk Göçmenler İçin Kültürel Kimlik ve Somut olmayan Kültürel Miras Tutum Ölçeği**

Presentation Language: Turkish

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The aim of the study is to develop a measurement tool to determine the cultural attitudes of Turkish immigrants living in Germany against cultural identity and Intangible Cultural Heritage. The theoretical basis of the study is the information obtained from Intangible cultural heritage literature review and which portrays Berry and his friends' cultural processes of immigrant and ethnic groups, and the Self-Editing Theory developed by Markus and Kitayama In addition, Communication Scale developed by Van Dick et al., Social Identity Scale developed by Doosje et al., And Verkuyten and Yıldız 's works in religious expressions. The difference of this study from similar studies is that the expressions which are accepted as Intangible cultural heritage and the expressions determining cultural identity are combined and the aim of the study is to further customize the expressions according to other scales, to keep the working group large and to target the fourth generation living in Germany. The study group of the study; It is composed of 331 people living in Germany's Bremen, Berlin and Wupertal cities. Basic Components Analysis was performed on the data. At the end of the analysis, the scale had 5 factors and the total variance was found to be 47.80. The Cronbach Alfa reliability coefficient of the scale consisting of 5 factors and 24 items is 0.67. The scale is arranged in a five-point Likert format.

*CULTURAL STUDIES / KÜLTÜREL ÇALIŞMALAR*

**The Relationship Between Service Quality, Behavioral Intention and Satisfaction in Intercity Passenger Transport: Sample of Çankırı Karatekin University**  
**Şehirlerarası Yolcu Taşımacılığında Hizmet Kalitesi, Davranışsal Niyet ve Memnuniyet İlişkisi:**  
**Çankırı Karatekin Üniversitesi Örneği**

Presentation Language: Turkish

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In this study, the relationship between perceived service quality, behavioral intention and satisfaction in intercity bus companies was investigated. The population of the research is the students studying at Çankırı Karatekin University and using them to intercity bus companies. The sample of the study was 424 students who accepted to participate in the study. In the research, questionnaire technique was used as data collection technique. The questionnaire consisted of two parts, in the first part questions were asked about the demographic characteristics of the students, in the second part, the service quality scale consisting of 4 dimensions (Service, personnel, security, service) and 28 statements to determine the quality of service, and 7 statements to determine the behavioral intentions of the students. five-point Likert-type scales were used to determine the general satisfaction of students. Duman, Ayduğan and Koçuk (2007), Yılmaz (2012), Koçoğlu and Aksoy (2012), Özdiçiner and Ceylan (2016) and Aliçavuşoğlu and Gürbüz (2017) were used in the preparation of the questionnaire. The statistical analysis of the questionnaire, which was answered by 424 students, was carried out with IBM SPSS 22 statistical package program. Frequency distribution, descriptive statistics, T test, one-factor analysis of variance and correlation tests were used in the analysis of the data. Among the demographic variables examined, a statistically significant difference was found between the students' class and the general satisfaction of the students for bus companies. There was found between students' behavioral intentions and perceived service quality dimensions (Service, personnel, security, service transportation) a positive, high, medium, high and medium relationship. There was a positive, weak, weak, weak and weak relationship between students' general satisfaction and service quality dimensions (Service, staff, security, service transportation), and (positive) medium relationship between behavioral intentions and general satisfaction of students.

Keywords: Service Quality, Behavioral Intention, Satisfaction

*TOURISM / TURİZM*

**A Research on the Social Effects of Festivals Sample of Gerede Traditional Animal and  
Commodity Fair  
Festivallerin Sosyal Etkileri Üzerine Bir Araştırma Gerede Geleneksel Hayvan ve Emtia  
Panayırı Örneği**

Presentation Language: Türkçe

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In this research, it is aimed to determine the entrepreneurship tendencies of undergraduate students of tourism. The population of the research is the students of Çankırı Karatekin University Ilgaz School of Tourism and Hotel Management. In the research, questionnaire technique was used as data collection technique. Yılmaz and Sünbül (2009) and University Students Entrepreneurship Scale were used in the preparation of the questionnaire. The statistical analysis of the questionnaire, which was answered by 148 students, was performed with IBM SPSS 22 statistical package program. Frequency distribution, descriptive statistics t test and ANOVA tests were used for data analysis. As a result of the research, it was found that the female students' entrepreneurship tendency was higher than the male students. In addition, the entrepreneurship tendency of the students taking the entrepreneurship course, the students over the age of 21, the students of the tourism management and hotel management department were found to be higher than the other group students.

Keywords: Entrepreneurship, Entrepreneurship tendency, Tourism undergraduate students.

*TOURISM / TURİZM*

## Old Age in the Context of Gerontosociology: A Theoretical and Practical View Gerontososyoloji Bağlamında Yaşlılık: Kuramsal ve Uygulamalı Bir Bakış

Presentation Language: Turkish

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Aging and aging is a subject that carries the currentity. In particular, reasons such as improvement in health conditions, increased survival expectancy and socio-psychological conditions change the age structure and demographic dynamics of countries. Therefore, old age is a period to focus on. In this sense, the main subject of the study is the elderly living in Artvin. This study aims to understand how individuals shape their daily lives, how they maintain their economic and social relations after retirement, and what dynamics are used to shape these relationships. For this purpose, in-depth interviews were conducted based on qualitative research methodology. Interviews were conducted with a total of 10 people, 4 females and 6 males, in Artvin center, Hopa and Borcka districts.

Keywords: Aging, Gerontosociology, Artvin.

*SOCIOLOGY / SOSYOLOJİ*

## Queer Representations in François Ozon Cinema and the Homonortative Transformation of the Family

### François Ozon Sinemasında Queer Temsiller ve Ailenin Homonormatif Dönüşümü

Presentation Language: English

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Queer cinema can be defined as an area where queer characters are at the center of the narrative where the boundaries of heterosexist and unidirectional phenomena are melted, and representations of the body and gender are independent of heteronormative preconditions and stereotypes. The phenomenon of the nuclear family, which is generally represented in a heteronormative context in mainstream cinema, undergoes a homonormative/queer transformation through queer body representations in François Ozon cinema as a Gay director. In other words, the nuclear family of François Ozon films is being rebuilt through alternative and non-heterosexist bodies on a Queer plane. In this study, François Ozon films will be classified in the context of Queer theory and the films that include the nuclear family and Queer representations will be determined and examined with Queer Film Analysis within the framework of heteronormative / homonormative body concepts. The transformation of the nuclear family at the macro level will be discussed in terms of how the micro-level corresponds in the bodies / individuals, whether the Queer representations liberate the family phenomenon, and the consequences of the relationship between Queer body representations and homoeroticism.

Keywords: Queer Representations, Transformation of Heteronormativity, François Ozon Cinema, Nuclear Family.

*FILM STUDIES / FİLM ÇALIŞMALARI*

## The Representation of Grotesque as Comedy Element: Recep İvedik Series Grotesk Bedenin Komedi Unsuru olarak Temsili: Recep İvedik Serisi

Presentation Language: Turkish

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In the context of the Enlightenment, the emerging Science field was looking for ways to build the World and Human from a new perspective away from the pressure of the church. Medical Sciences, which was in parallel with the rise of Science, aimed to revise health as a cultural phenomenon in general and human body in particular. At the same time, as religious pressure in the public sphere began to unravel, identities began to be defined by bodies and the positioning of bodies. At this point, like all other institutions idealized (rational education, urban life, masculine culture, democratic administrations, etc.), the body began its journey to perfection. Especially in the period of Enlightenment, where reconstructive surgery was sprinkled, the representations of Ancient Greece as a prototype for the human body, through the Renaissance and Reform in art, led to it. All bodies outside this norm were either ignored or turned into instruments of medical sciences in order to be completed and regulated. In the period in which cosmetic products and prosthesis were born, 18th century Europe positioned all kinds of “being” or “missing” bodies circulating in the periphery of this aesthetic perception as ridiculous, pathetic, need to be corrected, epic or destroying. These bodies, which can be defined as grotesque or abject in the Body Studies literature, have taken their place as threatening elements in the collective unconscious of cultural history: always suppressed, always ignored. In the literature of gender and body studies, grotesque and abject were generally regarded as elements positioned as the litmus of the system and revealing the dilemmas of the system. Grotesque and abject bodies were at the center of research because of their representation, their level of meaning and the norms they rebelled. However, in some texts, grotesque bodies parodically appeared as elements of comedy or humor. In this form, grotesque bodies were isolated from the non-normal spaces they represented and moved to the cultural sphere shaped by the norm. This study will focus on how the Grotesque body is transformed into a comedy element in the Recep İvedik series as an alternative and oppositional representation. After determining the elements that make the character of Recep İvedik grotesque, the content of these elements will be determined by Content Analysis in the context of Qualitative Film Analysis.

Keywords: Grotesque, Body, Cinema, Recep İvedik

*FILM STUDIES / FİLM ÇALIŞMALARI*



**When to Consider Social Desirability Bias (Sdb) in Consumer Behavior Studies? A Review on SDB-Vulnerable Concepts**  
**Tüketici Davranışı Araştırmalarında Sosyal Kabul Arzusu Yanlılığı (SKAY) Ne Zaman Dikkate Alınmalıdır? SKAY'a Konu Olan Kavramlar Üzerine Literatür Taraması**

Presentation Language: Türkçe

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Self-reporting survey is the most frequently used method to collect the data in marketing, consumer behavior, and many other areas of social science research. The literature presents abundant evidence that self-reporting inherits a significant risk for the occurrence of social desirability bias (SDB), which refers to respondents' tendency to misreport while answering the questions to draw a socially desirable or approvable image. Because it is a salient source of systematical error which distorts the validity of the measurement, researchers need to prevent, detect, or minimize social desirability bias to improve the quality of their research. However, marketing and, more specifically consumer behavior researchers are criticized for paying little attention to SDB despite their heavy use of self-report surveys. This is partly because it is not clear when to consider socially desirable responding in marketing and consumer research, and which concepts are more susceptible to social desirability bias than others. To fill the gap to some extent, this paper aims to provide a review of constructs that were empirically found to be vulnerable to social desirability. Although it is not possible to make a complete and accurate list of SDB-sensitive constructs, the review of the prior empirical reports revealed mainly nine groups of constructs that are susceptible to SDB. These constructs include personality, values, culture, religion, consumer ethics, pro-social consumption, pro-environmental consumption, subjective well being, and abnormal consumer behaviors. Accordingly, consumers tend to distort their responses to portray themselves as a person who found the way of happiness with an esteemed personality that is equipped by strong spiritual beliefs, collectivist culture, altruistic values, and that manifest itself through reasonable, ethically, socially and environmentally responsible behaviors.

*MARKETING STUDIES / PAZARLAMA ÇALIŞMALARI*

## Older or Wiser? Age and Pro-Environmental Consumption Akıl yaşta mıdır başta mı? Yaş ve Çevreci Tüketim İlişkisi

Presentation Language: Turkish

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Kırk yılı aşkın bir süredir, farklı disiplinlerinde yürütülen sayısız araştırma tüketicilerin çevre zararlı tüketim alışkanlıklarının değiştirilerek sürdürülebilir tüketim davranışlarını benimsemesini sağlamak motivasyonu ile süreçte etkili faktörlerin belirlenmesi üzerine odaklanmıştır. Diğer taraftan, hükümetler ve sivil toplum kuruluşları elde edilen bilimsel bulgulardan da faydalanarak tüketicilerin çevre ve toplum zararlı davranışlarının değiştirilmesine yönelik çalışmalar yürütmektedir. Tüketicilere sürdürülebilir davranışların benimsetilmesi noktasında kullanılan yaklaşımlardan biri, sosyal değişim yaratmak için ticari pazarlamayı prensip ve yeteneklerinin kullanıldığı sosyal pazarlama yaklaşımıdır. Sosyal pazarlama stratejilerinin belirlenmesinde davranış değişikliği yaratılmak istenen kitlenin şekilde bölümlendirilmesi ve uygun hedef kitlenin seçimi, farklı hedef kitleler için istenen davranışa ilişkin engellerin, maliyet ve motivasyon kaynaklarının belirlenmesi kritik öneme sahiptir. Çevreci tüketimi desteklemeye yönelik sosyal pazarlama kampanyaları için yaş önemli bir bölümlendirme kriteri olarak öne çıkmaktadır. Uluslararası literatürde yaşı çevreci davranışlar üzerindeki etkisine ve bu etkinin doğasına dair bulgular tamamen tutarlı olmasa da, yaş ve davranış ilişkisine dair ağır basan çıkarım genç tüketicilerin ileri yaşı tüketicilere oranla daha eğitilmiş ve daha kaygılı olmalarına rağmen çevre çevreci tüketim davranışlarını sergilemede daha gönülsüz ve pasif oldukları yönündedir. Oysaki kuşakların yer değişimi perspektifinden bakıldığında genç tüketicilerin çevreci tutum ve davranışları, toplum için planlanan uzun dönemli sosyal değişimin gerçekleştirilmesinde kritik bir öneme sahiptir. Önemli bir hedef kitle olarak genç tüketicilerin çevreci davranışlarının desteklenebilmesi, bu kitlenin tutum ve davranışlarının daha ileri yaşı tüketicilerden nasıl ve neden ayrıştığı, kitleye özel motivasyon ve engellerin neler olduğunun bilinmesini gerektirmektedir. Bu kapsamda bu çalışmada; Türk tüketicilerin çevreci tüketim bilgi, düşünce ve davranışlarının yaş ile etkileşimini araştıran ulusal yayınlar taranmış ve bulguları derlenmiştir. Nadiren çelişen bulgulara rastlanmakla birlikte çevreci değerlerin, tutumların, genel ve özel (yeşil tüketim, enerji tasarrufu, gönüllü sadelik vb) çevre duyarlı tüketim eğilimlerinin daha genç tüketicilerde daha zayıf olduğu görülmüştür. Yaşın getirdiği bu farklılığın olası nedenleri tartışılmış, gelecek araştırmalar için öneriler sunulmuştur.

*MARKETING STUDIES / PAZARLAMA ÇALIŞMALARI*

## Platform Work and Some Problems Related to Labor Law Platform Çalışma ve İş Hukuku Bakımından Doğurabileceği Bazı Sorunlar

Presentation Language: Turkish

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The technological developments that have emerged in the digitalizing age have great effects on our daily lives in the fields of communication and information transfer. The Internet has made it possible to purchase services and works online. In addition to ensuring the exchange of goods, the innovations in working life that digitalization has brought to life are also remarkable. Especially in recent years, the concept of working has been increasingly organized through digital platforms. The new types of work, which differ in terms of time, place or person in the work organization, constitute the reflections of technological developments on the working life. Especially working through the platform has made a rapid progress with technology. As a matter of fact, once it is considered that platforms are increasingly mediating the work force, it is possible that platforms will be one of the most important actors in the labor market in the coming years. The platform work includes providing services in many different fields as well as the performance of simple and qualified works. Therefore, the platform work constitutes the head concept in essence. As a matter of fact, in 2017, the White Paper (Weißbuch) was published by the Federal Ministry of Labor and Social Affairs (BMAS) in Germany under the name of the Arbeiten 4.0, in which new working models emerged in the digital media were stated. In the White Paper, the concept of "platform", is used as a head concept for such works. Under this concept, four different platform working types are classified. These are "social communication platforms" such as Facebook, Xing, Youtube, Twitter, "digital markets" such as eBay, MyHammer, "intermediary platforms" such as Uber, Airbnb, Helping, and finally "crowdworking-platforms" such as Upwork, Clickworker, Amazon Mechanical Turk. In working on the platform, platforms are defined as the structure, as an intermediary mostly between the order/service purchaser and the order/service provider in the economic and political field. Platforms also consider their structures as intermediaries legally. In this context, the platforms assert that those providing works on their own infrastructure operate independently and are therefore personally liable for ensuring their social security, protecting their economic and health interests, taking occupational health and safety measures and for tax. It is required to analyse as to whether the positions of the platforms in this tripartite relationship with the person who performs the work and the person who receives the service (employer) as they claim is only to an intermediary in terms of the Labor Law, and particularly to review the classical concepts of this field of law, which can be considered as the relationship between employee, employer and workplace. In addition to the classical concepts, it is significant to determine as to who has the authority to give instruction and to supervise and to determine as to how the risk distribution between the parties of the tripartite relationship will take place, in order to provide an insight into the problems that the platform work may give arise in terms of Labor Law. In this context, our primary objective is to introduce these new models and to examine what the legal problems that may arise and have importance for Labor Law, by taking into consideration the new working relations brought about by digitalization have been rapidly implemented in recent years in terms of our country. In this study, firstly, the concept of platform work and its types shall be discussed as a method. Subsequently, the controversial issues that this new working model may emerge in terms of the classical concepts of the Labor Law and the general legal problems that may arise within the framework of the Labor Law will be evaluated. In this context, by including the discussions and opinions in Germany, which put the Industry 4.0 into practice, it is also aimed to guide the discussions that may arise in terms of the Turkish Labor Law once the Industry 4.0 is introduced in the future. Keywords: Platform work, crowdworking, technological developments, legal problems, Labor Law

*LAW / HUKUK*

**Statistical Analysis of Attitude towards Operational Research Course: The Case of Düzce University**  
**Yöneylem Dersine Yönelik Tutumun İstatistiksel Analizi: Düzce Üniversitesi Örneği**

Presentation Language: Turkish

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In this study, the attitudes of students of Department of Business Administration and Department of Management Information Systems in Faculty of Business Administration in Düzce University in the spring semester of 2018-2019 academic year are examined. In addition, the attitudes of these two departments towards the course are compared and the effects of gender, repetition, high school and the class of the students on the course are investigated. In this context, a total of 296 survey are distributed to the students (179 business administration and 117 management information systems) and 232 of them are found suitable for evaluation. The data are analyzed with SPSS 22 package program, frequency analysis, one way variance analysis (ANOVA), factor analysis and two independent sample t-tests are performed. The findings of the research revealed that there are some differences between these two department students towards the operation course. Furthermore, it shows that the attitude towards the operation course is more negative. For this reason, it can be claim that improving the attitudes of the students of the faculty of business towards the operation course, which is one of the quantitative courses, is important for the students who will work in various operational weighted enterprises in the future.

*BUSINESS STUDIES / İŞLETME BİLİMLERİ*

**Logistics Regression Analysis and A Bibliometric Examination of Its Usage in Graduate and Doctorate Thesis**  
**Lojistik Regresyon Analizi ve Lisansüstü Tezlerde Kullanımının Bibliyometrik İncelenmesi**

Presentation Language: Turkish

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Lojistik regresyon analizi, çok değişkenli bir analiz türü olup çok değişkenli analizlerin gerektirdiği varsayımlara ihtiyaç duymadan özellikle kategorik değişkenlerin regresyon analizi modelini kurmaya yarayan çok önemli bir analiz türüdür. Bu çalışmada, ilk olarak lojistik regresyon analizi kavramsal literatür olarak kapsamlı bir şekilde ele alınıp incelenmiştir. Daha sonra çalışmanın temel amacı olarak; 2009-2019 yılları arasında Türkiye'de sağlık alanında yazılmış lisansüstü tezlerinde lojistik regresyon analizinin bir bütün olarak nasıl kullanıldığı, uygulamalarda yapılan yanlışlar, varsayımların kullanımı, bulguların raporlaştırılması ve yorumların nasıl yapıldığı incelenmiştir. Ayrıca, yapılan çalışmaların konusu, hangi yılda yayınlandığı, University, anabilim dalı, araştırma yöntemi, araştırma modeli, örnekleme hacmi ve hipotez sayısı dikkate alınarak tasnif edilmiştir. Araştırma sonuçlarına göre, sağlık alanında yapılan tezlerde sıklıkla başvurulmuş bir yöntem olan lojistik regresyon analizinin uygulanmasında önemli ölçüde yanlışlar ve çalışmalarda hatalar yapıldığı gözlemlenmiştir. Ayrıca, lojistik regresyon analizi kullanılarak yapılan sağlıkla ilgili lisansüstü tezlerinin en çok uygulandığı anabilim dalı biyoistatistik olmakla beraber işletme, ekonometri ve istatistik anabilim dalları da başta olmak üzere birçok alanında yaygın olarak kullanıldığı saptanmıştır.

*ECONOMTERICS / EKONOMETRİ*

## Cyclical Effects Of The Fiscal Policy Instruments in Turkey Türkiye’de Maliye Politikası Araçlarının Konjonktürel Etkisi

Presentation Language: Turkish

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Fiscal policy is considered pro-cyclical if it moves in the direction of increasing cyclicity, anti-cyclical if it moves in the direction of reducing. In other words, if the economy is in a contraction period, the increase in government expenditures and the decrease in tax rates show that the fiscal policy is pro-cyclical, while the decrease in expenditures and the increase in tax rates are anti-conjunctive policies. In this study, the conjuncture of fiscal policy in Turkey in the period 1987-2017 is examined. Central government budget is taken into account in the data used in the study. In this context, “Public Revenues”, “Tax Revenues”, “Primary Surplus”, “Public Expenditures”, “Primary Public Expenditures”, “Gross Debt Stock”, “GDP” ratios were used. As a result; In simple regression analysis, the coefficient of GDP was positive when real central government public expenditures were used as the dependent variable and the coefficient of GDP was negative when non-interest public expenditures were used but, it is not statistically significant. When the ratio of primary budget balance to GDP is used as the dependent variable, this coefficient is positive and statistically significant. In multiple regression analysis; The relationship between fiscal policy and production deficit and debt stock is examined. When primary surplus is used as a dependent variable, it can be suggested that fiscal policy is anti-cyclical. When primary public expenditures (tax revenues) are used as the dependent variable, it can be suggested that the relevant coefficient is pro-conjuncture. When public income is used as a dependent variable, it is observed that fiscal policy is pro-cyclical. The positive coefficient for debt stock indicates that public revenues increased in response to an increase in debt stock. As a result, it can be said that fiscal policy in Turkey needs to become more anti-cyclical in order for it to become an instrument of stability policy

**Keywords:** Fiscal Policy, Pro-Conjuncture Fiscal Policy, Anti-Cyclical Fiscal Policy, The Conjuncture Of Fiscal Policy In Turkey.

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*PUBLIC FINANCE / MALİYE*

## An Assessment of the Possibilities for the Voluntary Return of the Syrian Refugees

Presentation Language: English

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With the spread of the Arab uprisings to Syria in March 2011, many Syrians started to leave their country. Today, there are approximately 5,6 million Syrian refugees in different countries and 4 million of these refugees are living in Turkey. Studies show that the magnitude of this number and the signals regarding the permanence of their stay are considered negatively by the Turkish public. With the changing conditions and the beginning of the constitutional process in Syria, Turkish policy makers, under the influence of this negative public opinion, started to discuss the refugee issue within the framework of a repatriation strategy. There is a general agreement in the literature that in order for any repatriation strategy to be considered successful it should be safe, voluntary and with dignity. However, it is reported that, in practice, these criteria have not been, mostly, respected. The major reason for this situation may be related to the fact that the refugees are not included in the formal debates of repatriation. This study will try to explore the necessary conditions of a voluntary return for the Syrian refugees in Turkey by assessing the possibilities of including them as key actors to the repatriation process.

*POLITICAL SCIENCES / SİYASET BİLİMİ*

**Intercultural Communication Sensitivity and Interpersonal Problem Solving Skills in  
Language Teaching: A Research on Foreign Language Teaching Staffs  
Dil Öğretiminde Kültürlerarası İletişim Duyarlılığı ve Kişilerarası Problem Çözme Becerisi:  
Yabancı Dil Öğretim Elemanları Üzerine Bir Araştırma**

Presentation Language: Turkish

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In order to achieve effective communication in multicultural environments, individuals need to be able to understand the emotions and expectations of people from different cultures and manage these expectations effectively with a high level of awareness. Intercultural communication sensitivity of language instructors working in multicultural education environments is expected to be high. Within the framework of the related literature, it is foreseen that instructors with high intercultural communication sensitivities will also have high interpersonal problem solving skills. The aim of this research is to investigate the relationship between the intercultural communication sensitivity levels and interpersonal problem solving skills of the instructors teaching foreign languages in a multicultural educational institution. For this purpose, 110 instructors working at the School of Foreign Languages at the Kyrgyz-Turkish Manas University have been identified as the universe of research. Intercultural Sensitivity Scale developed by Chen and Starosta (2000) was used to determine the intercultural communication sensitivity level, and Interpersonal Problem Solving Inventory developed by Heppner and Petersen (1982) was used to determine problem solving skills of the instructors participating in the research. The data of the research were processed by taking into account socio-cultural variables with the help of multivariate statistical methods. As a result of the research, it was found that there was a statistically positive relationship between the intercultural communication sensitivity levels of the instructors and their interpersonal problem solving skills.

**Keywords:** Language Teaching, Intercultural Communication, Interpersonal Communication, Problem Solving Skills

*PUBLIC RELATION & COMMUNICATION STUDIES / HALKLA İLİŞKİLER VE İLETİŞİM  
ÇALIŞMALARI*



## Measurement and Prediction of Financial Failure and Bankruptcy Risk in Airline Industry

Presentation Language: English

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The air transport industry has undergone a rapid transformation and transformation process after the second world war. In this process, the advancing technology and the deregulation that started in 1978 in the USA had a significant effect. Over time, the demand for the airline industry has increased and the number of companies operating in the airline industry has increased. This has led to an increase in competition between airlines and a decrease in the profit margin of the airline industry. This situation has also caused the airline industry to enter into crises such as Oil Crises, Gulf War, Asian Crisis, September 11 Terror Attack, SARS epidemic, Global Financial Crisis, Arab Spring. Many airline companies affected by this crisis have experienced financial distress and bankruptcy in a short period of time. This study focuses on predicting whether airlines will experience financial distress or bankruptcy. Within the scope of the study, the financial data of the insolvent airlines have been obtained for 5 years before the insolvency. In the continuation of the study, these 5-year data were examined empirically. In this way, the increase in the risk levels of airlines has been monitored by years. Altman Z-Score, Springate S-Score and Beaver Method were used. The results of the study show that by monitoring the change in the financial statements of the airline companies, it can be determined whether these companies will go bankrupt or not. The findings of the study also show that the predictive power of financial failure scores is quite high in the airline transportation industry.

*FINANCE / FİNANS*

**Watching the City, Touching the City, Talking to the City: Rethinking the Image of the City in the Eastern Black Sea**  
**Kenti İzlemek, Kente Dokunmak, Kentle Konuşmak: Doğu Karadeniz’de Kent İmgesini Yeniden Düşünmek**

Presentation Language: Turkish

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This work aims to understand the phenomenon of the city from a sociological perspective. For this purpose, the focus is on the imaginative meanings that cities create in people's minds. When we watch the city more closely, touch it and talk to it, it is observed that the meaning of urban imagery in the ard area is revealed and that the perspective of the city has completely changed. The common point of view about the cities in the eastern Black Sea is that the cities of the region have natural beauty, healthy living areas, fresh air and water, unique and postcard views, tourist attractions, and a green nature. However, regional cities have visible/known/familiar meanings as well as unseen/unknown/unrecognized meanings. The main purpose of this study is to rethink these meanings through the urban image of Artvin. In this study, the city of Artvin is evaluated on the basis of social phenomena such as border, informal migration, informal economy, smuggling, sex work, drug addiction, divorce, dams, mines, HESs and cancer. Based on these facts, it is concluded that the city has five different imaginations: the border image of the city, the migration experience of the city, the social collapse of the city, the ecological destruction of the city and the deadly face of the city.

Keywords: City, Urban Image, Eastern Black Sea Region.

*SOCIOLOGY / SOSYOLOJİ*

## Technology Diffusion and Human Capital in the Fourth Industrial Revolution Era: Policy Options for Developing Countries

Presentation Language: English

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This paper explores the types of public policies in which diffusion of technology can be achieved successfully in the 4th Industrial Revolution (4th IR) era. The diffusion of technology is closely linked to the expansion of human resources in terms of accumulated knowledge and skills. The level of human resource development significantly determines the degree of assimilation and adaptation of the technology transferred to a country. From the point of view of a developing economy, the assimilation of a newly imported technology from abroad represents a major technological change. However, this does not mean that the technological effort in the process of industrial development plays only a minor role. Local or domestic technological capabilities are essential to digest, alter, modify and adapt transferred technology to local conditions. The ability to absorb and adapt new technologies requires a specialized and sophisticated workforce supported by a highly educated population. This implies the need for public intervention, especially for the formation of human capital. In the face of a shortage of skilled labor, preventing the rapid spread of new technology systems and technology facing a number of market failures, governments need to take action to overcome market failures and promote the deepening and diversification of technology. This paper examines market failures in terms of technology diffusion and suggests possible solutions.

Keywords: Technology Diffusion, human capital, the fourth industrial revolution, public policy

*DEVELOPMENT STUDIES & DEVELOPMENT ECONOMICS / KALKINMA ÇALIŞMALARI VE KALKINMA EKONOMİSİ*

**Central-Local Government Relations within The Framework of Autonomy and  
Administrative Tutelage  
Özerklik ve İdari Vesayet Çerçevesinde Merkez-Yerel Yönetim İlişkileri**

Presentation Language: Turkish

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For their structures of local administrations are the closest administration unit to the public. Governments constitute a local administrative units for an effective public service presentation and a requirement for democracy. Due to state forms, local governments' relations with the centre government may differ. But for democracy and effective service, local administrations are accepted and supported to be autonomous at a certain level. In particular, unitary states use authority of administrative tutelage to prevent autonomy from creating a fragmented structure and to provide effectiveness in services. Turkey has a unitary state structure. Local administrations are located within the administrative structure of Turkey. Local administrations have autonomy within the boundaries set by law. The centre has many tools to provide control over local governments. The most important of these tools is administrative tutelage mechanism. In this study, from the establishment of the Republic of Turkey to the present day, the relations between local governments and central administration are addressed in the context of autonomy and administrative tutelage. Within the framework of the subject, the changes sand developments in the historical process are examined in the context of autonomy and administrative tutelage. In especially in the 2000s, it focuses on changes and transformations, provided by reforms. Afterwards, the European Charter of Local Self Government requirement is also included in the assessment. The study, autonomy and administrative tutelage in the historical process, discusses periodic comparisons and reveals changes.

*PUBLIC MANAGEMENT / KAMU YÖNETİMİ*

## Open The Borders Sınırları Açın

Presentation Language: Turkish

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International migration are to move in population inter different regions and countries. International illegal migration come to light international immigration when is hinder of destination countries. In consequence of illegal immigration, immigrants either die on the way or are modern of slaves. As well International migration literature is defined irregular, not certificate and illegal immigration. Since 1980, illegal immigration is a result again configures of capitalist system which producing, circulations, labour process. Security is an obligation for living of the human. Wars, epidemics, politic suppressions, discriminations (race, gender etc.) bring a situation insecurity scope of living. Therefore the humans immigrate for security living. Particularly, illegal immigrants put in danger both destination countries and during journey. There are directly relationships between socio-economic of country development and illegal immigration. Generally illegal immigrants risk all difficulty for more excessive income, to be employer and to raise the standard of living. The globalization provide free cycle to capital, labour isn't provided the right free cycle. This rose to informal sector which is insecurity, lower wage, deprivation from all the rights. Illegal immigrations are new slaves created of globalization. Illegal immigrant workers have not to basic human rights conditions and current work standards. Employer is gross a change that labour finds in these conditions. This study focuses on the relationship between illegal immigration and border-security policies. The study states that border-security policies increase illegal immigration and promote the new form of slavery. Historically, the development of border-security policies and the situation of illegal immigration are examined comparatively.

*SOCIOLOGY / SOSYOLOJİ*

## Perception Towards Advertising Professionals: Presentation of Advertiser On “Ekşi Sözlük” Reklam Sektörü Çalışanlarına Yönelik Algı: Reklamcının “Ekşi Sözlük”te Sunumu

Presentation Language: Turkish

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“Ekşi Sözlük” stands out as one of the most active and effective social networking sites in Turkey since 1999. In this study, the word “Reklamcı” was searched within Ekşi Sözlük site and was found that 63 titles were opened. The titles, which include repetition of each other and irrelevant discourse, are excluded. The contents of the classified titles were examined and the discourses in the titles were subjected to content analysis. In the research, it was determined how the advertising sector and the advertising sector employees were perceived. The positive and negative perception of the advertising sector and advertising sector employees were examined.

Keywords: Advertising sector, Advertiser, Ekşi Sözlük

*PUBLIC RELATION & COMMUNICATION STUDIES / HALKLA İLİŞKİLER VE İLETİŞİM  
ÇALIŞMALARI*

**Evaluation Of The Concordat, The Basic Way Of Restructuring In Turkish Law In Terms Of Directive 2019/1023**  
**Türk Hukuku'ndaki Temel Yeniden Yapılandırma Yolu Olan Konkordatonun 2019/1023 Sayılı Yönerge Bakımından Değerlendirilmesi**

Presentation Language: Turkish

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The discovery of strong relations between the law and the economy since the second half of the 20th century is the reason of the change in the content and the focus of the bankruptcy law. Thus, the basic idea in the Classical Bankruptcy Law, which was valid until this period, was the liquidation of assets of a debtor whose financial situation deteriorated and consequently, the withdrawal of the debtor from economic life. However, researches conducted since the second half of the 20th century has concluded that shifting the focus of the bankruptcy law from the "liquidation" to the "restructuring" will increase productivity. Following this, many countries have included mechanisms in their legal system, which aim to ensure the continuance of the debtor to his economic activities by way of releasing it whose financial situation deteriorated. Although there are mechanisms for restructuring under the legal system of many countries, the characteristics of these mechanisms are widely separated from each other. The European Union, which has identified this as an significant problem, has started a study on the subject of the "determination of the main features of an efficient restructuring procedure" from the first years of the 21st century. These studies gave their final results on 20.06.2019; on such date, the Directive numbered 2019/1023 on the "Restructuring Frameworks and Measures to Increase the Efficiency of Procedures Concerning Restructuring, Insolvency and Discharge of Debt" has been adopted. The change in the understanding of bankruptcy law naturally affected the Turkish Law as well and enabled the mechanism to postpone the bankruptcy already existing under the Law numbered 4949. However, due to the criticisms put forward against the mechanism and problems confronted in practice, the mechanism of the postponement of bankruptcy has been abolished by the Law dated 28.02.2018 and numbered 7101 and the "concordat" is made to be the basic restructuring procedure under the Turkish Law. The subject matter of this memorandum is the evaluation of the concordat, which is the main restructuring procedure under the Turkish Law, in terms of the characteristics determined in the Directive numbered 2019/1023. Thus, in order to increase the efficiency of the Turkish Law in this sense, it is aimed to determine the main problems and to propose solutions.

*LAW / HUKUK*

**A Research on Entrepreneurship Tendency of Tourism Undergraduate Students: The Case of Ilgaz School of Tourism and Hotel Management**  
**Turizm Lisans Öğrencilerinin Girişimcilik Eğilimleri Üzerine Bir Araştırma: Ilgaz Turizm Otelcilik Yüksekokulu Örneği**

Presentation Language: Turkish

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In this research, it is aimed to determine the entrepreneurship tendencies of undergraduate students of tourism. The population of the research is the students of Çankırı Karatekin University Ilgaz School of Tourism and Hotel Management. In the research, questionnaire technique was used as data collection technique. Yılmaz and Sünbül (2009) and University Students Entrepreneurship Scale were used in the preparation of the questionnaire. The statistical analysis of the questionnaire, which was answered by 148 students, was performed with IBM SPSS 22 statistical package program. Frequency distribution, descriptive statistics t test and ANOVA tests were used for data analysis. As a result of the research, it was found that the female students' entrepreneurship tendency was higher than the male students. In addition, the entrepreneurship tendency of the students taking the entrepreneurship course, the students over the age of 21, the students of the tourism management and hotel management department were found to be higher than the other group students.

Keywords: Entrepreneurship, Entrepreneurship tendency, Tourism undergraduate students.

*TOURISM / TURİZM*



**A Study on the Relationship between Job Security, Organizational Commitment and Performance in Hospitality Industry: The Case of Ordu**  
**Konaklama İşletmelerinde İş Güvencesi, Örgütsel Bağlılık ve Performans İlişkisi Üzerine Bir Araştırma: Ordu İli Örneği**

Presentation Language: Turkish

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The aim of this study is to investigate whether there is a significant relationship between job security perceptions, organizational commitment and performance of hotel employees. The population of the research is the employees of a five-star accommodation establishment operating in Ordu. In the research, questionnaire technique was used as data collection technique. In the questionnaire form, Allen and Meyer's three-dimensional Organizational Commitment Scale and Bakan and Büyükmeşe (2004) and Poyraz and Kama'n (2008) Job security scale with the performance scale developed by Borman and Motowidlo (1993) and Beffort and Hattrup (2003) and adapted to Turkish by Karakurum (2005) was used. The statistical analysis of the questionnaire, which was answered by 134 hotel employees, was conducted with IBM SPSS 22 statistical package program. Frequency distribution, descriptive statistics and correlation analysis tests were used to analyze the data. There was a positive correlation between employees' perception of job security and organizational commitment scale, positive correlation between employees' job security perception and performance and positive correlation between employees' organizational commitment and performance.

Keywords: Job security, Affective commitment, Continuance commitment, Normative commitment, Performance

*TOURISM / TURİZM*

## Clustering In The Context Of Competitive Advantage: A Research On The Grand Bazaar Carpet Sellers

Presentation Language: English

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The issue of competition on the concept of clustering comes after the 1990s. However, especially in terms of the geography of our country, the history of clustering is much older. In this sense, Grand Bazaar, which is the place of our research topic, can be shown as one of the first examples of clustering in terms of both geographical and sectoral concentrations. The Grand Bazaar has been the subject of many studies with its rich cultural texture based on the past, its commercial activity and sectoral diversity. However, no studies dealing with the Grand Bazaar Carpet business cluster were found in these studies. For this purpose, we have focused on the Carpet business cluster of Grand Bazaar in the context of Competitive Advantage of Clustering which has not been done before. The Grand Bazaar carpet business cluster is draws attention with its expertise on Hand crafted Carpets and Rugs. The carpet cluster, which reached 500 companies in the Grand Bazaar as recently as 30-40 years ago. Nowadays this cluster continues to exist with about 80-90 companies despite the problems facing the hand-made carpet sector in general. Within the scope of our research, it has been evaluated whether or not this cluster creates competitive advantage for cluster members, as a result of literature review, observation and semi-structured in-depth interviews. The Grand Bazaar is known to be a brand value both in terms of national and international demand with its historical and touristic features. This brand value created by the bazaar, we can say that the carpet business cluster also benefits like all sectoral clusters in the bazaar. In addition, in the light of the findings of our study, the cluster members sharing each other's product assortments and stocks while meeting the demands of customers, sharing information about the innovations and demand trends in the sector, and the positive attitude towards the growth of the cluster could be expressed as a result of the competitive advantage.

*BUSINESS STUDIES / İŞLETME BİLİMLERİ*

## The Effects of Dark Triad (Machiavellianism, Narcissism, Psychopathy) on the Love Attitudes

Presentation Language: English

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Purpose of this research is to study effects of dark triad personality traits (Machiavellianism, narcissism, and psychopathy) on the love attitudes. Data is collected through questionnaire surveys, using convenience sampling method for sampling. To measure Dark Triad personality traits Dirty Dozen scale which is developed by Jonason and Webster (2010) is used, to measure love attitudes. Love Attitudes Scale (LAS) which is developed by Hendrick, Dicke and Hendrick (1998) is used. Exploratory Factor Analysis is conducted to both scales which returned three and six items respectively. Correlation and multiple regression analyses are conducted using items returned, lead to finding out moderate correlations between dark triad constructs, positive correlations between ludus and all dark triad constructs, narcissism correlating with all love attitudes except agape, psychopathy and Machiavellianism correlating with ludus only. Also, regression analyses showed narcissism has a significant and positive effect on mania and pragma, Machiavellianism has a significant and positive effect on ludus, gender and narcissism are founded to have a significant effect on storge and agape in which genders (Female) effect is negative. Results also are indicated statistically significant differences between female and male attitudes of storge, ludus and agape towards love and only Machiavellianism trait among dark triad. The implications of the results are discussed and future research areas are suggested.

Keywords: Dark Triad, Narcissism, Machiavellianism, Psychopathy, Love Attitudes.

*PSYCHOLOGY / PSİKOLOJİ*

## Effects of Information Society On Employment and Qualification Bilgi Toplumunun İstihdam ve Vasıf Üzerindeki Etkileri

Presentation Language: Turkish

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Because of the advancements in technology in recent years ‘information society’ has become a concept that has been often mentioned. This concept means that the usage of information has been at the forefront. Although the concept is urged upon so much, the fact that the information society’s effect on employment and degrading quality is not being discussed. Estimations that our world is a information world from now on, that people’s and labor’s grade will increase on a regular basis, that a more free society is being formed are made with universal consent and from memory. Comments about industrial society dying out and information era starting has gained a lot of popularity. Because of these superficial and in my opinion ‘ideological’ claims the advancement of society and its effect on labor needs a different way of thinking. Because of this the information society will form the first part of work. In this part; after the conceptional explanation of information society, different districts with different opinions will be reviewed. Information employees will also be touched upon. In the second part, information society’s degrading and destructive effects will be explained.

Keywords: Information society, quality, labor, employment, degrading.

*LABOUR ECONOMICS & INDUSTRIAL RELATIONS / ÇALIŞMA EKONOMİSİ VE ENDÜSTRİYEL İLİŞKİLER*

## Role Of Foreign Capital Inflows In Promoting Economic Growth In Turkey Türkiye’de Yabancı Sermaye Girişinin Ekonomik Büyüme Üzerindeki Etkisi

Presentation Language: Turkish

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Since a high level of financial resources is needed to increase economic growth, many developing countries with capital shortages have made great efforts to attract foreign capital into their financial systems. However, most studies focusing on this issue in the literature have not shown a consistent positive and significant relationship between capital inflows and permanent economic growth. Therefore, it has been argued that financial capital inflows, especially in developing countries, do not create the expected advantages for long-term economic growth since foreign resources provided by capital movements are used to finance increased consumption rather than investment. In our study, this argument impact on the economic growth of capital inflow to Turkey for testing was examined. In this context, Turkey's impact on the economic growth of financial capital inflows was examined under two subheadings such as portfolio investments and other investments. Accordingly, quarterly data between 2009 and 2019 have been analysed using the ARDL model to determine the short- and long-term effects of capital inflows on economic growth. The analysis results show the cointegration between capital inflows to Turkey and economic growth. More specifically, portfolio investments and other investments adversely affect economic growth in the long run while in the short term both of them positively affected economic growth. Thus, in accordance with the widely accepted opinion in the literature, empirical findings showed that financial capital that entered Turkey has a positive effect on economic growth in the short term but in the long term this positive effect is eliminated. That means Turkey has some problems in using the additional funds provided capital inflows in order to finance long-term economic growth. Therefore, it can be argued that Turkey needs some active policies managing capital inflows rather than doing nothing in the face of large capital inflows. Such that policymakers should prepare the Turkish economy to best absorb the potential benefits of capital inflows in the long run. Regarding the absorption of capital inflows by aggregate spending categories, in order to achieve a long-term increase in economic growth, policymakers should direct capital inflows to create additional resources for investment much more rather than financing private consumption boom.

*ECONOMICS / İKTİSAT*

## Music as a Communication Problem: A Perspective on Musical Murders Bir İletişim Problemi Olarak Müzik: ‘Müzikli’ ve ‘Danslı’ Cinayetlere Bir Bakış

Presentation Language: Turkish

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Especially starting with the 90s, we see that there is a significant increase in the number of music related crimes (i.e. assaults and murders). In this type of crimes, we often see that a man kills or injures a musician (or a radio DJ) because his song request is not performed or played. Similar type of crimes are also committed in the wedding settings because of dance related issues, this time the issues being: “who danced more”, “why couldn’t I was the lead dancer in the halay” etc...The main function of music is to bring people together. For example, Barbara Ehrenreich argues that music and dance binds people by creating a kind of social love. Furthermore, neuroscientist Walter J. Freeman argues that music and dance are the biotechnology of group formation in humans. So how can a cultural product like music, can become an object of hatred and crime among people? When we look at the history of musical disagreements, we see the most common and oldest of these disagreements are related to the noise of music. Such disputes began to emerge especially in the 1930s, with the increased use of gramophones and radios in daily life; with invention of speakers; as well as with the beginning of apartment life. One of the most significant point in the use of sound technologies is the concept of schizophony (i.e., the separation of sound from its source) and the mechanical / electronic reproduction of this recorded sound. These technologies and sound recording per se, are major elements in the creation of commercialization and ethical problems in sound.. Thus, we can also assert that these technologies are also the building blocks of communication problems originating from music. In this presentation, examples of music (and dance) related murders and injuries from the early Republican era will be analyzed and through this analysis, the relationship between music and the dark sides of human experience will be examined.

*ANTHROPOLOGY ANTROPOLOJİ*

## The Image Of The Devil In The Ottoman World In Respect to Culture, Music and Dance Osmanlı Dünyasında Kültür, Müzik Ve Dans Ekseninde Şeytan İmgesi

Presentation Language: Turkish

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In the broader Ottoman mentality, Satan and other Satanic figures such as peri, cin, hortlak, cadı, vampir had a very significant place in daily life. Figures like Evliya Çelebi, Aşçı Dede, Ebusuud Efendi and the Arabic and Persian sources that they were influenced by (such as Arabic Fiqh books and Sheik Sadi-i Shirazi etc.) we see that the image of the devil is described in a very detailed way. In these descriptions, we see the influence of Qur'an and the hadiths, other sacred books, local beliefs, folk religion and mythology. This multicultural image of the devil, of course, represents different faces of evil, and in some cases, it also represents cunningness, vigilance and intelligence. In this context, we see that some Ottoman pashas had the nickname satan (şeytan). A pasha, nicknamed the devil, may then be called Angel because of his good service, or that the pleased Sultan Murad IV called Evliya Çelebi as the devil's apprentice. In spite of these examples, the enemy of the Ottoman state is almost always demonized. In fact, as the enemy, Ottomans were also demonized by the Europeans as well. This international othering and demonization were mainly a result of the wars. On the other hand, we also see similar demonizing attitudes within the Ottoman society as well. Among them, we find the demonization of Sufis by even more Orthodox theologians. Some Ottoman Muslims were also demonized with totally absurd beliefs (i.e. Gypsies and Kurds were believed by some to be descended from Satan) as well. Music, which had a very significant place in Ottoman life, also had its share of such demonization. Music, dance (raks) and even sema were demonized by Orthodox Islamic figures, even though music was the main part of worship by sects/orders such as Mevlevi, Rufai, Rafizi and Bektashi. In this presentation, the role of demonic figures and their function in the Ottoman culture and music will be analyzed.

*ANTHROPOLOGY ANTROPOLOJİ*

**Populism, Authoritarianism and Deparliamentarisation: Russia, Hungary and Poland**  
**Popülizm, Otoriterleşme ve Paramentosuzlaşma: Rusya, Macaristan ve Polonya**

Presentation Language: Turkish

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Since the 17th century, the parliamentary institution has been seen as a presumption for the existence of democracy. This institution, in which the demands of the people were brought to the political field, discussed and enacted, also had a mission to supervise the executive power. Every country that has been in the process of democratization desires to have this institution and the number of parliaments has increased in the world since the beginning of the 20th century. However, this golden age of parliament has been short-lived and criticisms have increased that it have been weakened in the face of the executive power since the 1920s. These criticisms have become much more observable since the second half of the 20th century, and the “parliamentary decline thesis” has been expressed by many different observers. But since the beginning of the 21st century, the parliamentary institution has entered a new moment. In this period, which corresponded to the rise of populist and authoritarian regimes and the decline of democracies, the parliamentary institution continued to decline. Populist’s majoritarian conception of democracy and their reaction to constitutional institutions, especially the separation of powers, and their demonizing discourse against the opposition caused the moment of deparliamentarization. This study therefore argues that the parliamentary decline thesis, which prevailed in the 20th century, has been replaced by the deparliamentarization since the beginning of the 21st century. Although populist regimes, which began to emerge in many countries in different regions such as Latin America, Eastern Europe and the Middle East, came to power with the claim of consolidating democracy, they weakened democratic institutions over time and rendered them dysfunctional. The study discusses this claim through three former Iron Curtain countries: Russia, Hungary and Poland. These countries have made significant progress in democratization since the early 90s and during this process their parliament gain power and autonomy. However, when populist autocrats came to power, -Putin in Russia, Orban in Hungary and Kaczynski in Poland- there regimes immediately turn to autocracy and their parliaments lost their significance.

*POLITICAL SCIENCES / SİYASET BİLİMİ*



**City Branding and Social Media: An Analysis of the Best City Brandings Based on Twitter Hashtags (#)**  
**Şehir Markalaşması ve Sosyal Medya: En İyi Şehir Markalarının Twitter Etiketleri (#) Üzerine Bir Analiz**

Presentation Language: Turkish

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Like in many other fields social media also caused changes in tourism. Nowadays social media users share reviews, experiences, videos or photos of their hometowns or the cities they've visited with various users. Other people can get information about places they want to visit or they are interested in through social media postings. Consequently social media turned into a pool of information on places. The material about these places has an impact on people who use social media as a tool to get tips. Cities who want to build significant brand images have to specify their qualities and have to transfer them through the right medium. In this process social media plays an important role as it carries the message and creates perception of the place. Through social media, administrators who work upon the brandings of their cities have the opportunity to communicate fast to a wide audience. They can advertise their towns, interact with the contact persons and respond to their needs. Currently, not only individuals or organizations but also cities were represented on social media. To know in which way the places are represented on social networks will help to improve the process of branding. In this thesis the image of cities which were chosen as the best branded ones on the base of "The Anholt-GfK Nation Brands Index" were analyzed through the posting of Twitter-Hashtags. Shares made through the hashtags (#) starting with the name of the city under review will be collected during the period of the research time and codes and themes will be created through sharings related to cities by content analysis.

Keywords: Social Media, City Branding, Twitter

*PUBLIC RELATION & COMMUNICATION STUDIES / HALKLA İLİŞKİLER VE İLETİŞİM ÇALIŞMALARI*

## Forming Power Relations in Oil States Through Ideas and Imperatives: Case of Iran

Presentation Language: English

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Social cleavages such as ethnic and religious has become an important imperative for many countries in the Middle East region to deal with. Iran, Saudi Arabia, and Iraq are example countries facing this issue. Natural resources and mainly oil income have become an important mean for governments to face with this issue. The countries can set economic regulations such as fiscal and monetary policies more freely than countries without oil resources. However, this characteristic faces important hurdles. Apart from Dutch Disease which have been discussed widely on literature of the oil states, relations among imperatives, ideas, and state policies can become important determinants in power relations in oil states. The power relations in a specific state can influence how oil income can be spent. In this study I will study how relations among ideas, imperative, and state policies determine power relations and how the oil income has been spent in case of Iran. In case imperatives I will focus on international goals as well as internal security such as social cleavages specifically ethnic cleavage. Historical Analysis and process tracing will be my main method in the research and my time period will be since 1974, five years before the Islamic Revolution in Iran. How ideas have been formed and influenced in different happenings such as the Islamic Revolution, Iran-Iraq war, and nuclear sanctions against Iran. State policies such as international, fiscal, and monetary policies have been changed in these states. By mapping this process, this research can give a meaningful answer for the research question that ideas, imperatives, and state policies is determinant of power relation and expenditure of the oil income as well in an oil state.

Keywords: Iran, Oil, Imperative, State, Ideas, Power Relations

INTERNATIONAL RELATIONS / ULUSLARARASI İLİŞKİLER

**The Need For Forensic Accounting and Investigation on the View of the Professional Accountants and Jurisdiction in the Sakarya Province for the Need of Forensic Accounting  
Adli Muhasebeye Olan İhtiyaç Ve Sakarya İlinde Faaliyet Gösteren Muhasebe Meslek Mensupları Ve Hukukçuların Adli Muhasebe İhtiyacına Bakışlarına Yönelik Bir Araştırma**

Presentation Language: Turkish

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As a result of the reflection of the fraud and corruption disputes on the legal platform, especially in the calculation of economic losses, the support of experts is needed. For this reason, the need for judicial accountants is increasing day by day. Although ancient history to recline in the last 50 years, forensic accounting as a profession, which was launched in Turkey in the practical reflection of the theoretical work will be implemented. In this s In order to support the study in a practical sense, at the end of the study, an application that measures the level of need of forensic accounting between accountants and lawyers was realized. As a result of the application, it was concluded that forensic accounting was seen as a need by both professional groups.tudy, which was carried out with the aim of supporting the studies on forensic accounting theoretically, the place of forensic accounting in the fight against fraud and corruption has been mentioned. In addition, participants who consider audit activities and existing infrastructure to be insufficient think that forensic accounting training is compulsory.

*BUSINESS STUDIES / İŞLETME BİLİMLERİ*

**Accounting Fraud and Evolution of Fraud Reports of International Audit Institutions**  
**Muhasebe Hileleri Ve Uluslararası Denetim Kuruluşlarının Hile Raporlarının**  
**Değerlendirilmesi**

Presentation Language: Turkish

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Economic and financial developments in the world and Turkey, the diversification of activities in business, the increase inThe changes and regulations are quite complex. Developments in business life make audit activities compulsory and increasingly difficult. Failures in auditing and failure to detect fraud and corruption reduce the trust of all parties involved in the enterprise. the volume of trade with foreign countries, has led to structural changes in the business. Although many measures have been taken, fraud and corruption cause significant losses in economic life worldwide. For this purpose, a lot of researches are being carried out for fraud and fraudulent practices, especially for the International Audit Institutions. In this study, the fraud reports published in 2018, which are published periodically by international audit institutions, will be examined and the findings of fraud and economic crimes will be included.

*BUSINESS STUDIES / İŞLETME BİLİMLERİ*

## Language Relations Between Turkish Dialects and Eastern and Western Languages Türk Lehçeleriyle Doğu ve Batı Ülkeleri Arasındaki Dil Bağlantıları

Presentation Language: Turkish

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19. yüzyılın sonları ve 20. yüzyılın başlarında Türk dünyasında güçlendirilmiş ulusal kurtuluş ve özgürlük hareketi, yirminci yüzyıl boyunca devam etti ve küreselleşen bir dünyada Türk birliğinin güçlendirilmesi konusunu gündeme getirdi. Türk dünyasında ekonomik, siyasi ve kültürel entegrasyon kaçınılmazdır ve bu süreç devam etmektedir. Daha kültürel entegrasyon güçlenirken, siyasi ilişkilerin genişlemesi daha sağlam temellere dayanır. Bu süreçte Türk dünyasının birliğini güçlendirmek için hem kültürel, hem siyasi alanda büyük katkılar yapılmaktadır. Azerbaycan devleti, dünya devletleriyle ekonomik, politik, kültürel ve bilimsel ilişkilerini gün geçtikçe geliştiriyor. Ana dillerimizin yakınlığından kaynaklanan önemli konulardan biri de diller arasındaki bağlantıların incelenmesidir. Azerbaycan ve Türk Dünyası halkları büyük Türk kültürü ile birleşiyor. Türk Dünyasında ve ülkemizdeki son tarihsel olaylar, bağımsızlık kazandıktan sonra toplumumuzda sosyal ve ekonomik değişimler, Azerbaycan ve Türk halkları arasındaki dinamik açıdan gelişmiş bilimsel ve kültürel bağlar, Türk lehçelerinin bilimsel olarak öğrenmesine yol açmıştır. Kuşkusuz, böyle bir durumda, toplumun gerçek sosyal ve toplumsal-politik yaşamıyla doğrudan ilgili olan dil ve alıntı kelimeler konusu ve bununla ilgili araştırmalar özel bir önem taşımaktadır. Türk dilleri bağımsızlığını yüzlerce yıldır korudu, ama aynı zamanda gerekirse diğer dillere söz vermeyi ve kendini özümseyerek Batı ve Doğu dillerinden alıntılarla kelime dağarcığını zenginleştirmeyi başardı. Uzun yıllar boyunca, ekonomik, ticari, bilimsel-edebi alanda Türk Dünyası dillerinin taşıyıcıları Batı ve Doğu ülkeleriyle etkileşimde bulunmuş ve bunun bir sonucu olarak, Türk lehçelerinin kelime hazinesi ve terminolojisi bu dillerden alıntı kelimelerle gelişmiş ve zenginleşmiştir. Bu kelimelerin etimolojisi ve dillere geçiş tarihi, benimsenmesi, sözcüksel-yapısal dönüşümü, bu sürecin konumu ve olumlu ve olumsuz yönleri de Türkoloji için ilginç ve önem taşımakla beraber bu sorunun güncelliğini meydana getirmiştir.

Anahtar kelimeler: Türk dilleri, dil bağlantıları, etkileşim, kelime hazinesi, alıntı kelimeler

*LINGUISTICS / DİL BİLİMLERİ*

## Germany's Foreign Policy Towards Latin America

Presentation Language: English

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Germany is the largest economy in Europe and one of the world's leading economies. Therefore, Germany's foreign policy trends, especially in the post-Cold War period, are being followed with interest both in Europe and in the world. Since Germany was included in NATO, and therefore under the US security umbrella during the Cold War, Germany followed the bloc policy in the Cold War period like other NATO countries. With the end of the Cold War, Germany, like other countries, started to act in a way that would maximize her foreign policy interests under new international conditions. In this process, Germany also developed relations with Latin American countries. In fact, Germany's interaction with the Latin American region began when the Germans massively immigrated to the Americas in the nineteenth century and some of them settled in the former Spanish and Portuguese colonies/newly independent states in Latin America. Germany's relations with Latin American countries continued in the commercial, economic and cultural relations dimension and were also influenced by the First and Second World War and Cold War conditions. In this study, Germany's foreign policy towards the Latin American region and the dynamics affecting its foreign policy will be examined and Germany's financial, commercial, cultural, economic, military and political role in the Latin American region will be explored.

*INTERNATIONAL RELATIONS / ULUSLARARASI İLİŞKİLER*

## Turkey's Climate Change Policy Türkiye'nin İklim Değişikliği Politikaları

Presentation Language: Turkish

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Sanayileşmenin dünyada yaygın hale gelmesiyle kendini belirgin olarak hissettiren çevre sorunları, bugün ülkelerin öncelikli gündemleri arasında yerini almaktadır. Fosil kaynak kullanımına dayalı sanayi malları üretiminin artması sonucu sera gazlarının salımı ve ormanların tahribatı gibi insan kaynaklı faaliyetler nedeniyle yaşanan iklim değişikliği, en önemli küresel çevre sorunu olarak karşımıza çıkmaktadır. Yerküre sıcaklığının ortalama 0,7°C arttığı bilinmektedir ve sera gazlarının salımı bugün tamamen durdurulsa bile iklim değişikliğinin olumsuz etkilerinin yüzyıllarca devam edeceği tahmin edilmektedir. İklim değişikliği; su kaynakları, toprak, ormanlar, ekosistem, biyo-çeşitlilik gibi çevresel değerleri olumsuz olarak etkilediği gibi, toplum üzerinde de doğrudan etkilere sahiptir. Bu olumsuz etkiler, uluslararası tepkilere neden olmuştur ve Birleşmiş Milletler öncülüğünde 1992 yılında Rio'da yapılan Dünya Zirvesinden itibaren her yıl tarafların bir araya geldiği toplantılar yapılmaktadır. Ancak iklim değişikliğini durduracak bir uzlaşma politikasının yerleşmiş olduğunu söylemek güçtür. İklim değişikliğinin çevre ve toplum üzerindeki olumsuz etkileri Türkiye'de de yaşanmaktadır ve Türkiye küresel ısınmadan en fazla etkilenecek ülkelerin başında gelmektedir. Başta kuraklık olmak üzere deniz seviyesinde yükselme ve ani seller, Türkiye'nin karşı karşıya kalacağı en önemli sorunlar olarak tahmin edilmektedir. Yukarıda sözü edilen iklim rejimine yönelik uluslararası toplantılar ve oluşturulan politikaların bir tarafı olan Türkiye, iklim değişikliğine yönelik bütünlüklü olmadığı görülen bir anlayışla yol almaktadır. Bu bildiride, Türkiye'nin küresel iklim rejimi içindeki yerine, iklim değişikliğine uyuma yönelik plan ve politikalarının olup olmadığına bakılacak, değişen iklimle nasıl başa çıkacağı anlaşılmaya çalışılacaktır. Bu kapsamda dünyanın iklim gündemine, bu gündemle Türkiye'nin nasıl ilişkilendiğine, iklim hikâyesine ve yürütülen çalışmalara odaklanılacaktır.

*ENVIRONMENTAL STUDIES / ÇEVRESEL ÇALIŞMALAR*

## Evaluation of Edinburg Depression Scale in Adolescents; Consequences of Untreated and Overlooked Depression

Presentation Language: English

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Depression, the most common mood disorder in the general population, is approximately twice as common in women as in men, with its initial onset peaking during the reproductive-age years. In 2011, 9% of pregnant women and 10% of postpartum women met the criteria for major depressive disorders. Perinatal depression is a significant mental and public health problem and may be one of the most disabling disorders among women of childbearing age. Perinatal depression is associated with a multitude of negative sequelae for women, children, and families..It is important to identify pregnant and postpartum women with depression because untreated perinatal depression and other mood disorders can have worst side effects. Initiation of treatment or referral to mental health care providers offers maximum benefit. Clinical staff in obstetrics and gynecology practices should be prepared to initiate medical therapy, refer patients to appropriate behavioral health resources when indicated, or both. But middle eastern countries can't provide those benefits due to lack of behavioral health Sources. Adolescence is an important risk period for the development of depression, when the rates of major depressive disorder and symptoms of depression rise markedly. Depressive symptoms and disorders are common in adolescence and are associated with poor long-term mental health, social, and educational outcomes. Adolescent major depressive disorder is often unrecognized and untreated despite evidence that duration of untreated depressive illness is a key factor in predicting recurrence in adult life. In our center (Istanbul Research and Training Hospital/Turkey) Edinburg Depression Scales os adolescents and non adolescents patients did not differ significantly. There is no statistically significant difference found between two groups ( $p=0.9681$ ). In our findigs among 39 adolescent pregnant women two had suicidal thoughts (%0,5). Among non adolescent women two had suicidal thoughts but their ages are 29 and 24 which considered as young adults. Other studies support our findings in the behalf of, no evidence that adolescents are at elevated risk for depression in the postpartum period. Thus, within the childbearing group, adolescents reported no change in depression severity from pre-pregnancy to postpartum period. Also we found no correlation between depression and gestational age ( $p=0,019$ ). This lack of change between T1 and T2 was also demonstrated among matched non-childbearing controls. Taken together, these results indicated that the experience of becoming a mother had neither a positive nor a negative effect on depression vulnerability. Future studies should prospectively examine the effects of depressive symptoms and suicidal ideation. The role of protective factors such as supportive relationships, interventions, and self-esteem should also be analyzed. Therefore, the College recommends that obstetrician–gynecologists and other obstetric care providers screen patients at least once during the perinatal period for depression and anxiety symptoms using a standardized, validated tool. In addition, future research should include adolescent mothers of other sociodemographic and racial/ethnic backgrounds to determine differences in symptom prevalence and birth outcomes.

*PSYCHOLOGY / PSİKOLOJİ*



## Digital Entrepreneurship Dijital Girişimcilik

Presentation Language: Turkish

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Girişimcilik piyasadaki rekabetin artırılmasında, yeni yatırım ve istihdam olanaklarının yaratılmasında, ekonominin canlandırılmasında ve sürdürülebilir kalkınmanın sağlanmasında oldukça önemli bir yere sahiptir. Günümüzde dijital teknolojiler sayesinde hızlı bir değişim gösteren girişimcilik anlayışı, geleneksel girişimcilik anlayışından uzaklaşarak dijital girişimcilik anlayışına doğru kaymaya başlamıştır. Dolayısıyla, işletmeler ürünlerini, hizmetlerini, süreçlerini, stratejilerini, organizasyon yapılarını, insan kaynaklarını ve iş modellerini değiştirmeye başlamışlardır. Dijital girişimler, bilgi, iletişim ve dijital teknolojiler sayesinde daha hızlı, daha esnek ve işbirliğine yatkın işletmecilik anlayışına sahiptirler. Dolayısıyla, üretimden pazarlamaya kadar her şey dijital ortamlarda yapılmaktadır. Dijital girişimcilik, çalışma ortamlarında katı prosedürlerin ve bürokrasinin olmadığı girişimlerdir. Ayrıca, esnek çalışma saatleri, ofise bağlı kalmadan cep telefonu ile uzaktan çalışma olanağı, çalışanlarda giyim serbestliği ve rahat bir çalışma alanı olan girişimlerdir. Bu araştırmanın amacı, dijital dönüşüm ile işletmelerde yaşanan değişimleri ortaya koymaktır. Bu amaç doğrultusunda ulusal ve uluslararası dijital girişimcilik örneklerine yer verilecektir. Araştırmada, swot analiz yönteminden yararlanılarak dijital girişimlerin güçlü ve zayıf yönleri, fırsatları ve tehditleri ortaya konulacaktır.

Anahtar kelimeler: Girişimcilik, Dijitalleşme, Dijital girişimcilik,

*BUSINESS STUDIES / İŞLETME BİLİMLERİ*

## A Meta-Analytical Review on Relationship Between Strategic Orientation and Firm Performance Stratejik Yönelim ve Firma Performansı Arasındaki İlişki Üzerine Meta-Analitik Bir İnceleme

Presentation Language: Turkish

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Strategic orientation is a widely used concept in strategic management, entrepreneurship and marketing research. The strategic orientation of a firm reflects its strategic direction towards creating and implementing appropriate behaviors for its continuous superior performance. (Narver and Slater, 1990). Research on strategic orientation is generally carried out either in a holistic approach or in terms of its sub-dimensions. Although strategic orientation is an integrative concept of its own dimensions, it is also a mixture of entrepreneurial orientation, marketing orientation and learning orientation. Some authors have shown that the dimensions of strategic orientation can be customer, competitive and technologically oriented. In this sense, a company that wants to develop a superior innovation than the current competition should have a strong technological orientation. In high-growth markets, a competitive orientation is beneficial because it enables companies to innovate at low costs as a critical success factor. In markets where demand is uncertain, firms should be consumer and technology oriented. These trends lead to better-performing products, and firms can market their innovations better and thus achieve superior performance. In markets where the demand side is not uncertain, a competitive orientation for innovation will be beneficial. In the literature, based on the findings obtained from individual studies, It is stated that there is a positive relationship between strategic orientation, its dimensions and performance (Joachim and Stephen, 2014; Vij and Farooq, 2016; Deutscher et al., 2016). However, although the findings obtained from individual studies on the relationship between strategic orientation and firm performance show the existence of a positive relationship, it is not possible to reach an integrative or unifying conclusion considering the insufficiencies of the sample. In this context, the need for a meta-analysis study integrating the study findings at the individual level is clear. According to Glass (1976), it is possible to integrate the findings of individual-level studies with meta-analysis, which is defined as the statistical analysis of a large number of analyzes resulting from individual studies in order to integrate the findings. The aim of this study is to integrate individual study findings between strategic orientation and firm performance through meta-analysis. Web of Science, Science Direct and Jstor, Asos, Ebsco, Google Scholar databases were used to determine the studies that deal with the strategic orientation and firm performance in the domestic and foreign literature to be included in the meta-analysis. The criteria for inclusion of the studies in the analysis were a study included in the specified databases, included strategic orientation and firm performance / performance concepts in the study title, correlation and sample size findings, and published between 1983 and 2018. As a result of the surveys, approximately 119 studies were identified and the data suitable for the analysis were obtained. Correlation values and sample size values of all variables were coded on the form. All the analyzes required by the meta-analysis were made using the CMA 3.0 package program (Comprehensive Meta Analysis). The meta-analysis findings are expected to show a positive relationship between strategic orientation and firm performance in accordance with the relevant literature. Thus, the extent to which individual study findings reflect reality will be determined.

*BUSINESS STUDIES / İŞLETME BİLİMLERİ*

**A Comparative Review On Competitive Structure Of The European And Turkish  
Automobile Industry  
Avrupa Ve Türk Otomobil Endüstrisinin Rekabet Yapısı Üzerine Karşılaştırmalı Bir  
İnceleme**

Presentation Language: Turkish

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The automotive industry is one of the leading industries in all developed and developing countries. In general, the automotive industry is closely related to other industries at the micro level, and it is one of the sectors with high contributions to the economy at the macro level in terms of its contribution to national income and employment. The automotive industry has a dynamic attribute to changes in market and competitive conditions in Europe and Turkey (and not Fullback Command, 2005). The competitive structure plays an important role in the strategic decisions and performances of the enterprises, from the entry decisions of the possible competitors to the severity of the competition among the existing enterprises in the market. In other words, measuring the competitive structure will not only determine the competitive level of the market, but will also show how attractive the industry is for investors and current competitors. Therefore, this study aims to examine the competitive structure of the European and Turkish automobile industry comparatively. For the purpose of the study, the data were obtained from the statistics published by the Turkish Automotive Distributors Association. The data covers the 2014-2019 (September) periods. According to car sales of each year it was calculated concentration indices Europe and Turkey markets. Herfindahl - Hirschman Index HHI was used as the market concentration index to take into account all firms in the market (all European countries). Thus, the competitive structure is determined according to European Union countries and Turkey's automobile sales volume. And whether there is a significant difference between the calculated index values was statistically tested. In addition, cluster analysis was applied to the data to identify strategic groups at the country level. The results were evaluated comparatively in the competition and concentration levels of the European and Turkish automobile industries.

*BUSINESS STUDIES / İŞLETME BİLİMLERİ*

## The Role of Media in Public Image of Social Work Profession Sosyal Hizmet Mesleğinin Kamusal İmajında Medyanın Rolü

Presentation Language: Turkish

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Media is an important social institution gained a place in social practices. Effects of media on human behaviours have been subject of numerous research for so long. Media, as a communication tool, has an effect on learning and perception processes in written, verbal, and visual levels. The considerable impact of media in numerous fields from family to politics, education to art makes using media functionally for professional goals more meaningful. Media tools have a surrounding influence on the society since they are quick, easy to access, and various. It is possible to access and produce any kind of content in all aspects of life. Especially, social media that is on the rise in recent years, has succeeded to provide many useful contents, besides harmful and manipulated ones, in a quick and interactive way. In this context, it is considered important that the potential of media for reaching people by means of improving, educatory, and empowering contents should be acknowledged by social work practitioners. In fact, researches indicate that there is some issues about awareness of social work profession in society. In this study, it is aimed to review the relations between social work discipline, which has a mission to solve human problems and to meet human needs, and media in the light of related local and international literature. In line with this purpose, current state of media use in social work field in Turkey was discussed and suggestions about improving social work profession's public image by using media tools effectively.

*SOCIAL WORK / SOSYAL HİZMET*

**An Evaluation On the "Baby Boomers" and "Y" Generation in the Context of Digital Advertising Perspectives**  
**Dijital Reklamlara Bakış Açıları Bağlamında "Baby Boomers" Ve "Y" Kuşağı Üzerinden Bir Değerlendirme**

Presentation Language: Turkish

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Bireylerin algıları, beklentileri, hayata bakış açıları ve davranışları zamana bağlı olarak değişmekte, aynı zaman diliminde dünyaya gelen bireylerin ortak bazı özelliklere sahip olması kuşak kavramını beraberinde getirmektedir. Yer ve zaman kısıtlaması olmaksızın kitlelere ulaşabilen dijital reklamlara örnek olarak, masaüstü bilgisayarlar ve mobil cihazlar vasıtası ile internet üzerinden kullanıcılara ulaşan e-postalar, sosyal medya ve arama motoru reklamları gibi reklam iletilerini örnek vermemiz mümkündür. Gündelik yaşamda bir arada yaşamak ve çalışmak zorunda olan dört kuşağa mensup bireylerin varlığı düşünüldüğünde, değişik dönemler ve koşullar içinde, farklı olanaklara sahip olarak yaşayan bireylerin dijital reklamlar dediğimiz yeni nesil reklamlara bakış açıları da farklılıklar olacağı muhakkaktır. Yapılan bu çalışmada, iletişim ortamı olarak sabit telefonlarla büyüyen yeni teknolojilere entegre olmaya çalışan baby boomers kuşağı bireyleri (1946-65) ve iletişim teknolojilerinin sunduğu olanakların var olduğu bir dünyada yetişen, yeni teknolojilerle büyüyen 24 saat çevrimiçi olan özgürlükçü Y kuşağı bireylerinin (1980-1999) dijital mecralarda yayınlanan reklamlara karşı bakış açılarına, düşüncelerine ve tutumlarına yansıyan farklılıkların ortaya konulması amaçlanmıştır. Bu bağlamda araştırmada, nitel araştırma yöntemlerinden derinlemesine görüşme tekniği uygulanarak, yarı yapılandırılmış soru formlarında açık uçlu sorulara yer verilmiştir. Örneklem olarak alınan, değişik demografik özelliklere sahip baby boomers ve Y kuşağı üyelerinden 16 kişiyle ile yüz yüze görüşmeler yapılmıştır.

Anahtar kelimeler: kuşaklar, baby boomers kuşağı, Y kuşağı, dijital reklamlar, dijital mecralar

*MEDIA STUDIES / MEDYA ÇALIŞMALARI*

**United Nations High Commissioner For Refugees As An International Actor In Migration Processes**  
**Göç Süreçlerinde Uluslararası Bir Aktör Olarak Birleşmiş Milletler Mülteci Yüksek Komiserliği**

Presentation Language: Turkish

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Refugee is an international method of protection for people who are concerned about security in their own country and seek to settle in other countries. UNHCR is the most competent institution in defining refugee status. The UNHCR, which was established in 1951 as a subsidiary body of the United Nations, is an internally displaced and resident refugee organization. UNHCR, which was organized to reduce the impact of the tragic events that took place in the aftermath of the Second World War, had to expand its fields of work. UNHCR's scope of duty, which was limited to intervening in olay events that took place in Europe before 1 January 1951 zamanla, included cases such as stateless people, international protection outside Europe, internal migration, natural disasters, political pressures and wars. As the number of people fleeing from the conflict zones and the persecution suffered in their own country increased and the human profile varied, the BYMMK could not remain silent against the events after January 1, 1951. The activities carried out at this point, on the one hand, are based on human rights theoretically, while confronting the limitation of working in coordination with donor and United States influential states. In this study, the establishment of UNHCR, its activities and the tension relations established with the states and the impact of the changing fields of activity according to the conjuncture on the social services provided to the refugees were examined.

Keywords: UNHCR, refugee, international protection

*SOCIAL WORK / SOSYAL HİZMET*

## Relationship Between Spirituality and Social Work Tinsellik ve Sosyal Hizmet İlişkisi

Presentation Language: Turkish

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In the 21st century, the state of well-being of human beings is considered in addition to its biological, physiological, social and cognitive dimensions as well as its spiritual aspect. Especially with the criticism of positivist science paradigm, people's subjective aspect, cultural values and local knowledge became the subject of social sciences. With the modern science paradigm leaving its power to the postmodern paradigm, religion and spirituality ignored in the social sciences began to become visible. In the social work profession, it can be said that the spiritual dimension of the individual was ignored until the late 20th century. Before social work was defined as a science, social assistance was mostly based on religion and belief. With the acceptance of social work as a science and profession, the relationship between social work and religion has undergone a serious break due to the view of religion of positivist science. This negative attitude towards religion also ignored the spiritual dimension of the individual. After 1980, there is an increase in the studies on the spiritual dimension of the individual. In this period, the cultural oriented approach and local knowledge became important in the theory and practice of the social work profession and this led to a change in the approach to spirituality. The individual's spiritual dimension is closely related to empowerment, cultural sensitivity, ecological and holistic approaches that are commonly used in social work practice. However, work to contain the spiritual axis and always approached with concern the religious connotations of spirituality in social work practice in Turkey was estranged from their academics and professionals about it. In spite of prejudices, studies on the subject of spirituality and social work have recently begun to enter the literature. This study will focus on the relationship between religion, spirituality and social work.

Keywords: Social work, religion, spirituality.

*SOCIAL WORK / SOSYAL HİZMET*

**Evaluation of Maritime Trade Contracts in Turkish Law Within the Context of Income Tax**  
**Türk Hukukunda Yer Alan Deniz Ticareti Sözleşmelerinin Gelir Vergisi Bağlamında Değerlendirilmesi**

Presentation Language: Turkish

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It is possible to use the concept of maritime trade in two ways; in a broad sense and in the narrow sense. Maritime trade in the broadest sense; it can be defined as the whole of the legal relations subject to legal regulation in the field of maritime trade law. In the narrow sense that constitutes the subject of our study the maritime trade; it can be defined as the commercial relations that arise between the persons due to the navigation of merchant ships at sea and constitutes the subject of the typified maritime contracts in the Turkish Commercial Code (TCC) no. 6102. The maritime contracts, which are regulated in the TCC and constitute the subject of narrow maritime trade; bareboat charter contract, time charter contract, affreightment contract (voyage charter contract and contract of carriage of goods) and passenger transportation contract by sea. These maritime trade contracts are those that burden with debts on both sides. Therefore, in the event that the contractual parties have a financial dimension to the acts they are obliged to perform, the tax liabilities or tax concessions may arise. In our study, the maritime trade contracts included in the TCC will be examined in terms of tax liabilities and tax concessions with judicial decisions and tax ruling, in the context of Income Tax Law no. 193 and the Turkish International Ship Registry Law no. 4490.

*\*Marmara Üniversitesi Sosyal Bilimler Enstitüsü Mali Hukuk Anabilim Dalı doktora öğrencisi Onur Sezer'in, Prof. Dr. Erkan Aydın danışmanlığında yürüttüğü doktora tezinden üretilmiş bir bildiridir.*

*PUBLIC FINANCE / MALİYE*



## An Investigation on Determinants of Tax Compliance Costs Vergi Uyum Maliyetlerinin Belirleyicileri Üzerine Bir İnceleme

Presentation Language: Turkish

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Its most basic definition, tax can be expressed as the monetary values received by individuals or corporations according to their solvency in order to meet the financing of public services. The need for taxes by governments has increased over the years. The most important reason for this increase is the need for more public financing due to changes in the nature and form of human needs. This change affects people's tax compliance and compliance costs in the same way. The attitudes and behaviors of taxpayers, who have to pay more taxes due to the increasing need for public financing, constitute the basis of tax compliance and compliance costs. Tax compliance is defined as the full and timely fulfillment of the duties and responsibilities of taxpayers, whereas tax compliance costs are the costs incurred by the taxpayers who fulfill these duties and responsibilities. These costs are examined under three titles as monetary costs, time costs and psychological costs. In this study, how tax compliance and tax compliance costs are perceived by the taxpayers and which determinants are effective on these costs are examined. The data obtained after the survey conducted with randomly selected 320 taxpayers were analyzed with the help of SPSS20 program and an assessment was made on the subject.

Keywords: Tax compliance , tax compliance costs , SPSS

*PUBLIC FINANCE / MALİYE*

**From Quantity To Unqualified Uncertain Future Of Faculties Of Economics And  
Administrative Sciences  
Nicelikten Niteliksizliğe İktisadi Ve İdari Bilimler Fakültelerinin Belirsiz Geleceği**

Presentation Language: Turkish

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Faculties of Economics and Administrative Sciences in our country consist of many departments such as business administration, economics, health management, public administration, human resource management and finance. The importance of departments and faculties stems from the fact that graduates are present in almost every organization, whether public or private sector. Due to this importance, the number and quota of these faculties and departments have increased rapidly from the past to the present and thus more graduates have been formed. Due to the uncontrolled increase, graduates of these faculties started to come to the forefront in unemployment data. Of course, the only problem is not the excess of faculty and quota. On the other hand, different curricula in each university and faculty have started to pave the way for the problem of qualification with the qualified differences among the students. As of the 2018-2019 academic year, it is seen that approximately 2 million students are active in 226 different faculties (including Open Education Faculties) and at the same time, according to İŞKUR January 2019 statistics, graduates of these faculties constitute the most unemployed registered in the system. This study aims to develop solutions for the uncertain future of the Faculties of Economics and Administrative Sciences. In this direction, the problems in the field have been tried to be determined in accordance with the interviews with experienced faculty members of the field in 21 faculties that started education in 1993 and before. The data obtained were analyzed with Nvivo qualitative analysis program. In the light of the findings, the problems of the faculties were evaluated under two headings. While the number of faculties and their derivatives and the excess of quotas constitute the quantitative problem; The quality of the students and the teaching staff with the updating of the curriculum created the quality problem. From this point of view, suggestions have been developed to reduce the number of students to a certain level by going to the quota limitation and at the same time combining the faculties and updating the curriculum according to the needs of the age. At the same time, new educational systems integrated with the developments in the digital field will be placed in the educational content and students will be able to graduate more qualified.

*PUBLIC MANAGEMENT / KAMU YÖNETİMİ*

**The Effect of Push and Pull Motivation in City Marketing: A Research on the City of İstanbul**  
**Şehir Pazarlamasında İtme ve Çekme Motivasyonunun Etkisi: İstanbul Şehri Üzerine Bir Araştırma**

Presentation Language: Turkish

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City marketing is a set of activities aimed at increasing the value of cities and the implementation of traditional marketing activities on cities. These applications focus on those who want to come to the city for tourism, trade and living purposes. On the other hand, it is understood from the studies in the literature that push and pull motivation has an effect on city marketing. In order to collect data, a questionnaire was created after literature review and 24 questions were used to measure city marketing; 35 questions were used to measure push and pull motivation; 7 questions were asked to obtain demographic findings. The study was conducted in TRC3 region and its evaluations about İstanbul were reached. Data of 240 participants were analyzed with SPSS 23.0 package program. As a result of factor, reliability, correlation and regression analysis, positive and significant results were obtained among all variables. As a result, it is stated with the help of study that the residents and managers of a certain city should do to increase the value of their cities.

*MARKETING STUDIES / PAZARLAMA ÇALIŞMALARI*

**The Secondary Effect of Organizational Justice on Business Satisfaction: An Application on Discount Markets**  
**Örgütsel Adaletin İş Tatmini Üzerindeki İlimlaştırıcı Etkisi: Discount Marketler Üzerinde Bir Uygulama**

Presentation Language: Turkish

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The study was conducted in June 2019 in Batman to determine the moderating effect of organizational justice on job satisfaction. The sample of the study is 231 people working in corporate and local markets in Batman. A questionnaire was used to obtain the research data. In the first part of the questionnaire consisting of three parts, the personal information form consisting of 11 questions was used, in the second part "Organizational Justice and Imbalance Scale" and in the third part "Minnesota Job Satisfaction Scale" was used. As a result of the study, when the level of education is compared with the level of education, it is observed that the higher the level of education, the more the participants work in national markets, the roles of the employees do not change according to the education level, there is a positive relationship between organizational trust and job satisfaction, the employees have organizational justice and they are satisfied with their jobs. It was determined that the belief in organizational justice increased as job satisfaction increased. In the study, it was also found that salary and organizational justice beliefs did not have a common effect on job satisfaction, and gender, age, education, type of market, marital status did not affect organizational justice belief.

Keywords: Organizational Justice, Job Satisfaction, Discount Market

*BUSINESS STUDIES / İŞLETME BİLİMLERİ*

**According to Accountants Working Forms; General Job Satisfaction and Investigation of Job Satisfaction Sub-dimensions**  
**Muhasebe Meslek Mensuplarının Çalışma Biçimlerine Göre; Genel İş Tatmini ve İş Tatmini Alt Boyutlarının İncelenmesi**

Presentation Language: Turkish

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Accountancy is a profession which is carried out individually and requires continuous intellectual activity in this process. As a result of the technological and telecommunication developments experienced as a result of the fourth industrial revolution, information storage and data processing capacity have increased; the way accountants do business and their approach to work have changed with easy access to and processing of information (Serçemeli, 2018; 369). Increasing expectations from the accounting department and professional accountants affects the motivation, performance and job satisfaction of the professionals. Achieving job satisfaction is important in terms of happiness, job motivation and job performances of professionals. Because of this importance, since its emergence, the concept of job satisfaction has been the subject of many researches and its relationship with many variables has been examined. In this study, it is aimed to determine whether behavioral consequences of job satisfaction of professional accountants differ in demographic characteristics, working time, expectations from work, working types of the members of the professions in order to contribute to the studies carried out to date. For this purpose, in this study, job satisfaction and internal and external dimensions of job satisfaction were examined, and it was analyzed whether it differed by ANOVA test by examining the differentiation and the direct effects of the differences of professional accountants on job satisfaction

*BUSINESS STUDIES / İŞLETME BİLİMLERİ*

**Popular Culture and Social Control: An Analysis on Netflix Original Youth Films**  
**Popüler Kültür ve Toplumsal Kontrol: Netflix Yapımı Gençlik Filmleri Üzerine Bir**  
**İnceleme**

Presentation Language: Turkish

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The three social types (hero, evil and fool), which Klapp underlined in his 1954 article, provide a significant framework for understanding the functioning of popular cultural texts. These social types, which emerge in fictional content, present figures that can be identified especially by young audiences. From a sociological perspective, the concept of type offers us useful categories when examining contents. However, it is not commonly used in communication studies, type categories that direct social approval and rejection are one of the dominant elements in making texts meaningful. From this perspective, in this paper, the concept of type as an indicator of the production of dominant narratives, representation of common role models and cultural standardization will be discussed in detail. Original youth films of Netflix, an online streaming platform that has become widespread in recent years, will be analyzed as examples. In this analysis, based on the characters in the texts, a survey will be conducted in line with social control and typing concept.

Keywords: Social Types, Netflix, Film

*FILM STUDIES / FİLM ÇALIŞMALARI*

## Cointegration Analysis Between ISE and Asia Pacific Capital Markets

Presentation Language: English

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International portfolio investments have become more critical due to the free movement of capital. International portfolio investments allow minimizing systematic risk, which cannot be eliminated by domestic portfolio investments. Capital markets that do not have a cointegration relationship may play a role in minimizing risk. Therefore, the level of cointegration between capital markets and the long- and short-term effects of the cointegration are essential factors for international portfolio investors. The aim of this study is to investigate the existence of cointegration between Borsa İstanbul and the most important stock markets of Asia-Pacific, which are China Stock Exchange, Japanese Stock Exchange, South Korea Stock Exchange and New Zealand Stock Exchange and also find how these stock exchanges affect each other in the short and long term. Johansen Cointegration test was used as the analysis method. According to analysis results, it was concluded that the long-term relationship between the variables was statistically significant.

Keywords: Johansen Cointegration Test, Error Correction Model (ECM), Asia-Pacific Capital Markets

*FINANCE / FİNANS*

## The First Horse Racing Experiences in Ottoman Empire: Horse Breeders and Bookmakers of Buca

### Osmanlı İmparatorluğu'nun İlk At Yarışı Deneyimleri: Bucalı Atçılar ve Yarışseverler

Presentation Language: Turkish

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The first modern horse racing meeting in Ottoman Empire dates back to 1856. This meeting held in Buca (İzmir) was organised by the European entrepreneurs living in the neighborhood to celebrate the beginning of the construction of İzmir-Aydın Railway. The local people of İzmir showed interest in this organization which started once a year at the beginning but periodically continued in the following years. Until 1880s, only foreigners and non-muslim subjects of the empire could attend in the organization as breeders and jockeys. However during the last quarter of the 19th century, the muslims also began to register their horses in the courses. The reason why these meetings took root in Buca is the geographic and commercial aspects of İzmir where Ottoman and European cultures meet for centuries. Modern horse racing was one of the socio-cultural values that Levantine people and foreign merchants brought in daily life of İzmir. The Ottoman Sultans Abdülmecid and Abdülaziz pay much attention to the races when they visited the city and both of them tried to facilitate the entegration of muslim subjects into the organization. These first races held in Buca have important effects on the beginning of horse races in Kağıthane (İstanbul) and the establishment of the Ottoman Jockey Club. Today's races in İzmir is the continuation of this periodical organization started in the mid 19th century. On the other hand, İzmir is one of the oldest horse breeding cities of Turkey thanks to this initiative dating to 1856. This research aims to reveal the circumstances in which this centenary sportive, cultural and entertaning organization took root in Buca by the Levantine and foreign people living around. The paper is a part of a dissertation named "The Ethnographic History of Horse Racing in Turkey" which continues in the Department of Atatürk Principles and History of Revolution in Yıldız Technical University and is fed by the documents from The Jockey Club of Turkey Archive and some other related databases.

Keywords: Horse racing, 19th century, İzmir

*HISTORY / TARİH*



**An Analysis of the Concept of ‘Foreign Terrorist Fighters’ through the  
Debates and Implementations: Turkey’s Experience  
Tartışmalar ve Uygulamalar Kapsamında ‘Yabancı Terörist Savaşçılar’  
Kavramının Türkiye’nin Deneyimi Üzerinden İncelenmesi**

Presentation Language: Turkish

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After the eviction of DEASH, the issue of ‘Foreign Terrorist Fighters’ (FTF) has become one of the most controversial issue with its conceptual discussions and varying policy implementations on the international agenda. The long history of FTF’s whose conceptualization dates back to the issue of foreign fighters clearly reveal the different dimensions and motivations of these fighters. In the post- 9/11 period while the concept has been mainly evaluated on the basis of Afghanistan and Iraq wars, the rise of DEASH as a global threat has resulted in the adoption of the UN Security Council Resolution 2178 which has addressed ‘foreign terrorist fighters’ and laid down the legal basis on the issue. However, the limitation of the term by particularly including those associated with the DEASH, Al-Nusra Front as well as other groups affiliated with Al-Qaida has bring forth the conceptual confusion by rising the questions on how to classify those citizens of foreign countries which fight among the ranks of PYD/YPG in Syria. Turkey, who is a neighbour of Iraq and Syria, co-chairs Foreign Terrorist Fighters Working Group and has adopted number of measures on the issue of FTF’s. Therefore, understanding the implementations of Turkey, who is an experienced and active actor in the fight against terrorism, will shed light on the discussions and practices of the concept.

*INTERNATIONAL RELATIONS / ULUSLARARASI İLİŞKİLER*

## Sugar Corporations and Sugar Cooperatives: Is There an Alternative Way? Şeker Şirketleri ve Şeker Kooperatifleri: Alternatif Bir Yol Mümkün mü?

Presentation Language: Turkish

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The last wave of privatization in Turkey sped up in February 2018, and it aimed to privatize 14 of 25 Turkseker Inc.'s sugar mills. Privatization of sugar mills in Turkey has affected both sugar beet production (farmers) and beet processing in the mills (workers). While there were over 470 thousands sugar farmers back in 2001, when the Sugar Law No. 4634 come into force, decreased to approximately 100 thousands. This has fueled discussions on "Turkey's withdrawal from sugar beet farming" or "beet production has turned into regional and productivity based". During this process, Pankobirlik, the one and only representative and senior organization of beet cooperatives, couldn't hold a clear position against privatizations. This has paved the way for a dichotomy between producers and Pankobirlik headquarters and also local branches. This study aims to discuss agricultural development cooperatives holistically via Pankobirlik case, while neoliberalism lose its popularity and questioning at both worldwide and Turkey. First, we will state the strengths and weaknesses of the given cooperative model. Second, we will move from the given model and discuss peculiarities of an "ideal type of cooperative" which focuses not only farmers interests but also workers (in mills, packaging, logistics, cleaning, bureau etc.) and consumers who want to consume healthy food. These three groups are effected by neoliberalism in different ways, so the ideal type of cooperative model should aim to protect all three groups of people. Thus, we will focus on to the Pankobirlik case in various ways such as its position against privatizations, the relationship between headquarters, local branches and farmers, to analyse its position comparatively with the ideal type. This study based on a qualitative research findings collected by face-to-face in-depth interviews with cooperative managers in seven different locations, an interviewee represents Pankobirlik Headquarters in Ankara and finally five farmers located in Gönen and Atabey provinces of Isparta city.

Keywords: Sugar beet production, sugar beet cooperatives, alternative economies, worker-farmer solidarity.

LABOUR ECONOMICS & INDUSTRIAL RELATIONS / ÇALIŞMA EKONOMİSİ VE ENDÜSTRİYEL İLİŞKİLER

## Is It Possible to Have an Ideal Body? From Fantasy to Reality İdeal Beden Mümkün mü? Fanteziden Gerçeğe...

Presentation Language: Turkish

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The subject of our research is the perception of the body idealized by the consumption society created by the capitalist system. Consumption, which takes place in historical and social processes based on the needs of individuals, has been replaced by consumption based on desires with capitalist capital accumulation. Fashion, marketing and social media applications influence the preferences of the masses and classify the body on the themes which are weak, thin, fit, beautiful, muscular and strong. This perception makes the body an object of consumption that can be transformed by intervening. Nowadays, the slimming and aesthetic sector that serves this purpose is growing rapidly and constitutes an important accumulation area. This study primarily tries to show the relationship between the aesthetic interventions and expenditures that individuals make in order to reach the imagination of the body which has become the object of desire. Using both qualitative and quantitative approaches, this study uses Instagram as a sample area. Thus, it was aimed to open a new field by showing the effect of social media in the commodification process of the body.

*ECONOMICS / İKTİSAT*

## Empowerment Approach as A Problem-Solving Method Bir Sorun Çözme Yöntemi Olarak Güçlendirme Yaklaşımı

Presentation Language: Turkish

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It is a social being in terms of human existence and faces many problems throughout its life and strives to find solutions to these problems. Many people who are unable to solve their problems properly have many physical, social, psychological and economic problems. At the point of problem solving, many disciplines offer support to people in many different ways. In this context, empowerment approach is a very important problem-solving approach and is mainly used in solving psychosocial problems. In fact, the approach began to be used in the 1970s and became an increasingly popular approach. It is a highly recognized approach, which is often used in many disciplines, especially those working with people. The main function of empowerment is to instill self-confidence and new skills in order to get away from the problem. The fact that the individual loses his or her power is actually the main focus of the approach and the approach focuses on the concepts of power and weakness. In this context, the main purpose of the approach is to empower the individual to become self-sufficient at the end of the process. The introduction and use of this approach in social work literature coincides with 1976. After this date, in fact, it has become extensively known and used in almost every social service environment and has prevented many popular approaches. Since empowerment of the individual in empowerment and self-sufficiency in social work is the main objective, this approach has become very popular in social service theory and practice over this similarity. The main focus of the approach is to give the individual the power he / she does not have and wants to have. It is not an aim to give the individual a power he does not want or to disrupt the balance of power within the individual's own social system, that is, to strengthen one side while making the other weak. In this study, why and how the empowerment approach is used as a problem-solving tool will be discussed.

Keywords: Social work, power, empowerment.

*SOCIAL WORK / SOSYAL HİZMET*

## A Research on Philosophical Possibility of Platon's Idea Thought Platon'un İdea Düşüncesinin Felsefi İmkânı Üzerine Bir İnceleme

Presentation Language: Turkish

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In Ancient Greece, pre-Socrates philosophy observes nature and expresses objects with mathematical concepts. This leads to the development of an investigative mind. The development of system thought in philosophy begins with Plato. Platonic rationalism reveals doctrine of Ideas. This discovery makes Plato the first political scientist in the world. In this context, Plato's The Republic is nothing more than Greek Morality. This deductive/universal method that reaches Plato's The Republic rises from the Idea thought. The Idea thought develops with epistem. So, how to make epistem possible? This idea can be expounded with two connections:

- i. "substantiveness"
- ii. "abstracted mind". (dionia)

Substantiveness is specific to the Idea thought; but it is not unlimited. In other words, the substantiveness appears in the explanation of particular. And the abstracted mind also reaches epistem as the theoretical form of substantiveness, with the exclusion of the specific functioning of nature. Indeed, nature is described as mimesis in Plato. Thus an anti-naturalist "abstracted mind" and although limited, substantiveness adds speculative content to Plato's Idea. This content always makes it possible for his philosophy. Aristotle describes Plato's "substance" as "ousia" by mixing it with nature observations. It derives all four doctrines from here. In fact, this explanation is not the opposite of Plato's thought, but it's unfolding. Because in Plato, the limited form of substantiveness -realist conception- turns into Aristotle's earthly matter-form relevance, making Plato's anti-naturalist (non-earthly) view impossible. The problem of knowledge of the modern philosophy is based on Ancient Greece. The metaphysical and a priori problems of this age are rooted in Plato. In this context, empiricism seeks to redesign Plato's abstracted mind as a priori, even if it rejects metaphysics. In the Critique of Pure Reason, Kant attempts to limit the Platonic theoretical mind; but with a priori understanding it makes practical mind design. In a sense, Hegel also constructs Plato's Idea in the context of "historicity" which creates the possibility of "universal revolution". The philosophical fiction of the Idea thought, which is based on Plato's "substantiveness" and "abstracted mind", will be examined in this study in terms of creating opportunities for post-Plato philosophy.

Keywords: Plato, Substance, Idea.

*PHILOSOPHY / FELSEFE*

## The Independence Process of Paraguay Paraguay'ın Bağımsızlık Süreci

Presentation Language: Turkish

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Dependence theory came of in Latin American studies in the years of 1960's and 70's especially after Cuban Revolution. Dependence theory defends the thesis that growth in the metropolis capitalist countries increases poverty in nearby countries such as Latin America or 3rd World Countries. At the same time Latin America is known as a geography where the populist movements are born and progress. Tries for liberation from the dependence depended on the populist powers as a development strategy. The history of Paraguay is important to understand the debates about "development and underdevelopment". The underdevelopment of Paraguay of today is a conclusion of creating an alternative to the economical systems of the area. Paraguay tried to overcome the underdevelopment with the populist policies of Dr. Francia's government. The basic reasons of the conquest of Paraguay were emphasized by the occupants. In this article the alternative in which Paraguay made in 1800's, is argued whether today's populist governments take as an example or not.

*HISTORY/ TARİH*

## Minor Parties in Turkey: 1950-2019

Presentation Language: English

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Gradual increase of votes for minor parties have led the academicians in Europe to focus on minor parties since the 1970s. A similar interest is evident on minor Turkish parties during the times of party system changes in Turkey. Existing studies on Turkish minor parties have analyzed these parties within the context of party system or provided detailed histories of single minor parties. This descriptive study aims to specifically focus on minor Turkish parties. The study is composed of four parts. We firstly define minor parties and provide a literature review. Secondly, we provide an overview of the Turkish party system and the minor parties that participated in general elections between 1950 and 2019. Next, we deal with the regulations that condition their formation. Finally, we evaluate the factors that influence their electoral performance and deal with the strategies of minor parties to maintain their survival or increase their electoral performance.

*POLITICAL SCIENCES / SİYASET BİLİMİ*

## Big Data And Human Resources Analytics Big Data Ve İnsan Kaynakları Analitiği

Presentation Language: Turkish

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The department, which has evolved from personnel management to human resources and from human resources to strategic human resources, has a kind of mediation function between the employee and the manager, has been criticized for the fact that the outputs it has produced remain abstract. The human resources department, which started to develop with the industrial revolution and has become an important department for many businesses today, has started to have a say in the strategic planning of the companies as well as keeping employee registration, determining the number of workers, making payroll, determining the working wages of the employees. The effect of technology in this transformation is not negligible. Especially with the introduction of the Big Data concept, human resources are no longer an abstract unit and become a department that can talk with concrete data. With the help of developing technology, people are trying to quantify and reduce to an object position with various programs and tools. Thanks to these studies, human resources are now able to produce concrete data for the enterprises in which they are located. Today, modern and forward-thinking institutions have adapted large data into their own structures and have begun to take the results of this initiative. Companies that correctly analyze and interpret big data have taken their strategic decisions accurately, managed their risks better and increased their research and development and innovation activities. In this way, both while increasing their profits by increasing their productivity, new business branches were opened and new employment branches were created for young employees (Karaca, 2015). In this study, the relationship between big data and human resources department will be discussed and the transformation of human resources will be put forward. It will be tried to illustrate how this change has come to a strategic position in the presence of organizations by stripping the human resources department from “whether or not it happens” .As the study has a design aiming to give information about the theoretical framework of big data and human resource analytics, it has been carried out by using archival research method which is based on using methodologically prepared information.

Keywords: Big Data, Human Resources Management, Human Resources Analytics

*BUSINESS STUDIES / İŞLETME BİLİMLERİ*



**Career Anchors: A Research For Job And Occupation Consultants**  
**Kariyer Değerleri: İş Ve Meslek Danışmanlarına Yönelik Bir Araştırma**

Presentation Language: Turkish

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Career anchors express one's skills and abilities, needs, attitudes and motivations, and their own career decisions; needs, values and abilities that shape the career decisions of the individual. Career values are what people consider essential for their career and are fundamental ideas about what is needed for a successful career. Job and occupational counseling is a systematic process of helping individuals to choose jobs and occupations that are suitable for their expectations and desires by comparing the characteristics of individuals with the qualifications and conditions required by the occupations and workplaces, to benefit from the occupations and training opportunities they choose, to be placed in the workplace, as a systematic help process for solving problems related to work adaptation. are expressed. Job and occupational counseling is based on the systematization of information related to occupation and working life and the use of this information on an individual level. The aim of this study is to determine the career anchors of Job and Vocational Counselors. Since the target group of Job and Vocational Counselors is the young people who are in the career choice stage, the unemployed and individuals at all levels of their careers at different levels in their career, it is important to determine their career values and to make their jobs more productive. The data of the study was obtained by survey method and 170 Job and Vocational Counselors were reached.

Keywords: Career Anchors, Job And Occupation Consultants

*BUSINESS STUDIES / İŞLETME BİLİMLERİ*

## Early Childhood Education and Quality of Human Capital Erken Çocukluk Eğitimi ve Beşeri Sermayenin Kalitesi

Presentation Language: English

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Early childhood education is the first experience of life in a group, outside of the families. Therefore, it plays a crucial role in children's learning, development and well-being and, the benefits of high-quality early childhood education are not restricted to children's first years of life. Research on this literature indicate that, investment on early childhood education is a good investment because it provides foundation for future learning, so it has a significant economic and social payoffs. In addition to that, non-cognitive skills that can be formed during these years shall contribute the development of individual's further education and transition of these abilities shall support the quality of human capital. In this paper, effect of early childhood education on human capital shall be analyzed. There is a vast literature on the relation between education and human capital formation. Any infrastructure that is built unless there exists a qualified workforce, shall remain idle and result in a waste of resources. Countries like Turkey that suffer from the middle income trap share a common limited resource problem, which is the "skilled human capital". Therefore, it is planned to focus on not only the quantity of human capital, but also enhancement of its quality in order to obtain and protect a competitive edge in today's global world.

*ECONOMICS / İKTİSAT*

**Sociology of Fear: A Study on the Role of Communication Technologies in the Construction of Collective Fear**  
**Korku Sosyolojisi: İletişim Teknolojilerinin Toplumsal Korkuları İnşası Üzerine Bir Araştırma**

Presentation Language: Turkish

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This paper aims at analysing the impact of various media on the transformation of security perception on individual and societal levels. In particular, the paper will focus on soap operas, TV programmes, movies, video sharing platforms and even computer games which transmit crime and violent content that are frequently presented to the consumers. These programs and applications influence attitudes of viewers to varying degrees depending on their content, fictional type and language of discourse. Non-fictional contents in particular, differ from other types with the world and perception of reality they create because of reminding the possibility of victimhood. In other words, non-fictional content reminds an individual how close she/he is to become a victim. Stories with violent and criminal content become part of modern age identity elements along with victimhood and thus they become one of the dominant factors in the formation of culture of fear. The new culture and identity that emerged lead to a belief that phone and internet data needs to be recorded, motorway vehicle tracking and supervision systems as well as camera control systems in main roads and streets are needed. In fact, increase in the type and number of tracking and recording technologies and instruments and their wide spread use are the indications of such trends in real life. However, collection of these data also lead to re-questioning of the limits of privacy. This paper will discuss whether non-fictional programs and broadcasting content have an impact on the search for a new security that arose on individual and societal levels by focusing on their influence on the viewers. In this context, the paper will also try to identify factors that lead to a search for new security.

Keywords: Crime, Violence, Culture of Fear, Privacy, Security

*MEDIA STUDIES / MEDYA ÇALIŞMALARI*

**Representation of Violence on the Media and Its Impact on Perception of State and Power:  
A Sociological Analysis  
Medyada Şiddet Temsilinin Devlet ve İktidar Algısına Etkileri: Sosyolojik Bir Analiz**

Presentation Language: Turkish

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This paper will analyse the impact of television programmes which include crime issues and violent content on the ideas of viewers regarding justice system and penal policies and potential transformation of security practices into an authoritarian state policy. Ordinary citizens might think that the media instruments and television broadcastings have the objective of transmitting information with news programs, documentaries and fictional reality shows or to entertain with soap operas, contest programs or mid-day women programs. However, this observation can only explain visible functions of the media instruments. Research on the power and sphere of influence of the media indicate that program contents, language of discourse and the message transmitted have deep influence as to change cultural, political and ideological structure. Stories with violent content and crime issues which are shared by the media have an influence on the attitude of people with regard to crime, fear of victimhood/being subjected to criminal behaviour as well as their perception of state institutions' policies towards combating crime and violence and penalizing such acts. Attitudes and perceptions of society on current justice system and state policy towards fighting crime and violence represent concern of people on the prevalence of violence as well as their views on cultural, political, ideological and economic structure of society. Control mechanisms of the state which are based on supervision and tracking derive their legitimacy from perception of society on policies of state institutions to fight crime, violence and punishment as well as from the need for security. This paper will focus on influences of television programs during the processes of shaping of perception and definition of concepts of crime and violence on individual and societal levels. The paper will study reasons for preferring programs with violent and crime content as well as how viewers interpret such program contents and their feeling of fear and other emotions. Moreover, the paper will also try to show whether such feelings and attitudes impact their support to the justice system and penal policies. State practices with regard to supervision and tracking will be discussed in the context of individuals who are torn between freedom and security dilemma as well as in the context of definitions regarding authoritarian state.

Keywords: Media, Security policies, Authoritarian state

*MEDIA STUDIES / MEDYA ÇALIŞMALARI*

**The Relationship Between Education Economy and Growth in Turkey (2000-2018)**  
**Türkiye'de Eğitim Ekonomisi ve Büyüme Arasındaki İlişki (2000-2018)**

Presentation Language: Turkish

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Many variables determine economic growth performance. One of those related variables is education expenditures. Education in many developing countries such as Turkey remained in the background in terms of both its position in budget and its characteristics. Societies need to make remarkable investments and spend a lot in the educational area to remove the related negative table from the point of economic, political, social and cultural development. It was endeavored to analyze the relationship between education expenditures and growth via graphics for the period of 2000-2018 in Turkey. For results, the effect of education on growth is statistically insignificant in Turkey.

*ECONOMICS / İKTİSAT*

## The Episode of Everyday Life in Utopia and Dystopias Ütopya ve Distopyalarda Gündelik Hayatın Serüveni

Presentation Language: Turkish

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Sociology began to establish its relationship with the everyday at a very late time. To put it more accurately, it does not expect everyday life to sit directly at the center of sociological interest. Instead it speaks how the possibility of a glance from below corresponds to a very recent past. It does not allow us to think that the ordinary life can be seen as a sociological field, not only because of the conditions of the historical period in which sociology emerged, but also because of the relationship between social chaos and theorists. Apart from all this, it is not easy to talk about any practice outside of everyday life. Today, discussions on the sociology of everyday life are increasing. In this study, firstly, the uncertain boundaries of sociology in everyday life are introduced and the agreed principles are mentioned. There is a wide variety of discussion with regards to whether literature reflects social reality. The focus of this piece is to focus on the fundamental principles. Therefore finer details are omitted. The relationship between literature and the sociology of everyday life are established through reference points. Based on some utopian and dystopian texts, the sociology of “noland” will be examined in connection with topics such as routines, presentation of cultural elements, male-female relations, education, and clothing.

SOCIOLOGY/ SOSYOLOJİ

## Public Policy, Sustainability and Tourism in Canada: A Critique

Presentation Language: English

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"With a vast and often untouched terrain Canada is often promoted as a sustainable tourist destination par excellence. This paper challenges this vision. The paper begins with a brief discussion of what is meant by sustainability and how it has been embraced by the tourism industry. It accepts the argument that among the most pressing problems facing sustainable tourism is climate change. For example a warmer climate has already had major impacts in Canada such as the following: a decrease in polar bear populations, glacier disappearance, and increased forest fires. At the core of climate change is the problem of carbon emissions. The paper then briefly discusses Canada's inability to implement effective public policy on limiting carbon emissions. The end result is that Canada's plan to meet its carbon emission targets in line with the Paris agreement is among the worst in the G20 countries. The paper concludes that this public policy failure will continue to negatively impact the tourist industry in Canada, and is inconsistent with a vision and promotion of a sustainable industry."

*ECONOMICS / İKTİSAT*

## March 31, 2019 Local Election Presentation In Press: Mersin Province As Sample Basında 31 Mart 2019 Yerel Seçimlerinin Sunumu: Mersin İli Örneği

Presentation Language: Türkçe

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Berna Arslan (Mersin University İletişim Fakültesi Gazetecilik Bölümü)*

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Mass media is liable to provide information on events and facts which interest public sense. It is a social actor playing a significant role to inform people regarding economic, cultural, artistic and political processes. Most significant indicator of democracy in a society is the election where people determine the representatives who will rule them, with their votes. Within such context, mass media, which transmits information on political issues, nominees, promises, parties and programs the individuals need while determining their choices, plays significant role during election period. Local press has a special position amongst all mass media due to its mission. It has an organisation and news production process varying from common press within the context of its affairs with the social dynamics – local authorities, economic structures, non-governmental organisations and with the people personally – in which it dwells. When the monopolisation the common press is face-to-face and problems experienced during reconstruction of news based on commercial anxieties is evaluated in terms of local press, the situation is not yet a threat. Local newspapers, despite their problems arisen from management and organisation structure, are still privileged bodies of social organism within the region they are published, with their contributions to the development of democracy. They are indispensable and significant representation organs of political communication campaigns, which serve as a bridge between the nominees and citizens, particularly during election period. The 16th of local elections being conducted since October 5, 1930 being first local elections in the history of Turkish Republic was held on March 31, 2019. In this study, the news with election content being published in 8 local newspapers (Mersin, Akdeniz, İmece, Güney, Yeni Güney, Hakimiyet, Çukurova, Haberci), which have been published between March 21 – April 10, 2019, which comprises last local election process, in Mersin Province and which hold Press Ad Agency criteria will be analysed with content analysis method. It is aimed with the study to question how good the local press has performed its function within local election period and to reflect the journalist reflexes the newspapers show while performing their social liabilities.

Keywords: Local Press, Local Election, Political Communicaiton, Content Analysis "

*MEDIA STUDIES / MEDYA ÇALIŞMALARI*



## The Effect of Technological Developments on the Functioning of Health Organizations Teknolojik Gelişmelerin Sağlık Örgütlerinin İşleyişine Etkisi

Presentation Language: Turkish

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Sağlık hizmetleri, insan yaşamı ile doğrudan ilişkili olması sebebiyle yönetim açısından önemli özellikleri olan bir alandır. Bununla birlikte bu organizasyonlar yapısı gereği yönetilmesi en karmaşık yapılardan biridir. Sağlık yönetimi temel olarak; tıbbi bakım ve sağlıklı bir çevre taleplerinin bireylere, organizasyonlara ve toplumlara belirli hizmetleri sağlayarak karşılanmasına olanak tanıyan kaynak ve süreçlerin planlanması, örgütlenmesi ve yönlendirilmesi olarak tanımlanmaktadır. Sağlık yönetimi insan kaynakları planlaması ve yönetimi, finansal yönetim gibi birbirinden farklı pek çok faaliyetin bir arada yürütülmesini gerekli kılmaktadır. Sağlık hizmetleri bir yandan sağlık bakım hizmetleri sunarken, diğer yandan performansı, verimliliği ve hasta tatminini artırma baskısını yaşamaktadır. Bu nedenle günümüzde örgütler değişen koşullara ayak uydurup rekabet güçlerini koruyabilmek adına geleneksel yönetim tekniklerini terk edip modern dünyanın bir gerekliliği olan teknoloji ile donatılmış yönetim tekniklerini uygulama yoluna gitmektedir. Günümüz ilerleyen teknolojisi tüm sektörlerin yönetim şekillerini etkilediği gibi sağlık sektörünü de derinden etkilemiştir. Özellikle iletişim teknolojilerinin gelişmesi ile birlikte sağlık alanında kurumiçi örgüt yapısında birçok değişim meydana gelmiştir. Yeni teknolojilerin sağlık sistemine adapte edilmesi sürecinde meydana gelen dönüşüm ve değişimlerin ele alınacağı çalışmada ayrıca bu teknolojilerin örgüt yapısına etkisi de irdelenecektir.

*BUSINESS STUDIES / İŞLETME BİLİMLERİ*

## Use of New Communication Technologies in the Operation of Health Institutions Sağlık Kurumlarının İşleyişinde Yeni İletişim Teknolojilerinin Kullanımı

Presentation Language: Turkish

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Sağlık hizmetleri, insan yaşamı ile doğrudan ilişkili olması sebebiyle yönetim açısından önemli özellikleri olan bir alandır. Bununla birlikte bu organizasyonlar yapısı gereği yönetilmesi en karmaşık yapılardan biridir. Sağlık yönetimi temel olarak; tıbbi bakım ve sağlıklı bir çevre taleplerinin bireylere, organizasyonlara ve toplumlara belirli hizmetleri sağlayarak karşılanmasına olanak tanıyan kaynak ve süreçlerin planlanması, örgütlenmesi ve yönlendirilmesi olarak tanımlanmaktadır. Sağlık yönetimi insan kaynakları planlaması ve yönetimi, finansal yönetim gibi birbirinden farklı pek çok faaliyetin bir arada yürütülmesini gerekli kılmaktadır. Sağlık hizmetleri bir yandan sağlık bakım hizmetleri sunarken, diğer yandan performansı, verimliliği ve hasta tatminini artırma baskısını yaşamaktadır. Bu nedenle günümüzde örgütler değişen koşullara ayak uydurup rekabet güçlerini koruyabilmek adına geleneksel yönetim tekniklerini terk edip modern dünyanın bir gerekliliği olan teknoloji ile donatılmış yönetim tekniklerini uygulama yoluna gitmektedir. Günümüz ilerleyen teknolojisi tüm sektörlerin yönetim şekillerini etkilediği gibi sağlık sektörünü de derinden etkilemiştir. Özellikle iletişim teknolojilerinin gelişmesi ile birlikte sağlık alanının kurumsal yapısında da birçok değişim meydana gelmiştir. Yeni iletişim teknolojilerin sağlık sistemine adapte edilmesi sürecinde meydana gelen dönüşüm ve değişimlerin ele alınacağı çalışmada ayrıca bu teknolojilerin kurum yapısına etkisi de irdelenecektir.

*BUSINESS STUDIES / İŞLETME BİLİMLERİ*

**A Study To Determine The Relationship Between Level Of Burnout And Job Satisfaction  
Of Personnel At An Airport Operator  
Havalimanı İşletmesi Çalışanlarının İş Doyumu İle Tükenmişlik Düzeyleri Arasındaki  
İlişkiyi Belirlemeye Yönelik Bir Araştırma**

Presentation Language: Turkish

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Businesses should pay attention to job satisfaction and burnout levels of their employees in order to get more efficiency from their employees, create a peaceful work environment and increase the quality of service provided. Airport operators are responsible for the regular, safe and economic operation of airports in the rapidly changing aviation sector. Multiple units work in a coordinated manner to fulfill these responsibilities and each personnel involved in airport operation services is highly valuable in terms of airport operation. Therefore, the levels of job satisfaction and burnout of employees are effective for the efficiency of airport operations. The aim of this study is to determine the relationship between the level of burnout and job satisfaction of airport operators personnel who are working in Sabiha Gökçen International Airport. Personal Information Form, Minnesota Job Satisfaction Questionnaire and Maslach Burnout Inventory were used in this study. The surveys were collected between March 2019 and July 2019. Analyses were conducted by 119 questionnaires determined by random sampling method among 368 personnel of Sabiha Gökçen International Airport. The rate of representing the research population is 32.33 %. The Cronbach's Alpha values showing the reliability levels of the scales used in the study were high. The reliability of Maslach Burnout Inventory subscales were 0.88 for emotional exhaustion, 0.70 for depersonalization and 0.73 for personal accomplishment. The reliability of Minnesota Job Satisfaction Questionnaire subscales were 0.89 for intrinsic satisfaction and 0.88 for extrinsic satisfaction. According to the results obtained from the Pearson correlation analysis; intrinsic satisfaction was found to have a negative (moderate -.577) relationship with emotional exhaustion, negative (moderate -.458) with depersonalization and a positive (moderate .331) relationship with personal achievement. Extrinsic satisfaction was found to be negatively associated with emotional exhaustion (moderate -.583), depersonalization with negative (moderate -.484) and positive (weak .207) relationship with personal achievement. As a result of the research, it was found that there is a negative relationship between job satisfaction and burnout. If airport operators develop and implement strategies and policies for increasing job satisfaction level, personnel will work effectively and their burnout level will decrease.

Keywords: Job Satisfaction, Burnout, Airport Operation Services

*BUSINESS STUDIES / İŞLETME BİLİMLERİ*

## Converting Freemium Users to Premium Customers Freemium Kullanıcılarını Premium Müşterilere Dönüştürme

Presentation Language: Turkish

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Freemium business model offers the customers a limited or unlimited product/service experience. If a customer who experiences the free version decides to buy the paid version in order to access all features of the product/service, he/she becomes a Premium customer. Although the freemium business model seems to be funded by the advertisement income, the main expectation from the model is to convert users to Premium customers for increased profit margin. In terms of this, dynamics behind the conversion process of the user to Premium customers has been researched. This research examines the link between the intention to pay and perceived value, social influence, personal innovativeness, attitudes towards the free version and attitudes towards the Premium version. The data collected from 240 people by using the online survey method has been analyzed using Partial Least Squares Structural Equation Modeling (PLS-SEM) and 7 out of 9 hypothesis that are suggested throughout the research has been supported (one of which is partially supported) and two were rejected. The results of the research have been evaluated and suggestions have been made.

Keywords: Freemium, Perceived Value, Social Influence, Personal Innovativeness

*MARKETING STUDIES / PAZARLAMA ÇALIŞMALARI*

**Gender and Corruption Relations: Panel VAR Analysis on Central and Eastern Europe Countries**  
**Cinsiyet ve Yolsuzluk İlişkisi:Merkezi ve Doğu Avrupa Ülkeleri Üzerine Panel VAR Analizi**

Presentation Language: Turkish

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Corruption is the abuse of public office for private gains by individuals or groups. It is discussed in the current literature that women and men have behavioural patterns related to their gender and these patterns' can affect their tendency towards corruption. A certain part of the empirical research findings support the claim that women are more responsive to social and economic events, more helpful, and stick to ethical values better than men. Related to these approaches, more women should be in decision-making positions in the struggle against corruption. Other groups of researchers argue that there is no significant relationship between struggling with corruption and gender. The aim of this study is to seek a gender-and corruption relation in Central and Eastern European Countries where there was a high level of corruption during socialist regimes accompanied with the sustaining impression of past institutions. The study applied panel VAR (vector autoregressive) analysis to examine women's empowerment and the representation of women in parliament and liberal democratic institutions, and their linkages with corruption. As a result of the analysis, Granger causality was not found between gender and corruption in Central and Eastern European countries. The findings indicate that there is a causality between women's empowerment and the levels of representation in parliament, moreover, analysis confirms the causality between corruption and liberal institutions. When variance decomposition is applied to the panel data, it is seen that the deviation in variance of corruption is explained totally by corruption in the first lag, 80% explained in second lag, and additionally that while number of lag increases, the effect of liberal democratic institutions on corruption increases too. Variance decomposition explains the low proportion of corruption with women's empowerment, although a number of women in parliament have a positive impact on corruption related to lag length. According to impulse-response analysis result, when one percent standart deviation shock occurs in the corruption variable liberal democratic institutions react negatively and their response increases after the fifth period.

Keywords: corruption, gender, panel VAR

*GENDER & WOMAN STUDIES / TOPLUMSAL CİNSİYET VE KADIN ÇALIŞMALARI*

**The Dilemma between Entrepreneurship and Economic Growth: A Different View of Turkey's Recent Economic Growth in 10 years**  
**Girişimcilik ve Ekonomik Büyüme Arasındaki İkilem: Türkiye'nin Son 10 yıllık Ekonomik Büyümesine Farklı Bir Bakış**

Presentation Language: Turkish

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Entrepreneurship is often seen as one of the key issue of economic growth. It increases the flexibility and productivity of the economic system however it also increases insecurity for those involved as well as income inequality. The relationship between entrepreneurship and economic growth of a country has increasingly gained a lot of interest from economists and policy makers over the years. However, while some view it as a direct relationship, others see it as an indirect kind of relationship. In this paper, we discussed entrepreneurship over the number of companies that opened and closed. Considering Turkey's last almost 10 years (2010 Q1 – 2019 Q2) we examined the causal relation between entrepreneurship and economic growth. The data used in the study are derived from the data obtained from TOBB, OECD and TUIK. Empirical analysis was performed using E-views 10 package program. We found there is no causal relation between entrepreneurship and economic growth but we found there is causal relation between economic growth and the number of closed firms. There is a one-way causality relationship and the direction of the relationship is from the number of companies established to the number of companies closed.

*BUSINESS STUDIES / İŞLETME BİLİMLERİ*

**Investigation of the Impact of Health Expenditures on Economic Growth (1980-2017)**  
**Sağlık Harcamalarının Ekonomik Büyüme Üzerindeki Etkisinin İncelenmesi (1980-2017)**

Presentation Language: Turkish

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In order to achieve economic growth goals, countries focus on internal and external growth theories. Health and education expenditures, which directly affect human capital, which is the most important component of internal growth theories, make a positive contribution to the labor factor of production. While education expenditures are accepted as the main source of human capital, health expenditures are expressed as a source that feeds human capital. In this study, it is aimed to examine the relationship between the health expenditure component of human capital and economic growth. In line with this objective, it is aimed to measure the impact of health expenditures on economic growth by using panel data analysis techniques with the help of 38 years of data between 1980-2017.

As a result, it is concluded that there is a positive relationship between health expenditures, which is an important component of human capital and economic growth.

*PUBLIC FINANCE / MALİYE*

## Gold Market and Factors Affecting Gold Prices Altın Piyasası ve Altın Fiyatlarını Etkileyebilecek Faktörler

Presentation Language: Türkçe

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Gold was the basis of the monetary system until the 1930s, while the agreement reached at the Bretton-Woods conference in the USA in 1944 adopted a fixed exchange rate principle for the national currencies and the value of the currency of each participating country was adopted based on the dollar. As of the early 1970s, the convertibility of gold to the dollar was terminated and this situation continued with the fact that gold was a part of the individual savings instrument and central banks reserves rather than the means of exchange. Because of its aesthetics, sometimes it is a jewel, sometimes as a reserve tool, sometimes as a bullion, and because of its property of change, sometimes money, raw materials in the industry and increasing its value throughout the golden ages. In this study, the main factors on the price of gold gold supply and demand in Turkey next examination of the models were estimated. The analyzes were performed with monthly data for the years 2007-2019. Expected to be effective on gold prices; variables such as real exchange rates, inflation rate, interest rates, BIST-100 index and gold imports are included in the model. First, unit root tests were used to determine whether the series were stationary and then cointegration analysis was performed to see the effect in the long term. It is seen that all variables except the gold imports series are the first aware stationary. While the inflation rate positively affects the BIST-100 index gold price, the interest rate is negatively affected by different models.

Keywords: Gold Supply, Gold Demand, Gold Prices, Johansen Cointegration Test "

*ECONOMTERICS /EKONOMETRİ*



## New Trends in Tourism Marketing: Augmented Reality Applications

Presentation Language: English

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Developments in information and communication technologies have diversified tourism marketing and tools used in the field. In recent years, augmented reality applications have been added to this diversity and it has started to be used in marketing. Today, due to the strengthening of competition, awareness of consumers, brands' understanding, value and closer to the customer, brands are not sufficient to move to digital media, in other words, new media channels, and it is inevitable to communicate with the customer through creative designs. In this way, the consumer can save time, have immediate knowledge of the relevant product and gain new experiences in this process. With the augmented reality infrastructure, how tourism marketing sheds light on the future and how it creates new experiences for customers is examined. As a result, applications that enable augmented reality experience in the perspective of tourism marketing are examined. In this context, the direction in which tourism marketing will go in the future and how it will affect the customers' experiences are discussed. In a period when digital marketing competes with traditional advertising, the tourism sector can gain a significant competitive advantage by using augmented reality applications in service delivery and marketing.

Keywords: Tourism marketing, augmented reality, virtual reality.

*TOURISM / TURİZM*

## Investigation of The Methods That Can Be Used For Measuring The Economic Values of Recreational Resources

Presentation Language: English

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Natural and environmental areas are functional areas that produce benefits in terms of physical and social environment to the sustainability of tourism depending on their spatial structure and functional characteristics. In order to protect these non-economic assets, their economic value needs to be determined. Today, alternatives are being developed in line with rational planning and management activities in order to ensure sustainability in recreation and tourism. These alternatives and planning-management approaches are determined according to the characteristics, economic value and user preferences of the area, If the economic value of assets without economic value is determined, users will use these resources more consciously than before, and future generations will benefit more from environmental assets. Finally, recommendations have been developed to increase the value of the use of natural and environmental resources for recreation and tourism purposes.

Keywords: Travel Cost Method, Contingent Valuation Method, Hedonic Price Method.

*TOURISM / TURİZM*

## Short Forms For Big Minds: Teaching Post- Millennials Phonetics Using Youtube Music Clips

Presentation Language: English

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Boredom, day dreaming, attention getting, chatting, rebellion, fighting back, active resistance, cheating, self-defeating attitude, helplessness. This is a short list of the recurrent symptoms tertiary post-millennial students communicate when exposed to canonical dry academic content. Students learning phonetics through the outmoded content-based approach have shown the same verbal /nonverbal behaviours. Edutainment and process-based learning have become the poor relatives in Algerian tertiary schools and maybe beyond. No wonder Youtube -as short form content provider- has become one of the most serious competitors of schools all around the world. Through an observational study, and using a video recorder, then a satisfactory scale (Likert Scale), the students' performances have been assessed. The results have shown higher scores of students using Youtube music clips as an edutaining/ process-based approach. A surprising list of nonverbal micro signals confirmed the hypothesis. Students from class2 as compared with class1, asked for more lessons to better their comprehension of phonetics, a thing that we couldn't predict in the earlier stages. The potential practical implications of the following paper are multiple. The first one is what could be called the pedagogisation of entertaining tools like Youtube and their inclusion in schools to learn academic content. The second would be the identification of all the possible types of micro signals students would send when exposed to boring vs. interesting content or/and when applying a methodology to teach theoretical content as in the cases of phonetics, grammar or even literature. Last but not least, the exploration of semiotic signs Youtube singers would send to the receivers -students.

*EDUCATION / EĞİTİM BİLİMLERİ*

**Media and Forensic Sciences**  
**Medya ve Adli Bilimler**

Presentation Language: Turkish

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Forensic sciences are reflected in the news in the media in different ways. This reflection in the media also causes forensic sciences to be perceived differently in society. In this study, 48 news were analyzed by content analysis, which was published in the national media in Turkey. In addition, 8 journalists specialized in forensic news were interviewed. The results show that news content presents forensic sciences with a popular approach and that forensic science is not fully reflected.

*MEDIA STUDIES / MEDYA ÇALIŞMALARI*

**Popular Culture and Forensic Sciences**  
**Popüler Kültür ve Adli Bilimler**

Presentation Language: Turkish

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Developments in the series and film industry have led to the presentation of forensic cases in many different ways. What is the impact of the criminal cases presented on the basis of the real context on the audience? In this study, also published in the 5 criminal film series in Turkey, we investigated the effect on viewers. We collected a total of 344 comments on the internet about 5 movie series. We collected the results in 4 different categories. 1- Threshold of Reality 2- Emotional Expression 3- Fictional Attribution 4- Expectation of Reality

Keywords: Forensic Science, Popular Culture, Film, Series, Criminal

*MEDIA STUDIES / MEDYA ÇALIŞMALARI*

## Young People's Perception Of Thermal Tourism: Case Of Pamukkale University Gençlerin Termal Turizm Algısı: Pamukkale Üniversitesi Örneği

Presentation Language: Turkish

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Thermal tourism is one of the most important tourism areas in terms of the resources of our country. It is important to understand how this area of tourism is seen in terms of target audiences or to understand whether any audience can be the target audience of this type of tourism in marketing, in order to be adequately evaluated and attracted attention in domestic and foreign tourism markets. The aim of this study is to reveal the metaphors they use for thermal tourism which is generally assumed to be preferred by individuals over a certain age, to determine how thermal tourism is perceived by the younger generation. For this purpose, Pamukkale University was designated as the universe and the research was carried out with the participation of university students. Phenomenology research design which is one of the qualitative research designs was used in the study. Participants were asked to fill the gaps in structured expressions of thermal tourism with expressions containing their subjective judgments. As a result of the research, theme, category and sub-categories were created from the metaphors that participants expressed about "Thermal holiday concept", "Importance of thermal holiday" and "Thermal holiday preferences".

*TOURISM / TURİZM*

**The Effect Of Demographic Variables On Entrepreneurship: A Research on Tourism  
Students of Pamukkale University  
Demografik Değişkenlerin Girişimciliğe Etkisi: Pamukkale Üniversitesi Turizm Öğrencileri  
Üzerinde Bir Araştırma**

Presentation Language: Turkish

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Pamukkale University Entrepreneurship has become one of the key concepts in increasing the welfare of countries. Entrepreneurship stands out not only with its economic dimension but also with its social and individual dimension. In this respect, it has a great importance to examine the factors affecting entrepreneurship tendency in all dimensions and to develop policies and strategies in the light of the findings. Although there are many researches on entrepreneurship in the literature, there is no research on entrepreneurship tendencies of future tourism professionals. In the study conducted in 589 tourism associate and undergraduate students in the fall semester of 2019, it was investigated whether demographic variables make a difference on entrepreneurship. As a result of the difference analysis, income, source of income, entrepreneurship education, occupational objective, presence of entrepreneur in the family and the environment in which it grows were found to be effective on the entrepreneurship tendency of tourism students and suggestions were made according to these results.

Keywords: Entrepreneurship, Demographic variables, Tourism, "

*TOURISM / TURİZM*

## Problems Of Women Accountants And Thoughts On Profession Kadın Muhasebecilerin Sorunları Ve Mesleğe İlişkin Düşünceleri

Presentation Language: Turkish

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The aim of this study is to determine the general thoughts of women accountants about the profession of accountancy and the problems they encounter when performing the profession. The research is a qualitative study using a semi-structured interview form as a data collection tool. The data obtained at the end of the study were analyzed with descriptive and content analysis methods. The study group consisted of 12 female Certified Public Accountants, who were selected through an easily accessible situation sampling. According to the results of the research; The most frequently emphasized factor in women's choice of accountants is the family orientation. The majority of the female professionals stated that they had no problems in their relations with professional organizations and public institutions while they had problems in their relations with taxpayers, colleagues and staff during their daily professional studies. The most frequently highlighted problem in the study was found to be taxpayer and taxpayer relations. Again, the majority of female professionals stated that they had difficulties in maintaining the balance of family life and that being a male accountant provided more advantages than women. Despite the problems encountered, the majority of professionals are satisfied with their profession in terms of wages and working life.

Keywords: Accounting Profession, Women Accountant, Women Accountant Problems

*BUSINESS STUDIES / İŞLETME BİLİMLERİ*



## Social Work Practices with Drug Addicts/Users: Group Work

## Madde Bağımlısı/Kullanan Bireylerle Yapılan Sosyal Hizmet Uygulamaları: Grup Çalışması

Presentation Language: Turkish

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Addiction can be defined as an individual's desire for something that he/she cannot prevent and that cannot stop it. Individuals can be addict to cigarettes, alcohol, drugs or stimulants, as well as they can be addict to things like computers, games, the internet. When the causes, developmental process and consequences of addiction are examined, it will be seen that it is a very complex and multidimensional problem. This problem affects both physical and psychological health and social functioning of an individual. For this reason, biopsychosocial interventions have been adopted to solve the problem. Within the framework of biopsychosocial intervention, many occupational groups (such as doctors, nurses, psychologists, social workers) work with drug addicts/users. Social work working with drug addicts/users within the framework of biopsychosocial intervention is accept that principles such as social justice, human rights, common responsibility and respect for diversity. With these principles social work carries out studies at the individual, family, group and community level in order to increase problem solving, coping and developmental capacities of people. Accordingly, social work works with drug addicts/users to face to face and practical. In both agencies (AMATEM and Denetimli Serbestlik Müdürlüğü) social workers works through with interviews and group works to the individuals who use drugs. Thus, the focus of this study is on group work, which is one of the social work practices with individuals who is drug addicts/users.

*SOCIAL WORK / SOSYAL HİZMET*

## Policy of Multilingualism as a Tool for Participative Democracy in the European Union (EU)

Presentation Language: English

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In a European Union (EU) where democratic deficit is being more and more discussed, ways of increasing democratic legitimacy of the EU is a hotly debated issue. Accordingly, the EU policy-makers seek ways to promote a solid European public sphere with the introduction of diverse (legal) measures or organization of various activities, such as European Citizens' Initiatives (ECI), individual recourse to the Ombudsman or debate forums organized at the Union level. In all of these initiatives, language is a key issue and the most important medium through which EU citizens can express themselves. In addition to these more recent measures, community institutions have, since their establishment, formally adopted the policy of multilingualism and cherished it as a strong component of a Union "in diversity". Accordingly, the Treaty of Rome stipulates that all official languages of member States are also those of the EU itself, and every EU citizen has the right to use their own language and to be addressed in this language in dealing with or working in EU institutions. However, the policy of multilingualism as applied by the EU today shows us that the lack of proper application of multilingual policies as enshrined in treaties may potentially obstruct citizen participation in democracy as much as the EU institutions wish to. The article looks into the legal bases of multilingualism, regulations or pledges to promote it, discourses of EU officials on the issue, research conducted about different citizen-engaging activities/forums/processes organized at the Union level and relevant Eurobarometer surveys. It finds that multilingualism is regarded as more like an educational tool to promote language learning for citizens, who would ideally become competitive enough in the globalized world and European markets rather than a tool for democratic participation where they can effectively use any EU official language.

*INTERNATIONAL RELATIONS / ULUSLARARASI İLİŞKİLER*

## Cultivation of Mindfulness within Social Work Practices

Presentation Language: English

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Mindfulness which is defined as paying attention to present moment experiences nonjudgmentally and on purpose is an old deep-rooted Buddhist practice. It has been gaining a considerable amount of recognition all over the world for its usefulness in clinical settings for reducing stress and anxiety; and increasing peace and well-being. Many helping professions, including psychology, counseling, medicine and social work are integrating mindfulness techniques at some levels to their interventions. Social work profession contributes to the protection of psychological problems experienced by people as well as the protection and development of human dignity that all people possess regardless of their race, age, gender, nationality, religion or political view etc. Social work professionals carry out occupational practices within the framework of general social work practice with individuals, groups and society, in other words it functions in micro, mezzo and macro levels. This work reviews emerging guidelines and techniques on how to integrate mindfulness into social work practice with individuals, families, groups and communities.

Keywords: mindfulness, social work, helping profession

*SOCIAL WORK / SOSYAL HİZMET*

## The Relationship Between Consumers' Product Involvement and Engagement with Social Media Advertisements

Presentation Language: English

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Social media platforms have become one of the most important advertising media, today. Social media not only emerged as a new advertising platform but also introduced new advertising objectives and evaluation parameters. In this regard, engagement has become a key concept of digital advertising and gained importance in evaluating the effects of social media ads. In this study, engagement is discussed in terms of online behaviours such as clicking, liking, sharing, etc. Social media works based on user data, so provides the opportunity to convey brand messages directly to the related consumers. Social media ads are planned taking into account the consumers' characteristics such as their fields of interest. In this context, product involvement is an important variable in terms of social media advertising. In this study, we examined the relationship between consumers' product involvement and engagement behaviours towards an ad in this product category. The data were obtained through an online questionnaire. The ad designed for the research was shown to the participants on the brand's Instagram page via a link in the questionnaire. Participants' online behavioural intentions towards the ad and their level of product involvement were measured. The findings revealed that there is a moderate relationship between product involvement and engagement. The users with high involvement had a higher intention to click and like the ad and follow the brand's page, than those with low involvement. However, it was seen that the users' intention to share and comment on the ad was not related to product involvement.

MARKETING STUDIES / PAZARLAMA ÇALIŞMALARI

## Perception of Poverty from Employees' Perspective: An Empirical Analysis of Textile Sector

Presentation Language: English

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The main focus of this study is to examine the employees' perceptions of poverty considering the impact of a number of socio-demographic variables. In general, poverty might be defined as the insufficiency to satisfy the individual needs. The important point is the question of what needs to be satisfied and at which sufficiency level. Even if people get the same income, the answer might change according to the person's perception of sufficiency. This perception might vary depending on the socio-economic and psychological characteristics of the person. Feagin (1972) constructed the first systematic study on the cause of poverty. Feagin categorised into three main types: individualistic, structural, and fatalistic. In this study, it is focused on whether individuals could achieve sufficient income and whether their income satisfies them sufficiently. Therefore, the three main reasons mentioned in the Feagin study are included by the question of perception of poverty in this study. Textile labourers have been working under difficult conditions in most workplaces. There are many challenges observed from the employees' perspective in this sector such as getting in and out of work frequently, mobbing, long working hours, low paid work, de-unionization and so on. Therefore, even if the employees of this sector have sufficient income, it is in a deprivation of working under difficult conditions and long working hours. In the manufacture of textiles and clothing in Turkey, according to the Social Security Administration, the number of insured employees are about 916 thousand, and 35% of these are in Istanbul by data from 2017. There are approximately fifty thousand manufacturers in textile products and apparel, and 58% of these are in Istanbul. In addition, unregistered employment is quite high in the textile sector where female employees are intense. One hundred of employees in the manufacture of textile were interviewed to provide data for this research in Zeytinburnu district of Istanbul. In this study, in order to measure poverty perception, it was directly asked whether the income obtained were sufficient, insufficient or partially sufficient. This is investigated by utilising a multinomial logistic regression model to analyse various socio-demographic and economic characteristics of employees.

*ECONOMICS / İKTİSAT*

## Career Orientations of Self-Leaders

Presentation Language: English

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Business world has changed rapidly and intensively with the effect of globalization, ease of knowledge dissemination and new economy. These changes have brought about challenges for both employers and employees. Employers are in quest of sustainability and survival as do employees in their own terms. For employees, sustainability and survival means effective career management. The requirements of the turbulent business environment have led to the birth of new approaches for careers and careers have emerged as one the most important factors that should be managed carefully both by employers and employees. In addition to that, concepts such as delegation, empowerment and involvement in decision making have become vital for organizational survival. To become more lateral and adaptive, organizations should utilize every single individual by giving them the opportunity to take initiative. In this respect, self-management and self-leadership have emerged as new ways of managing career and change. In traditional terms, career has been defined as “a succession of related jobs, arranged in a hierarchy of prestige, through which persons move in an ordered (more-or-less predictable) sequence” (Wilensky, 1961, p.523). With the effect of the shift in business world, career orientations of employees have also started to change. In literature, career attitudes of individuals are considered under two main headings: protean careers and boundaryless careers (Pak, 2008). Developed by Hall, protean career concept is defined as an orientation on career development in which the main control related to career decisions lies with the individual, not the organization. Hall defines the protean career as a career “in which the person, not the organization, is in charge, the core values are freedom and growth”. The second one, boundaryless career is based on the idea that an individual can pursue her/ his development steps in different organizations. Protean career concept has started to shift the responsibility of career management to the individual and boundaryless careers have taken it a step further; pursuing a career in different organizations. These concepts have shifted the responsibility from employer to employee. In a similar fashion, self-leadership has transferred the role of the leader to the employee. It has been put forward as a substitute for traditional leadership approaches. It is defined as “a process through which individuals control their own behavior, influencing and leading themselves through the use of specific sets of behavioral and cognitive strategies” (Neck & Houghton, 2006, p.270). It is regarded as a process in which employees do not need exterior supervision and regulate themselves to achieve predetermined goals or tasks (Manz, 1986; Manz & Neck, 2004). Organizations need self-leaders in order to quickly and effectively resolve problems, adapt to change and become lateral. Therefore, understanding the career orientations of self-leaders is vital for organizations to retain them and utilize their skills. In this study, it is aimed to understand the career attitudes of self-leaders and, especially, their approach towards mobility within and across organizations. In this respect, first, by using survey method, participants will be categorized according to their self-leadership levels. Afterwards, the career attitudes of employees high on self-leadership will be investigated to see their tendencies and understand their expectations from organizations.

*BUSINESS STUDIES / İŞLETME BİLİMLERİ*

**The Relationship Between Public Expenditures and Economic Growth: Panel Causality Analysis On Selected Upper Middle Income Countries**  
**Kamu Harcamaları Ekonomik Büyüme İlişkisi: Seçilmiş Üst Orta Gelir Grubu Ülkeleri Üzerine Panel Nedensellik Analizi**

Presentation Language: English

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Economic growth can be defined as the increase of a country's income from year to year. Achieving economic growth is one of the ultimate goals of each country. Because economic growth both increases the welfare of the society and shows the level of development among countries. The increase in the weight of the state in the economy together with the Keynesian economy has made the state more intrusive in providing economic growth. Especially with the multiplier effect of the expenditures made by the state, the existence of the state in the economy has become inevitable. Public expenditure is a serious tool in the state's intervention in the economy. In developed and developing countries, the economy can be revitalized or contracted through public expenditures. This increases the state's intervention in the economy and the importance of public expenditures as an intervention tool. In this study, the effect of public expenditures on economic growth in selected 15 upper-middle income countries between 2000-2015 was analyzed by panel data method. As the cross-sectional dependence was determined in the periods and countries subject to analysis, second generation tests were applied. According to the causality test based on the panel vector error correction model, it is concluded that there is no causality between the variables in the short term and that there is causality from the variables of health and defense expenditures to economic growth as a whole in the long term. This result can be interpreted as the validity of Keynes policies in periods and countries subject to analysis.

*ECONOMICS / İKTİSAT*

## Public Health Expenditures and Happiness in OECD Countries OECD Ülkelerinde Kamu Sağlık Harcamaları ve Mutluluk

Presentation Language: Turkish

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Happiness refers to a feeling that people constantly try to reach as the main meaning and the purpose of life. Happiness, also referred to as subjective wellbeing, has become a topic that has been emphasized in recent years especially in fields such as psychology, economy and public policy. This resulted from the fact that countries started to consider happiness as an important factor in determining the standard of living of individuals while fulfilling their economic development goals. Although there are many factors affiliated with happiness, physical or mental health of the individual is among the most important. It is important that states regulate health policies accurately in line with the objective of increasing the welfare of individuals living in society. Indeed, a healthy society is a prerequisite for economic and social development. Health services reduce inequality of income and opportunities and thus contribute indirectly to production. For these reasons, the need for health services should be fulfilled by the state. This study analyses public health expenditures in OECD countries in terms of happiness. In recent years, the general trend is to increase total health expenditures in the world, especially in underdeveloped and developing countries. However, the level of health expenditures is still low in these countries. The same case can be generally observed in terms of public health expenditures as well. This study grounds its evaluation of happiness levels of countries on the happiness indices which were calculated based on the variables of the World Happiness Report, which has been published since 2012. It can be suggested that public health expenditures can have a positive effect in order to achieve an equality-based development as well as policies towards governance quality, stable development, protection of cultural values, protection of natural environment to increase happiness levels of countries.

Keywords: Public Health Expenditures, Happiness, OECD Countries

*PUBLIC FINANCE / MALİYE*



## Additive Production as Metamorphosis in Production Morphology Üretimin Morfolojisinde Metamorfoz Olarak Eklemeli Üretim

Presentation Language: English

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Production as a live process, describes a flow in which different components come together in different shapes and quantities into a different new component. Production in its simplest form involves the effort to bring out something new, while in another aspect it is a process of extracting mineral from the soil, water from the river, and oxygen from the air. In the manufacturing stage of production, there are three classical methods: Cutting, Engraving and Forming. All three of these methods include cutting, engraving and shaping the mine or compound drawn from soil, air and water. The production compound detached from nature experiences the second intervention in the manufacturing stage. This metazori is a metaphormosis. In recent years, Additive Manufacturing has entered our agenda with three- dimensional printers and scanners, unlike classical production and manufacturing methods; with a wide range of material combinations using very different techniques (FDM, SLA, DLP, SLS etc.) production from the current state, it is based on the idea of integrating the fragmented state of the present. Additive Manufacturing enables product possibilities such as iron powder motor housing or a jointless table, the main purpose of this study is to discuss how differentiated from current production.

Keywords: Production, Additive Production, Manufacturing

*ECONOMICS / İKTİSAT*

## What Kind of Assets Do We Share?

Presentation Language: English

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The purpose of the study is to investigate the effect of sharing tendencies of individuals on shared assets and to contribute the marketing literature and marketing practitioners in developing marketing strategies on concept of sharing. The population of the study is consisted of people who are 18 years and over, living in Turkey- Bolu city. The study has been conducted in Bolu city, which is usually selected as a pilot region in Turkey for formal governmental projects such as address - based population registration system, online warning device application in ambulances. Survey method was used for data collection and the surveys were carried out via the face-to-face method. Data were collected from 563 participants between the dates of January-February 2018 via the simple random sample method. In the research model, sharing tendency is composed of 3 sub-dimensions as traits (consist; perfectionism, generosity, direct reciprocity, generalized reciprocity), motivations (consist; integrated motivations, introjected motivations, extrinsic motivations) and socioeconomic preferences of individuals. The shared assets, which are the dependent variables of the model, are composed of 7 dimensions as practical information, food, photos and music, domestic assets, goods for personal usage, personal information and private assets. To test the specified hypotheses, the multiple-choice scale was preferred. For the answers, a 5-point Likert-type scale with two different schemes (ranging from 'strongly disagree' to 'strongly agree' and 'never share' and 'always share') was used. Survey questions which were used in the study, were developed by Helwing and Hauser (2015) and adapted to Turkish by Kiracı (2017). The measuring questions used in this study were tested within the previous studies and were found to be valid and reliable, however, some changes have been made to the statements in line with expert reviews. Thereafter, two different pilot studies were carried out before the main research with 563 participants. Multiple linear regression analysis was performed to test the hypotheses. Prior to this analysis, the data collected from 563 participants were analyzed in terms of normal distribution, linearity, autocorrelation and multicollinearity problem and to test the normality of the distribution, skewness and kurtosis values were examined (Green et al., 2012). It was found that these values do not exceed the recommended  $\pm 2$  value. As the literature examined, it has been seen that the issue of sharing is mostly studied within the framework of collaboration and economic sharing. This study is thought to be one of pioneer studies that determine the individuals' attitudes towards sharing and the impact of sharing attitudes of individuals on the assets which they can share, except the concept of collaboration and economic sharing.

Keywords: Sharing Attitude, Sharing Economy, Shared Assets, Regression Analysis, Turkey

*MARKETING STUDIES / PAZARLAMA ÇALIŞMALARI*

## Harmony of Brand Preferences with After Sales Services

Presentation Language: English

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The purpose of the study is to investigate the effect of after-sales services on the brand preferences in computer sector and to make suggestions for developing marketing strategies in order to satisfy the needs of the target markets. The population of the study is consisted of Bolu Abant İzzet Baysal University students, who have own computer. Survey method was used for data collection and the surveys were carried out via online survey method in November 2016 and 401 participants were reached within the scope of the research. In the research model, the effect of after-sales service factors on brand preference, quality, status and economic consideration of consumers have been examined. Reliability and validity, factor, frequency, regression and correlation analysis have been performed by the obtained data. The research model has been analysed with regression analysis. According to the result of the analysis, after-sales services have been determined as the second most important criteria that affect the brand preference. The most important criteria of the consumers on after-sales services have been found as the trust on authorized service, maintenance and repair services and the timing of technical services. As a result of the regression analysis, it has been observed that the after-sales services have significant effect on recommending the brand and preferences of brand as needed again. As literature is examined, it has been seen that the effect of after-sales services on brand preference has not been investigated locally and there is a gap on that issue which is valued to study. So, the study's importance can be stated as filling this gap.

Keywords: After-sales services, Brand Preference, Computer Sector, Regression Analysis, Turkey

The current study has been improved from the Master thesis of AhmetAtalay. The thesis was approved in December 2016 in BoluAbantİzzetBaysal University Institute of Social Sciences Department of Business Administration.

*MARKETING STUDIES / PAZARLAMA ÇALIŞMALARI*

**Measurement Of Financial Literacy and Money Management Skills Of Households: An Example Of Zonguldak Province**  
**Hanehakının Finansal Okuryazarlık ve Para Yönetme Becerisinin Ölçülmesi: Zonguldak İli Örneği**

Presentation Language: Turkish

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Several innovations have occurred in the financial sector with globalization, financial products and concepts have diversified with the development of technology. All these developments put financial literacy to an important place. Individuals from all parts of society, have been working to use these resources efficiently. Therefore, the use of a credit card, the payment of the accumulation of debts, the investment decisions are on the agenda of our lives almost every day and act as the proof of the need to increase awareness through financial literacy. In this sense, while the financial literacy of the household's financial problems faced in everyday life contributing to the solution of the financial sector, it also provides the effective and efficient implementation of finance sector. It is expected of the household to behave more consciously with the increasing levels of financial information. Especially after the recent global crisis, countries focus on financial literacy more by understanding the importance of it. It is understood to take this issue into consideration carefully with the analyzed study showing its positive contribution to social welfare and the individual prosperity. Therefore in this study, the effect of demographic features to the the ability to manage financial literacy and money will be examined and then relationship between financial literacy level and the ability of money management will be searched. For this purpose, the survey is applied to Zonguldak province households.

Keywords: Finance, Financial literacy, Money management

*FINANCE / FİNANS*

## Financial Deepening in Turkish Economy: An Analyze From The Perspective of Selected Indicators

### Türkiye Ekonomisinde Finansal Derinleşme: Seçilmiş Büyüklükler Açısından Bir İnceleme

Presentation Language: Turkish

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Financial Development is defined as improvements and developments in the functions performed by the financial system. In other words, it refers to the increase in the number and diversity of instruments and institutions constituting the financial structure. Protection of property rights, transparency of financial markets, establishment of a good accounting and tax system and financial liberalization practices accelerate financial development. With the financial development, it is expected that the savings level will increase, the funds will turn into investments and the productivity of the capital will increase. Financial deepening, on the other hand, shows the extent to which the financial system expands and the extent to which financial instruments are diversified. Financial deepening is manifested as the increase in the level of monetarization of the economy and the expansion of the services provided by financial intermediaries. When financial deepening occurs, economic units have the opportunity to create a healthier portfolio and organized markets are strengthened compared to unorganized ones. Although financial deepening is difficult to measure, its sophistication can be demonstrated by various indicators. These indicators can be classified as quantity, structural, price and product variety. With the financial deepening, it is expected that M1 / GDP ratio will decrease while M2 / GDP ratio will increase, the ratio of private sector loans to output and its share in total domestic loans will increase, the amount of real transactions in the capital market and its ratio to output will decrease. In this study, monetary, financial deepening level of Turkey's economy in terms of capital and credit markets has been measured.

Keywords: Financial Development, Financial Deepening, Monetary Indicators, Credit Indicators, Capital market indicators

*ECONOMICS / İKTİSAT*

## Economic Crisis As One of the Factors Affecting the Far Right in the European Union Avrupa Birliği'nde Aşırı Sağa Etki Eden Faktörlerden Biri Olarak Ekonomik Kriz

Presentation Language: Turkish

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An important consequence of the economic crisis that began in the USA in 2008 and the subsequent economic crisis experienced in many EU member states with the Greek crisis was the shift of political tendencies to the right parties in EU countries. In the recent years, far-right parties have achieved significant success in the elections in the EU's major powers such as France, Britain and Germany, as well as in Central European countries such as Austria and Poland. Although the economic crisis is an important factor in shifting to this far right, it is not enough solely. Because the extreme right in the countries such as Finland and Austria, which is thought to have not affected the crisis much, has increased, while the extreme right in Spain and Portugal has not increased compared to other countries even though it is heavily affected by the crisis. This has led to the necessity of introducing other factors in the rise of the extreme right. One of these factors is xenophobia, which reached its peak on the basis of the refugee crisis. However, xenophobia is based on the austerity policies that member states have to implement under pressure from EU institutions. In response to this situation, the public increases the votes of these radical parties which they have not tried before. This study will focus on the impact of the economic crisis on the rise of the extreme right, keeping other factors aside. In this context, the relationship between the economic crisis and the rise of the extreme right will be analyzed by examining the election results in the three countries affected by the crisis and the three countries which were most affected by the crisis and other less affected. It is planned to test the research questions by comparing the main economic data before and after the economic crisis, which is thought to be an important factor in the rise of the far right parties in the results of the local and general elections and presidential elections in these countries.

Keywords: Far right, economic crisis, EU

INTERNATIONAL RELATIONS / ULUSLARARASI İLİŞKİLER

**The Improving Social Functionality and Human Rights Advocacy when Working with Disadvantaged Groups**  
**Dezavantajlı Gruplarla Yürütülen Çalışmalarda Sosyal İşlevselliğin Artırılması ve İnsan Hakları Savunuculuğu**

Presentation Language: Turkish

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The goals of the discipline and profession of social work include rights-based goals for the protection of people, empowerment, emancipation and the fulfillment of their well-being such as fulfilling their needs in dignity. In addition to having a protective, preventive, liberating and developing perspective for all people, these aims can become more important in terms of ensuring the social functionality of individuals, groups and societies we call disadvantaged groups. The aim of this study is to reveal the importance of human rights advocacy in order to ensure the social functionality of the client groups such as children, women, elderly, disabled, refugees and poor, which we call as disadvantaged groups among the fields of study of social work discipline and profession. As a result of the literature research, human rights advocacy; it is vital for disadvantaged and oppressed groups to achieve justice, support, participation, election, social development, protection, emancipation, empowerment, access to services and enhance social functionality. Therefore, defensive role and function of social work should be taken into consideration in the studies to be conducted with disadvantaged groups.

Keywords: Working with Disadvantaged Groups, Human Rights Advocacy, Social Work

*SOCIAL WORK / SOSYAL HİZMET*

## Concentration in Turkish Banking Industry Türk Bankacılık Sektöründe Yoğunlaşma

Presentation Language: English

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Turkey, as many other developing countries, has been transformed from inward-oriented state-led industrialization to export-oriented market economy in 1980s. As a consequence, Turkey went through financial liberalization, which made the banking sector backbone of the economy. However, unstable macroeconomic environment in 1990s, in addition to sector-specific problems caused a devastating banking crisis in 2001. Turkish economy has undergone remarkable recovery thanks to the far-reaching reforms implemented in the aftermath of the 2001 crisis. These reforms influenced not only the bank balance sheet soundness, but also the concentration in the banking industry. To that end, the purpose of this paper is to examine the evolution of concentration in the banking sector. Using quarterly data of different balance sheet items including total assets, loans, and deposits in Turkish commercial deposit banks between 2003 and 2018, I calculate k-bank concentration ratio, the Herfindahl-Hirschman Index, the Hall-Tideman Index, the Rosenbluth Index, and the Comprehensive Industrial Concentration Index. Results indicate that although there is a decreasing trend in concentration until 2009, the measures remain stable afterwards.

*ECONOMICS / İKTİSAT*



## Contesting The Issue of “Necessary-Permissible Abortions” for Further Dispute Women’s Reproductive Autonomy: Anti-Abortion Debates in the Age of Advanced Prenatal Screening Technology in Turkey

Presentation Language: English

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While the advances in genetic testing and prenatal screening promise perfect human reproduction, ethical issues surrounding such progresses also became a new arena for conservative-right governments worldwide to contest over abortion regulations and reproductive rights. These governments are well aware of the fact that new prenatal screening methods enabled experts to detect, then women to decide whether to terminate pregnancies, which are expected to result in disabled and chronically ill babies on a “valid scientific ground”. Especially the long-existing legal amendments which extend the limits of acceptable “voluntary” abortion beyond have been deemed to be paving the way for new “ethical perils” and therefore reappraised from a strictly conservative moral prism. In other words, what science provided and let women to reconsider their pregnancy is tried to be refuted by the governing elite and conservative intelligentsia through various discursive practices. Like many other countries, acceptable and legal abortion limit can be extended in case of either mother or foetus with serious health risks, or rape in Turkey. Not necessarily being entrapped by the dilemma that advanced medicine is totally capable of detecting all problems in foetuses or defected foetuses are rather “burdens” for the neoliberal welfare, this paper will discuss how conservative right wing neoliberal JDP (AKP) in Turkey accentuated the ethical dilemmas posited by genetic/prenatal screening and the value of a foetus despite rape firstly to criticise, then dispossess women of their autonomy over reproductive rights between 2003-2018. The discursive practices of JDP government and recently designated institutions, i.e., family religious-moral guidance bureaus under the Religious Affairs Directorate, for disciplining and re-aligning women from within conservative familial ideology and maternalism will be the main focus. By using press releases of leading politicians, various public debates and opinion pieces published on the “permissible abortion for health-related reasons and rape”, this paper aims to critically examine the perspective of current government about women’s reproductive rights in Turkey.

*GENDER & WOMAN STUDIES / TOPLUMSAL CİNSİYET VE KADIN ÇALIŞMALARI*

**Investigation of Children's Involvement Levels Attending Preschool Education Institutions  
in Terms of Different Variables**  
**Okul Öncesi Eğitim Kurumlarına Devam Eden Çocukların Katılım Düzeylerinin Farklı  
Değişkenler Açısından İncelenmesi**

Presentation Language: Turkish

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The aim of this study is to examine the involvement levels of 60-72 month-old children attending preschools/kindergartens in terms of different variables. The population of this research, which was conducted in the general survey model, is comprised of 60-72 month-old children attending the independent preschools and kindergartens of primary schools functioning under the Ministry of National Education in Afyonkarahisar city center in the 2018-2019 academic year. As the sample of the study, it was comprised of 527 children, who were selected from the 60-72 year-old children attending the independent preschools and kindergartens of primary schools functioning under the Ministry of National Education in Afyonkarahisar city center through maximum variation sampling that is one of the purposeful sampling methods. As the data collection tools of the study, the “General Information Form”, which was developed by the researcher to collect demographic information, and the “Leuven Involvement Scale for Young Children”, which aims to determine the involvement levels of children, were used. The findings of the research are in the evaluation phase and the results will be shared during the congress.

*EDUCATION / EĞİTİM BİLİMLERİ*

## Preschool Teacher Candidates Views About Children's Involvement Levels Okul Öncesi Öğretmen Adaylarının Çocukların Katılım Düzeylerine İlişkin Görüşleri

Presentation Language: Turkish

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The aim of this study is to examine the views of preschool teacher candidates concerning the involvement levels of 5-6 year-old children. In the study, case study method was used which is among the qualitative research methods. In the case study, factors related to a case are examined with a holistic approach concerning the environment, individuals, events, and processes (Merriam, 2013). In the case study, one or more situations that are limited to a certain period of time are examined in depth by data collection tools containing multiple sources (Creswell, 2013). The case discussed in this study includes the views of preschool teacher candidates concerning the involvement level of 5-6 year-old children in classroom activities. The research group is comprised of 30 preschool teacher candidates who attended the Child Participation course in 2017-2018 academic year in the Department of Preschool Education, Afyon Kocatepe University. As the data collection tools of the study, an observation form, in which the teacher candidates examined the involvement levels of the children, and an opinion form consisting of three open-ended questions were used. Content analysis was used in the evaluation of the data obtained from the research. The findings of the research are in the evaluation phase and the results will be shared during the congress.

*EDUCATION / EĞİTİM BİLİMLERİ*

## Public Value From Theory to Practice: A Literature Review Kuramdan Uygulamaya Kamu Değeri: Bir Literatür Analizi

Presentation Language: Turkish

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New public management has given economy-management based perspective to public administration and has been criticised because of its perception of citizenship, legitimacy and nature of public service. These critics have led the way for the new approaches in public administration. In this context, one of the prominent theories in public administration during the recent years is public value. Public value theory focuses on best for the public while carrying out public service and emphasises on value creation through public managers. In addition, public value theory draws attention among other theories by impressing collaboration with citizens, civil society and other stakeholders in process of value creation. In this study, it is aimed to give a conceptual-theoretical framework of public value and reveal to public value theory is used solving which problems in public administration. It is concluded that public value is practising in value defining and classification, value creation in a public service, the role of public managers and citizens in value creation process, information and communication technology as a tool of value creation by using literature review method.

Keywords: Public Value, Public Value Management, New Approaches in Public Administration.

*PUBLIC MANAGEMENT / KAMU YÖNETİMİ*

## A Study On The Effect Of K-Dramas On Turkish Dramas K-Dramaların Türk Dramalarına Etkisi Üzerine Bir İnceleme

Presentation Language: Turkish

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K-dram as a product of the Hallyu in other words Korean wave, is spreading globally through new media television broadcasting. The original version of these productions are distributed and their formats are imported. Turkish Dramas also include adaptations from K-drama. The starting point of the study is the fact that Mucize Doktor which is an adaptation of Korean serials, was the most shared series broadcasted between 2012-2019. The production will be examined in terms of genres, broadcasting time and rating successes. Content analysis is used as the methodology of the study. Accordingly, the effect of K-dramas on Turkish Dramas will be examined.

Keywords: K-dramas, Turkish Dramas, Adaptation

*MEDIA STUDIES / MEDYA ÇALIŞMALARI*

## A Study On Digital Literacy Level Of Young People: Turkey's First Digital Literacy Map Gençlerin Dijital Okuryazarlık Düzeyi Üzerine Bir Araştırma: Türkiye'nin İlk Dijital Okuryazarlık Haritası

Presentation Language: Turkish

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The concept of digital literacy is also gaining importance in today's world where digital media tools penetrate every aspect of everyday life and business life. It is of great importance for individuals to use and understand digital media more effectively and to know what their rights are in this environment. Digital literators can access the data in real and virtual environment in the right way for the desired purpose and use the data efficiently in the right way. It is a necessity to understand the level of digital literacy of young people in today's world where digitalization manifests itself in every field. One of the main objectives of this study is to determine the digital literacy level of young people. Within the scope of the study, face to face surveys will be conducted on digital literacy with the provincial envoys of Media Literacy Association, which is the first in this field in our country, and 500 different youth from 5 different regions. The lack of digital literacy map is one of the most important needs in Turkey will be prepared in the first instance will be the most important outcomes of the study.

*MEDIA STUDIES / MEDYA ÇALIŞMALARI*

**Collusive Fraud: Methods to Prevent and Detect**  
**Ortaklaşa Yapılan Hileler: Önlemeye ve Tespit Etmeye Yönelik Yöntemler**

Presentation Language: English

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One of the primary elements of complex frauds is that of collusion. According to 2018 ACFE Report to the Nations half of the fraud cases were perpetrated by multiple individuals. The report also indicates that losses caused by collusive frauds are much higher than the frauds committed by a single perpetrator. Therefore it is crucial to prevent and detect collusive frauds. Collusion may exist among individuals at the same company or individuals across organizations. Colluding parties that are outside of the company could be suppliers and customers. Collusive fraud is very difficult to detect. Because the number of the perpetrators expecting to profit from the scheme increases. Collusive fraud also damages the system of the internal control. This study aims to explain how employees involve in the fraud and aims to present the methods to prevent and detect collusive fraud

*BUSINESS STUDIES / İŞLETME BİLİMLERİ*

**The Review of Articles with “Social Policy” Academic Journals in “JournalPark”  
“DergiPark” Kapsamındaki Akademik Dergilerde “Sosyal Politika” Başlıklı Makalelerin  
İncelenmesi**

Presentation Language: Turkish

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The JournalPark Project, which started in 2013, is a platform that is planned to form the basis for the National Citation Index. The total number of academic journals has been estimated to be around 2,300. Journalpark, which aims to expand to cover all the journal published in Turkey, offers important academic knowledge. This study aims to assess the scientific articles on the existing Turkish literature in the field of “Social Policy”. In this context, scientific articles in the field of social policy from the JournalPark web adress were studied by document examination. Findings obtained as a result of the examination were interpreted by showing percentage and frequency tables. According to the results of the research, found out that the “Social Policy” concept was addressed in scientific articles in different aspects.

*LABOUR ECONOMICS & INDUSTRIAL RELATIONS / ÇALIŞMA EKONOMİSİ VE ENDÜSTRİYEL İLİŞKİLER*



## The Coverage of the Concept of "Vocational Education" in Graduate Theses in Turkey Türkiye'deki Lisansüstü Tezlerde "Mesleki Eğitim" Kavramı

Presentation Language: Turkish

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Developed and strong economies are countries with high qualified workforce capacity and strong vocational education/training infrastructure. Today, there is an increasing interest in vocational education. In the most general sense, education is a necessity for a job that is required for individual and social life. Vocational education, which refers to the process of gaining knowledge, skills, and competences required by a job, is considered as a key factor in many areas such as unemployment, the transition to working life, and the growth and development of a country. This study explores the coverage of the concept of "vocational education" in graduate theses that contribute to the literature both theoretically and practically. In this regard, 939 graduate theses obtained from the thesis archive of the Council of Higher Education of Turkey (CoHE) online were subjected to document review. The obtained findings were interpreted through percentage and frequency tables. The study found out that the concept was addressed in graduate theses in different aspects. A variety of theses were prepared in parallel with the multidimensional structure of vocational education, but most of them were MA theses.

*LABOUR ECONOMICS & INDUSTRIAL RELATIONS / ÇALIŞMA EKONOMİSİ VE ENDÜSTRİYEL İLİŞKİLER*

## The US Hegemony as a Global Public Goods Küresel Kamusal Bir Mal Olarak ABD Hegemonyası

Presentation Language: Turkish

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US hegemony, embedded in the global capitalist order of the last 74 years can be divided into three periods: The liberal-fordist period, the neoliberal-post fordist period and the non-liberal (illiberal) period that started in 2008 and peaked with Trump. The US-led global order has sustained itself despite the two World Wars, economic crises, rise and fall of fascism and protectionism. Following the 2008 global financial crisis, the necessity of reforming the system emerged for the existence of the liberal global order. Trump, who was elected President in 2016, stated that the US would not maintain its global public goods, which include multiple countries and the world's population, aiming to meet today's needs without jeopardizing the needs of future generations, if the other countries do not bear the costs. In his first speech, Trump used the "America first" motto, which clearly manifested that the global public goods provided by the US for the sake of other countries' security and the continuance of the global order cannot be sustained in situations are not in favor of the US. With Trump, the main foundations of the global liberal order and US hegemony began to be questioned. Thus, for the first time since 1945, fundamental elements such as democracy, freedom, the rule of law, common values and international institutions were strongly questioned. In this study, an assessment will be made whether the hegemony, which is regarded as a global public goods by Trump and whose supply may harm the US, is a global public goods. In addition, it will be tried to prove that the leadership, which is thought to be carried out by Trump without any benefit, is in fact the main element that makes the US a hegemon.

*ECONOMICS / İKTİSAT*

## **Art Therapy With Child Victims Of Domestic Violence**

Presentation Language: English

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This paper discusses the concepts of the theory and practice of art therapy and gives a comprehensive view of art therapy as an original method of progressive psychological assistance in medical rehabilitation, pedagogical and social work, contributing to the formation of a healthy and creative personality. It is argued that the main objective of the art therapy method when working with child victims of domestic violence is to identify their verbal problems and traumatic experiences. Projective drawing and play therapy with children identified as effective methods in treating the following psychological problems found in child victims of domestic violence difficulties in emotional development; depression; rejection and feelings of loneliness; anxiety, phobic reactions, and low self-esteem.

*SOCIAL WORK / SOSYAL HİZMET*

**Investigation of the Relationship Between Social Media Use and Brand Awareness and Brand Loyalty**  
**Sosyal Medya Kullanımı ile Marka Farkındalığı ve Marka Sadakati Arasındaki İlişkinin İrdelenmesi**

Presentation Language: Türkçe

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The main purpose of this study is to examine the relationship between social media usage, brand awareness and brand loyalty. The population of the study, which was conducted by taking the Nike and Adidas brand into consideration, consists of people between the ages of 20 and 39 who live in Düzce. Data was collected by easy sampling. Data were collected from 291 people by face-to-face survey method. Frequency, factor, and correlation analyzes were applied to the data obtained. Factor analysis revealed three factors related to social media usage (social, psychological and functional motivation), two factors related to brand awareness (brand recognition and brand recall), two factors related to brand loyalty (attitudinal and behavioral loyalty). According to the results of the correlation analysis, when the two brands are compared, it is seen that the brand recognition for the Nike brand and the brand recall for the Adidas brand emerge in the relationship between social media usage and brand awareness. In brand loyalty, it is seen that comes to the forefront behavioral loyalty for the Nike brand and attitude loyalty for Adidas.

Keywords: Social media, brand awareness, brand loyalty,

*MARKETING STUDIES / PAZARLAMA ÇALIŞMALARI*

## E-Service Quality Studies: An Evaluation of Scales E-Hizmet Kalitesi Çalışmaları: Ölçeklerin Değerlendirilmesi

Presentation Language: Turkish

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The aim of this study is to evaluate the scales in the e-service quality studies. For this purpose, firstly, the dimensions of the e-service quality scales were investigated. In addition, the similarities and differences of the dimensions in these scales were examined. The bibliometric analysis technique was used in the study. Google Academy database was used for the research. Approximately 250 articles have been reviewed. Model name, dimension names, quality contents were classified. In the conclusion, suggestions were made about which dimensions should be used for which purposes. As a result of the research, the dimensions of the e-service quality scales are generally trust/confidentiality, website design/design/aesthetics, usage/usability, customer service, response/information and communication/interaction.

Keywords: Perceived e-service quality, perceived e-risk, corporate image, online retail, generation X, Y, and Z.

*MARKETING STUDIES / PAZARLAMA ÇALIŞMALARI*

## How Phrygians Defend Their Holy Places? The Fortresses Of Midas Valley Phrygler Dinsel Mekânlarını Nasıl Koruyordu? Midas Vadisi Kaleleri

Presentation Language: Turkish

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Dağlık Phrygia Bölgesi'nde yer alan derin vadiler, yüksek ve dik tuf kayalıkları ile korunaklı bir set oluşturmaktadır. Bu vadilerden Yazılıkaya/Midas Vadisi'nde Phryg Dönemi'ne tarihlenen 5 adet kale yerleşmesi bulunmaktadır. Ulaşılması güç, yüksek tepelerin üzerindeki kayalık alanlarda, vadilerin giriş-çıkışlarını kontrol edebilecek noktalarda yer alan kalelerin etrafı tarım ve ormanlık arazilerle çevrilidir. Bu kalelerin tümü Midas Kale'ye ulaşan yol güzergâhı üzerinde olup, birbirlerine yakın mesafede konumlanmışlardır. Böylece yol güzergâhı kalelerden rahatlıkla kontrol edilebilmektedir. Vadide bulunan kalelerde (Akpara, Gökgöz, Pişmiş, Kocabaş, Yazılıkaya/Midas Kale) ana kayanın işlenmesiyle oluşturulan mekânlar, silolar, sarnıçlar, merdivenlerle birbirlerine bağlanan yaşam alanlarına ait mekânlar, bazı kalelerin çevresindeki, kayalıklarda, farklı dönemlere tarihlenen kaya mezarları da yer alır. Bu yaşam alanlarına dair mimari kalıntıların yanı sıra bazı kalelerde ve kalelerin çevresinde dinsel uygulamalar için yapılmış, kült anıtları bulunmaktadır. Bunlar, Phryglerin MÖ 1200'lerde Thrakia'dan Anadolu'ya geldiklerinde, Anadolu'daki ana tanrıça inancını benimseyerek adeta tek tanrı olarak inandıkları Matar, Matar Areyastin, Matar Kubileya için yapmış oldukları küçük ve anıtsal boyutlardaki fasad, altar ve nişlerden oluşan kült anıtlarıdır. Bu anıtlar, doğada hazır bulunan ve kolay işlenebilen tuf kayalıklar kullanılarak, yerleşim alanlarının girişlerinde, yüksek yerlerde, su kaynakları yakınında ve tarla kenarlarında, bazen de kalelerin girişlerinde, berekete, bolluğa ve korunmaya yönelik ritüel eylemler için yapılmıştır. Bu çalışma ile vadide bulunan kaleler ve bu kalelerin Phryglerin dinsel alanı olarak görülen Yazılıkaya/Midas Kale ayrıntılı olarak irdelenecektir.

*ARCHAEOLOGY / ARKEOLOJİ*

## Global Digital Game Market and Turkey's Situation in This Market Küresel Dijital Oyun Pazarı ve Türkiye'nin Bu Pazardaki Yeri

Presentation Language: Turkish

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Digital game can be defined that interactions between game players and electronic systems which people aim to have a funny time, self-expression and competition. The widespread of using internet, smartphone and computer make digital games more popular. This situation cause to increase number of digital game players and exist digital game markets. Globally, with incrising of internet, smartphone and computers users, digital game markets have enlarged. The 2019's data show that this market have 152.1 billion dolar revenues.

In this essay, dimensions of digital game market will be studied. Turkey's situation will be adjusted and provided a perspective for future.

Keywords: Global Digital Game Market, Digital Game, Electronic System

*ECONOMICS / İKTİSAT*

## Economical Research For Recycling Of Electric And Electronic Waste Elektrikli Ve Elektronik Atıkların Geri Dönüşümünün Ekonomik Açıdan İncelenmesi

Presentation Language: Turkish

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Today, with the development of technology, the use of electrical and electronic products has become widespread and the duration of their usage has been reduced as well. The fast transition to new products caused also electronic waste (e-waste). These wastes cause economic problems, health and environmental problems. Hence, recycling is needed to reduce both the impact of these problems and the amount of e-waste. The recycling of e-waste is very important in terms of human health, environment and economy. Economically, recycling reduces both the raw material needs of the industries and the expenditures allocated for raw material production. In order to achieve sustainable development and overcome economic difficulties, countries need to increase recycling of their e-waste and implement policies supporting this. The purpose of this study is to research the status of electrical and electronic waste in Turkey and the impact of the recycling of this e-waste on Turkey's economy.

Keywords: E-waste, Recycling, Recycling of e-waste

*ECONOMICS / İKTİSAT*





## Carbon Emission Rates; Economic Growth and Renewable Energy Relationship Karbon Emisyon Oranları, Ekonomik Büyüme ve Yenilenebilir Enerji İlişkisi

Presentation Language: Turkish

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The green growth framework set by the World Bank and the OECD aims to reduce carbon emissions and addresses economic growth in a way that takes into account the sustainability of environmental factors. This study aims to examine the relationship between carbon emission rate and economic growth and renewable energy production between 2010-2016. Panel data method was applied in the analysis to cover a total of 29 OECD countries. Per capita values as carbon emission rate and economic growth data are included in the analysis. As a result of the analysis, the relationship between carbon emission rate and economic growth was positive and the relationship between carbon emission rate and renewable energy production was negative.

*ECONOMICS / İKTİSAT*



**Evaluation Of Lignite Coal As Use Of Solid Fuel In Turkey's Energy Policy Context  
Türkiye'nin Enerji Politikasında Katı Yakıt Kullanımının Linyit Kömürü Bağlamında  
Değerlendirilmesi**

Presentation Language: English

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Although coal is one of the main responsible for greenhouse gases that cause air pollution and climate change that harm human health, it continues to be used in electricity generation. Turkey became a party to the Kyoto Protocol in 2009. In this context, for Turkey, there is no obligation on Carbon Market that shows that international development responsibilities and regulations regarding the reduction of emissions of CO<sub>2</sub> and other greenhouse gases that cause global climate change. However, future environmental and sanctions related to the reduction of greenhouse gas emissions with the Kyoto Protocol on global warming and other international sanctions for Turkey could be said. In this study, Turkey's energy policy by reducing the cause of creating a lignite coal consumption, which cause less greenhouse gas emissions from thermal power plants and makes recommendations on the use of new energy sources increases the necessity of resource efficiency. This also Turkey's lignite reserves owned problems regarding climate change policies that minimize the negative consequences of the development became necessary.

**Keywords:** Fossil Fuels, Climate Change, Energy Policy, Turkey

*ECONOMICS / İKTİSAT*





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