



International Symposium on
Current Approaches & New Trends
In Social Sciences

Toros Üniversitesi Yayınları



TOROS UNIVERSITY FACULTY OF ECONOMICS,
ADMINISTRATIVE, AND SOCIAL SCIENCES

THE INTERNATIONAL SYMPOSIUM ON CURRENT APPROACHES & NEW TRENDS IN SOCIAL SCIENCES

PROCEEDING BOOK

EDITORIAL BOARD

Prof. Dr. Mustafa BEKMEZCİ
Assoc. Prof. Dr. Metin OCAK
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Prof. Dr. Irina PEDKO

Odessa State Academy of Civil Engineering and Architecture

Title: Features of Marketing Digitalization in the Construction Industry

Prof. Dr. Durrishah IDRUS

UTM Razak Faculty of Technology and Informatics

Title: Malaysia at the Crossroads in Achieving Hub Status in Higher Education

Prof. Dr. Md. Sabur KHAN

Founder & Chairman, Daffodil International University

Title: Digitization and Entrepreneurship: Post Pandemic Strategies

Assoc. Dr. Anastasiia PANDAS

Odessa State Academy of Civil Engineering and Architecture

Title: Formation and Development of Urban Agglomerations: Ukraine's Experience

Phil CLEMENTS

CEO and Director of the International Education Network Ltd. (IEN)

Title: The New 'Normal' World of Work and Travel Post Covid-19

Prof Dr. Sayyid Salman RIZAVI

Director General Campus, University of the Punjab Gujranwala Campus Pakistan

Title: The Positive Side of Covid-19

Prof. Dr. Mohamed ABDEL-MAGUID

Pro Vice-Chancellor, Canterbury Christ Church University

Title: The Future of Higher Education After the Covid-19 Pandemic

SPECIAL PANELS

WOMEN'S ENTREPRENEURSHIP IN THE GREEN DEAL PROCESS <i>(in Turkish)</i>		
1	Moderator: Prof. Dr. Meltem ONAY	Onbeş Kasım Kıbrıs University
	İçim ÇAĞINER KAVUKLU	Head of the Cyprus-Turkish Entrepreneurial Women's Association
	Münteha ADALI	Co-founder and CEO of Güvensan
	Nazlı UYANIK YILDIZ	Co-founder of Nebyan Doğal
	Berin AVUNDUK	Director of Avunduk Group
	Closure: Prof. Dr. Ömer Faruk ÇOLAK	Editor of Journal of Economics and Society

INTERNALIZATION IN HIGHER EDUCATION <i>(in Turkish)</i> <i>Moderated by TIEN (Turkish International Educators Network)</i>		
2	Moderator: Pınar ELBASAN	Founder of TIEN
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Preface

Dear Participants,

Welcome to the “International Symposium on Current Approaches & New Trends in Social Sciences”.

As universities, we are obliged to serve the society as well as education and research and development activities. For this, we attach importance to the structuring of our studies and findings in a way that will contribute to the development of humanity and societies.

I hope that within the scope of this symposium, current issues in social sciences will be examined interdisciplinary and discussed in an academic environment for 2 days. And again, I hope that; this symposium will increase the sharing of current information and practices and develop social and professional collaborations between stakeholders.

In this context, there will be many speeches, articles, discussions and evaluations in different fields in social sciences throughout the symposium. I am sure that the participants will get the maximum benefit from what is discussed at this symposium for the subjects they are working on and interested in.

As my colleagues mentioned, This International Symposium will be hosted by Toros University in cooperation with Konya Food & Agriculture University, Onbeş Kasım Kıbrıs University, Odessa State Academy of Civil Engineering and Architecture, Silifke Chamber of Commerce and Industry, Turkish International Educators Network, Daffodil International University, Universiti Teknologi Malaysia (UTM) and University of the Punjab, Gujranwala Campus.

In this context, I would like to express my gratitude to the universities with which we organized the symposium together, and their esteemed chairman, rectors and deans and managers, thank everyone who contributed on behalf of myself and Toros University, and greet all participants with my most heartfelt feelings.

Prof. Dr. Ömer ARIÖZ
Rector of Toros University

Opening Speech

Dear all,

Today we've come together for the International Symposium on Current Approaches and New Trends in Social Sciences. This symposium is hosted by Toros University in cooperation with Onbeş Kasım Kıbrıs University, Konya Food & Agriculture University, Odessa State Academy of Civil Engineering and Architecture, Silifke Chamber of Commerce and Industry, TIEN (Turkish International Educators Network), Daffodil International University, Universiti Teknologi Malaysia (UTM) and University of the Punjab, Gujranwala Campus. I would like to express my gratitude to all those who contribute for their great collaboration.

Generally, Social Science focuses on the relationships among individuals in society. It is the mixture of many subjects like management, political science, economics, finance, marketing, sociology, psychology, education, entrepreneurship and many more. Social Science deals with the humans and their relationships, behaviour, development and resources they use and many kinds of organizations they need to carry in their daily life like the workplace, school, family and government. It is important because its study helps us to gain knowledge of the society we live in.

Putting the "human" at its center, social sciences are gaining importance with the increasing globalization, developing technology and the disappearance of borders. The primary goal of this symposium is to create a common platform which brings together different scholars for the interdisciplinary examination of current issues in social sciences and for their discussion and development in an academic environment. With the Covid-19 crisis affecting the whole world, the importance of international cooperation has become more apparent. In this context I hope the symposium enhance current knowledge and practices sharing about especially social sciences, create common solutions about regional and national problems and improve social and occupational collaborations between stakeholders.

We were excited about some of the scientific studies to be presented at the symposium within this scope. There are well-known keynote speakers from Turkey, Ukraine, Malaysia, Bangladesh, Pakistan and United Kingdom. Moreover, numerous valuable scientific studies will be presented at this symposium. I hope it to be fruitful and efficient for everyone. I would like to thank everybody contributing to all processes of the symposium from the beginning of the preparation phase to the end. Thank you.

Mustafa BEKMEZCİ

Chair of the Symposium Organizing Committee

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MARKETING

CONSUMER PERCEPTION OF ONLINE STORE ENVIRONMENT AND ITS EFFECT ON ONLINE PATRONAGE INTENTION MEDIATED BY CONSUMER SHOPPING EXPERIENCE

Fatima BATOOL¹, Amna BATOOL², Dr. Wasim UI REHMAN³

There is an upsurge in online shopping due to the COVID-19 pandemic. This sudden increase has shifted the e-retailers' concern towards keeping customers engaged with their website as long as possible. Online retail stores create an environment based on their website designs for their customers. This research aims to identify the importance of customers' perception of such environment in order to enhance their shopping experience and patronage intention towards that e-store. Shopping experience is studied under two dimensions in this research, which are shopping enjoyment and service satisfaction. The population for this research comprises of all the shoppers of online retail stores. The data is collected with the help of research questionnaires by using the method of convenience sampling from respondents of different cities in Pakistan and Dubai. The nature of the research is cross sectional. This explanatory research studies the cause-and-effect relationship of customer's perception of online retail store environment and his patronage intention, mediated by the enjoyment customer feels while shopping from the e-store and the satisfaction the e-store service brings to the customer.

Keywords: Online retailer, Website environment, Customer perception, Shopping enjoyment, service satisfaction, Patronage intention

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IMPACT OF SOCIAL MEDIA MARKETING IN YOUTH BUYING BEHAVIOR IN PAKISTAN

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The primary purpose of this study is to know about social media marketing and its impact on the youth buying behavior of Pakistan. Social media marketing is an independent variable that comprises sub-variables as Facebook, Twitter, Google, Linked In, and Instagram. The dependent variable in our study is the youth buying behavior that contains sub-variables as extended buying behavior, complex buying behavior, habitual buying behavior, and Variety seeking buying behavior. The mediating variable in the study in covid 19 that affect the youth to purchase from social media platforms. Many previous researchers have done their work on social media marketing affecting youth buying behavior, but no study done on Pakistan. That is completed by using a questionnaire and sampling method used by us is convenient sampling to get possible results for our research. The gap in our study is that our study only implies Pakistan and does not talk about the behavior of youth in other regions. Social media marketing helps many brands to build a positive image. But covid 19 has changed the whole strategic plans of the brand to deal with the youth to get them attracted to their products.

Keywords: Social media marketing, covid 19, youth buying behavior, brand equity, Pakistan.

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THE EFFECT OF USE OF SOCIAL MEDIA ON TOURISTIC DESTINATION SELECTION: GÖKÇEADA DESTINATION

Senem ERGAN⁸, Oya ERU⁹

In recent years, the internet and social media have been used more and more by people. According to April 2021 data, 4.3 billion of the world's population are active social media users. And all users around the world spend more than 2 hours on social media in their daily lives (Kemp, 2021). People use the internet and social media for a wide variety of purposes. In particular, consumers use social media to obtain information to assist their purchasing decisions. The main reason for this situation is that users share their experiences by communicating with each other and transfer their knowledge and suggestions to each other. According to Kaplan and Haenlein (2010), the tourism sector is also affected by the internet and social media. First of all, with the development of internet and social media platforms, online platforms have emerged where travel, holiday and tourism destinations are evaluated, discussed and experiences are shared. Again, virtual communities related to travel, tourism and destinations have started to form on social media platforms. This situation has changed consumers' information seeking and planning behaviors about travel and tourism. In addition, the fact that consumers take part in such formations in online environments has enabled tourism businesses to start using social media platforms as an important tool of their marketing strategies.

The use of social media by both consumers and businesses in the tourism sector has come to the fore in determining the research topic. The aim of the research is to investigate the effect of social media on the choice of Gökçeada destination. Based on the quantitative research method, data were collected by applying face-to-face surveys with tourists coming to Gökçeada in the study. The collected data were analyzed with the SPSS package program. Looking at the results obtained from the data collected in the study, it was seen that the participants followed more than one social media channel, and they mostly followed Facebook, Twitter, Instagram and Youtube channels. Most of the participants use social media actively for 5 years or more. Again, most of the participants spend between two and five hours daily on social media. Participants mostly use social media to get information, to spend their free time, to have fun, to get news

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and to follow the agenda. According to the analysis, female participants are more affected by social media than men in holiday planning. Again, female participants are more affected by promotional activities in traditional channels than males. Social media posts about the destination show that participants are influenced by social media in their vacation plans.

Keywords: social media, tourism, touristic destination

CONSUMER CYNICISM, EMOTIONAL INTELLIGENCE AND NEGATIVE WORD OF MOUTH MARKETING RELATIONSHIP

Ruziye COP¹⁰, Sare Gizem ARSLAN¹¹

With technological developments, not only the speed of production and consumption but also the speed of communication has increased. Consumers can share the positive or negative situations they experience with thousands of people in seconds. With the repetition of negative experiences of consumers, it is also possible that the idea that the brand or company only serves its interests and skepticism will arise. After observing a brand or company's self-interest, consumers' approaching defensively, resisting marketing activities, and engaging in hostile behavior is called consumer cynicism. Consumer cynicism can also create a favorable environment for negative word-of-mouth marketing. Emotional intelligence is defined as the ability to regulate and manage emotions. From this perspective, it is important to examine the relationship between emotional intelligence and consumer cynicism which is characterized by negative emotional states. Based on this situation, the research aims to examine the relationship between consumer cynicism, emotional intelligence, and negative word-of-mouth marketing. The Consumer Cynicism Scale used in the study was developed by Helm, Moulard, and Richins (2015). The Emotional Intelligence Scale used in the study was modified by Austin et al. (2003) and adapted into Turkish by Emine Göçet (2006). To measure word-of-mouth marketing, the questions created by Uyar and Kılıçaslan (2016) were used. A survey was conducted by reaching 155 participants with the 'convenience sampling method'. The frequency analysis shows that most of the participants are male (91%), married (64,5), and had bachelor's degrees (%61,9). Cronbach's Alpha values of Emotional Intelligence Scale (0.850), Negative Word of Mouth Marketing Scale (0.945), Consumer Cynicism Scale (0.901) show the scales were reliable. As a result of the factor analysis, it was concluded that the Emotional Intelligence Scale consisted of three factors, the Consumer Cynicism Scale consisted of one factor and the Negative Word of Mouth Marketing Scale consisted of one factor. Regression analysis was also performed in the study.

Keywords: emotional intelligence, consumer cynicism, negative word-of-mouth marketing

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A RESEARCH ON CUSTOMER RELATIONS MANAGEMENT PRACTICES OF FINANCIAL ADVISORS

Ruziye COP¹², Ayşe ATASOY¹³

The purpose of the study is, In the 30-year period that passed since the definition of the financial advisory profession within the scope of the law, radical innovations have been experienced in the stage of technological innovations and differences. In the increasing competition dimension, marketing, service quality, relationship marketing and customer relationship management have been handled together. Today, the service sector is one of the main factor susedto measure the development, quality and sustainability of economies. The service sector is the key to both gaining a place in the national market and growing at the global level. The purpose of this study on customer relationship management of financial advisors, ensuring regular and healthy communication with customers, adequacy of customer relationship management practices, communication with important customers and personalized services were examined. The data of the study were obtained through a questionnaire applied to 103 financial advisors operating in Ankara. The subfactors related to customer relationship management and certain demographic characteristics of the participants were analyzed using the t-test and Anova test. In addition, the number of customers, income levels and number of employees were analyzed with a crosstable (chi-square analysis) to measure the relationships between other demographic variables. According to the findings obtained; there is a positive relationship between the number of customers, income levels and the number of personnel working, and there are statistically significant differences in terms of regular and healthy communication with customers, communication with important customers, and professional experience. The digital transformation process experienced in the financial advisory profession is one of the professions most heavily affected by technological innovations. In an environment where the offered product and service are perceived as the same, financial advisors who do not want to lose customers and want to gain new customers should apply customer relationship management as the only power they have.

Keywords: Financial Advisor, Customer Relationship Management, Relationship Marketing,

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COVID- 19 AND ADVERTISING STRATEGIES FROM AGILE MARKETING PERSPECTIVE

Ashhan YAVUZALP MARANGOZ¹⁴, Esra ÖZTÜRK¹⁵

Companies should keep pace with the changes in their environments and develop strategies to adapt them to survive and gain competitive advantage. In this context, the concept “agile” became important and it also applied to marketing literature. Agile marketing is defined as strategic activity in which companies find marketing opportunities and make changes in the dynamic environment. And it provides higher quality works, innovation, easily identifying problems, flexibility and accuracy to companies.

Covid 19, that emerged in the last year and caused many changes all over the world affected businesses like many area of life. They started to apply agile marketing strategies because of the changing lifestyles and changing customer expectations. Due to this extraordinary situation, businesses are working on product designs and advertising campaigns based on the pandemic process and the Covid 19.

The purpose of this study is to define agile marketing concept and to explain the development, importance, components and the process of agile marketing. The study also examines the strategies applied within the scope of agile marketing and the reflection of the Covid epidemic on advertising campaigns. These advertising campaigns have been categorically analyzed and these categories are explained with examples. When the advertising campaigns are examined the campaigns categorized into five groups called product development, corporate social responsibility/social marketing, internal marketing, creativity and emotional marketing.

Keywords: agile marketing, Covid 19, advertising campaigns.

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IMPACT OF SENSORY MARKETING ON CONSUMERS' PURCHASING BEHAVIOR

Eda YILMAZ¹⁶, Yavuz KORKMAZYÜREK¹⁷

With the industrial revolution, various developments in marketing began in the 1850s. The establishment of new businesses, increasing competition, globalization, and developments in communication have all resulted in marketing playing a role in different strategies. Several corporations appreciate the necessity of sensory marketing and self-generation visual (brightness of light), audition (noise degree), olfaction (smell of gasoline), gustation (taste of coffee), taction (degree of temperature) identities for their brands, as well as incorporating multisensory approaches into their identity research. However, sensory marketing is acknowledged as an essential tool for connecting brands with customers by engaging all of the senses and eliciting emotions in today's world. The main purpose of this study is to examine the effect of the influential factors on the consumers' purchasing behavior of sensory marketing by combining it with emotions and senses. Primarily, sensory marketing utilizes all five senses to manipulate customers by influencing perceptions, memories, emotions to gain a competitive advantage, build customer loyalty, and establish a brand image. Besides, the importance of a better understanding of how customer senses influence their strategy PAD model (pleasure-arousal-dominance) has been used in sensory marketing to impress more. That is among the most widely used models in the industry, and it contributes positively by sending signals to companies about the value of incorporating customer experience into their brand's DNA. Therefore, consumers associate various brands with their essential marketing outcome variables attitude, word of mouth, buying intention, both objective and subjective. In addition, they are constantly bombarded with information and advertising, such as never-ending pop-ups and banner ads, cable television, 24-hour news channels, catalogs, emails, podcasts, and instant messaging. In this study, the literature review was conducted to demonstrate that sensory marketing impacts all related industries, such as automotive, technical, catering, and airline transport industries are built to appeal to the human senses through sensory experiences. Thus, according to the findings, visual has the most influence on purchasing decisions, and smell has the second-largest influence. The sound impression obtained third place, followed by taste and

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touch. This study primarily contributes to the findings and observations that expose the impact of sensory marketing on consumers' senses of purchasing behavior.

Keywords: Sensory marketing, senses, perception, emotions.

THE IMPACT OF E-COMMERCE ON CONSUMERS

Mehreen ZAFAR¹⁸, Dr. Muzammil KHURSHID¹⁹, Fatima RASHID²⁰

Online shopping refers to the modern trend of being able to purchase anything from the comfort of one's own home. The objective of this study is to investigate the relationship between various factors that influence the consumer buying behavior towards E-Commerce. The variables include trust, time, product diversity, privacy and convenience, which investigates how internet shopping developments are reflected in consumer purchasing behavior. The data were gathered by a questionnaire that was self-developed and standardized. In this study descriptive statistics, regression analysis and ANOVA have been used. According to the statistical analysis of the data, trust and ease have a significant impact on the decision to shop online or not. When it refers to the youth of today, trust has been identified as the most important factor influencing their purchasing behavior through online shopping.

Keywords: E- Commerce, Trust, Product diversity, Convenience, Regression analysis

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BUYING BEHAVIOUR OF RURAL TOWARDS BRAND AND ADVERTISING AFFECTS

**Shamshir KHAN²¹, Ahmed ABDULLAH²², Zain Ul Abideen KASANA²³, Dr. Wasim Ul
REHMAN²⁴**

The study is basically conducted about how people of rural areas towards brands are affected by advertising and how the factors of rural areas affect their buying behaviour. The study collects data from rural areas with Gujranwala city. The study conducted in the situation of COVID-19, so the sampling technique used is convenient sampling and data collected through observations and this article has findings of different authors mentioned in references. The results of study indicated that advertising has positive results towards buying behaviour of consumers while factors of rural areas have negative relationship towards consumers buying behaviour.

Keywords: Rural areas, brands, advertising, buying behaviour of consumers etc.

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SOCIAL MEDIA MARKETING IN CUSTOMER RETENSION

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The proposal aims to lead to the dissertation that is based on the topic of how social media can help in customer retention for an organization. The research study in this regard is based on organization, as if the sales are declining and one of the reasons can be seen as a lack of interaction with customers over social media. The key aim of the study is to determine that how social media can help in customer retention for an organization, and the objective are to:

1. Identify the impact of social media marketing on customer retention,
2. Explore the theories and models of consumer behaviour and link them to the current case,
3. Identify the challenges being faced by small cosmetic industry,
4. Provide organization with a set of recommendations to successfully use social media marketing to retain customers.

The best way to find out that why female customers are not visiting this store. By conducting detailed interviews is the best feature of qualitative research methodology. This is actually a personal interview, which is being conducted face to face with a single participant.

This particular method gives the study researcher an if more details are required, then the researcher can ask different follow-up questions to gather more data. This study will conduct interview with 10 participants. Eight questions will be randomly asked from participants to gain insight into the problem being faced, some of them are:

- 1.What is the attitude of management towards social medial marketing and social media presence?
- 2.What channels are being currently used for interacting with customers and how effective has these channels proved to be so far?

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Various employees were asked about the attitude they recognized that it was strongly influencing the perception of customers as a significant amount of information relating to products was being shared online.

Keywords: Management toward social media, customer retention, communication channels

THE IMPORTANCE OF POP-UP STORES FOR ENTREPRENEURIAL MARKETING

Didem DEMİR²⁹ , Selçuk Yasin YILDIZ³⁰

As shopping channels are affected by the COVID-19 outbreak in 2020, about 20 percent of consumers stated that they have now been shopping from pop-up stores, especially since the outbreak. According to the results of the survey conducted in the United States of America in 2019, more than half of the participants express their preference for pop-up stores both for finding and experiencing different products. The prominence of pop-up fashion shops has led to a different dimension while launching new products and new campaigns. The key factor here is that pop-up stores are feasible temporary stores and more accessible for the consumers. With the rapid increase in the use of social media, retailers are trying to create brand awareness with this new innovative and dynamic distribution channel. Pop-up stores are also beneficial for operating promotional events as launching new products. The retailers might consider that these stores are very effective to test niche markets. In addition, pop-up stores, which create an experiential shopping opportunity, have been rapidly adopted in the retail industry. The success of the pop-up stores can be measured by following reactions through social media channels. Besides the other evidence can be the online codes of the products distributed on the web pages of the related pop-up stores. Pop-up stores are also cost effective for both introducing new brands and conveying the stories of brands in different places. The main purpose of this study is to identify the importance of pop-up stores for entrepreneurial marketing.

Keywords: pop-up stores, experiential shopping, entrepreneurial marketing

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CROWDSOURCING AS AN INNOVATIVE MARKETING METHOD: AN INTRODUCTION AND EXAMPLES OF CURRENT APPLICATIONS

Esra ÖZTÜRK³¹, Ashhan YAVUZALP MARANGOZ³²

With the development of information technology in the 21st century, the traditional economy has left its place to the sharing economy. Passive consumers have now become active prosumers and have started to produce more complex and quality content over time. Consequently, the relationships of the companies with their customers have now become interactive, and cultural and social capital has gained importance as well as economic capital. In today's world where efficient and fast decision making is required, companies have started to benefit from the masses in a mutually beneficial way. Crowdsourcing has formed the foundations of the new "sharing economy". When we look at today's developing companies in sectors such as fast-moving consumer goods, technological products, games, and toys, it is seen that companies using crowdsourcing method have achieved high success. Crowdsourcing is defined as the process of providing a solution to a problem from the masses rather than their own employees or selected professional consultants or experts in the market. It is based on the principle that a task that addresses a specific area is resolved by a larger audience by taking advantage of the power of the crowd. It is a particular form of open innovation that intend to benefit from the collective intelligence of a great number of participants outside the company's borders. Brands could ask customers, which logo design to choose or which design to include in their product categories. In this way, crowdsourcing can enhance the company's innovation capacity, save both time and money and meet the expectations of its target segments. In this study, it is aimed to reveal the definition of crowdsourcing, current examples, advantages and disadvantages and which factors should be considered in practice. The main contribution of this study is that it proposes specific guidelines for researchers to conduct high-quality research via crowdsourcing.

Keywords: crowdsourcing, open innovation, sharing economy, marketing methods, prosumer

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ECONOMICS

ROLE OF MIGRANT'S REMITTANCE IN THE ECONOMIC GROWTH OF ASIA: A STUDY OF UPPER AND LOWER MIDDLE-INCOME ECONOMIES

Abrar HUSSAIN³³, Muhammad Fahad NAEEM³⁴, Muhammad Faisal KHUSHI³⁵

In the global economy, remittance signifies to one of the significant worldwide progressions of money related to assets (Financial Resources). From time to time the flow of remittances bettered flow to FDI. For quite a long time, business analysts and economists have attempted to perceive why a few nations reflect solid monetary development, while others stop at low degrees of output. This exertion promoted many possible causes of economic progress including financial development. The aim of the research is to understand the influence of remittance on the economy's growth (GDP), by means of panel data set of ten Asian nations (Bangladesh, Indonesia, China, India, Mongolia, Philippines, Pakistan, Thailand, Vietnam and Turkey) for the time span of 2000 to 2019. The Panel is further divided into two more panels named as Upper (UMIC) and Lower (LMIC) Middle Income Countries. The research is then to review the previous studies devoted for the influence of remittance on the economic growth in order to categorize literature if there are significant connections between remittance and growth in the three panels. The econometric model is tested through feasible generalized least squares. After executing diagnostic's test, the multiple regression presumptions are explored like; Cross Sectional Correlation, Autocorrelation and Heteroscedasticity. The results of FGLS regression suggested that, in Asia and in LMIC there is a positive significant influence of remittance on the economic growth (GDP). In contrast, in UMIC the impact of remittance on economic growth (GDP) is found negatively insignificant.

Keywords: Remittance, Economic Growth (GDP), Asia, UMIC and LMIC

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IMPACT OF COVID-19 ON ECONOMY OF PAKISTAN

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The objective of the study is to investigate the impact of Covid-19 on the economy of Pakistan. In this research, secondary data was collected and key economic indicators were GDP, per capita GDP, Inflation rate, Gross National Income, unemployment rate, HDI growth index, Foreign exchange reserves and net exports. The data was gathered from December 2019 to April 2021 from many agencies including State Bank of Pakistan, International Monetary Fund (IMF), World Bank, Statistical Bureau of Pakistan and Pakistan Stock Exchange (PSX). In this study, the descriptive analysis, correlation analysis and regression analysis have been used and the study found that there is a significant impact of covid-19 on GDP, per capita GDP, Inflation rate, GNI, unemployment rate, HDI growth index, Foreign exchange reserves and net exports. The study concluded that the current covid-19 pandemic has severely damaged the economy of Pakistan.

Keywords: Covid-19, Economic Indicators, Pakistan, Pandemic, Regression Analysis.

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IMPACT OF COVID-19 ON THE ECONOMY OF PAKISTAN

Muhammad ABDULLAH³⁷ Ameer HAMZA³⁸ Abdul HASSEB³⁹

The Covid-19 pandemic has dramatically spread across the globe. This study focuses on the impact of the COVID-19 on the economy of Pakistan. It has more effected the production, distribution, consumption and the life style of people. In this study, the independent variable was the COVID-19 pandemic and the dependent variables were GDP, Exports, Imports, Inflation rate and Unemployment rate. For this purpose, data have been collected from the website of State Bank of Pakistan from December, 2019 to April, 2021 and regression analysis was used. The findings of the study showed that the COVID-19 pandemic has severely affected the economy of Pakistan. Moreover, the study found that there is a negative impact of the COVID-19 on the inflation rate. An increase in the exports of the Pakistan were observed during the COVID-19 which played an important role to reduce the trade deficit of the Pakistan economy.

Keywords: COVID-19, Economy, GDP, Inflation Rate, Pakistan

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IMPACT OF COVID-19 ON SMALL AND MEDIUM-SIZED ENTERPRISES (SME) OF PAKISTAN

Ayesha BASHIR⁴⁰, Umme AIMEN⁴¹, Ishmal IJAZ⁴²

Purpose: The purpose of this study is to determine the impact of corona virus (COVID-19) on Small and Medium-sized Enterprises in Pakistan. Our study also aims to provide policy recommendations to SME.

Methodology: This study shows dependency and independency. The independent variable was COVID-19 pandemic and the dependent variables are decrease in demand of product and services and reduction in sales and profit. Our study is based on secondary data. Data were collected from secondary research and modified for study purposes.

Results: The findings of the study show that COVID-19 pandemic has severely affected on SME in Pakistan. Various enterprises have faced different issues with a certain range of losses. Our results also highlight the financial weakness of many small and medium-sized businesses.

Implication of the study: Financial aid schemes, retention of skilled staff and practical planning for a negative future are some of the recommended steps to revive the SME sector.

Keywords: COVID-19, Small Enterprises, Medium Enterprises, Pakistan

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INFLUENCE OF ECONOMIC GROWTH ON ENVIRONMENTAL DEGRADATION'S INDICATORS

Anam MUSTANSAR⁴³, Abrar HUSSAIN⁴⁴

Study provides contributions in existing literature, by investigating the influence of economic growth on CO₂ emission, carbon, and ecological footprints. This study is utilized by using the econometric model, which is IPAT model, in the analysis of 10 Asian countries during the duration of 1980-2016. The Econometric model is tested by using STATA. Fixed regression results are executed by using diagnostic tests, cross sectional, serial correlation, heteroscedasticity and time fix effect. Panel results reveals that energy consumption is the major factor that increases pollution factor in the environment of developed as well as in developing countries while the other variables urbanization, real GDP and Foreign Direct Investment shows diverse results. Data is divided into three categories top Asian countries, Asian developed countries, and Asian developing countries. Study suggests to foster environment friendly policies, those can reduce the polluted factors that harm human health and the depletion of economic growth in Asian region.

Keywords: Energy consumption, FDI, Environmental degradation's indicators, real GDP, and Urbanization.

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CENTRAL BANKS' INSTRUMENT AND ECONOMIC GROWTH

Jaweria ABDUL SATTAR⁴⁵, Fizza ASHFAQ⁴⁶, Minahil FAISAL⁴⁷, Dr. Wasim UI REHMAN⁴⁸

Central bank's main instrument can be termed as Monetary policy that means supply of money in simple terms. This supply of money has its origin in practice of debasement that was widespread in Roman empire; the same empire from where the Civil law was originated. So, the monetary policy origin can be found in civil law. After the origin, comparison is made between common and civil law countries, two main legal systems being followed in the world, for the effectiveness of monetary policy, that indicates these policies are more effective in civil law countries than common law. Our study indicates monetary policy is a powerful tool for the economic growth due to its stabilizing role. This a qualitative study in which data was gathered using convenient sampling technique. Future implications imply that this study can serve as a base for how the role can be improvised to lead to convergence or divergence. Like all other studies, this too has few limitations primary being that the readily available data i.e. secondary data is used for writing this paper.

Keywords: civil law, central banks' instrument, economic growth, monetary policy

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ROLE OF PUBLIC DEBT AND FDI ON GROWTH OF LOWER MIDDLE INCOME COUNTRIES OF SOUTH ASIA: A CASE OF PAKISTAN AND INDIA

Muhammad Fahad NAEEM⁴⁹, Muhammad Faisal KHUSHI⁵⁰

This research is all about to examine the influence of public debt (external debt) and FDI on the two Asian countries such as Pakistan and India which are existing in lower middle income economies. Balanced panel data is used to determine the influence of public debt and FDI on the economic growth of two nations from the time span of 2000 to 2019. The research is then to review the previous studies devoted for the influence of public debt and FDI on the economic growth in order to categorize literature, if there are significant connections between independent variables (public debt and FDI) and growth in the panel. The econometric model is tested through feasible generalized least squares (FGLS). After executing diagnostic's test, the multiple regression presumptions are explored like; Cross Sectional Correlation, Autocorrelation and Heteroscedasticity. The results of FGLS regression suggested that there is negative significant influence of external debt and FDI on the economic growth (GDP per capita) of Pakistan and India.

Keywords: Public debt (external debt), FDI, consumption, exports, imports, tax revenue economic growth (GDP per capita)

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RELATIONSHIP BETWEEN FINANCIAL DEVELOPMENT AND ECONOMIC GROWTH IN DEVELOPED AND DEVELOPING COUNTRIES: AN ARDL ESTIMATION

Kamran ALI⁵¹, Dr. Muhammad SIDDIQUE⁵², Naila KAUSAR⁵³, Haider TARIQ⁵⁴

The association between financial development and economic growth is vital for both developed and developing nations because it determines a country's economic growth rate and the complexity of its financial system. A sample of developed and developing economies from 2005-2009 was used in this study to observe whether there is an association between financial development and economic growth. The goal of the research was to compare the connection between financial development and economic growth in these countries. An ARDL model was used to analyse secondary data from the top 15 Developed countries (United States America, Japan, Germany, United Kingdom, France, Italy, Canada, Korea, Australia, Spain, Netherlands, Switzerland, Poland, Belgium, Austria) and top 15 Developing countries (China, India, Brazil, Russian Federation, Mexico, Indonesia, Thailand, Nigeria, Argentina, Philippines, Malaysia, South Africa, Colombia, Egypt, United Arab Emirates, Pakistan). According to the findings of the study, there is significant relationship exists between financial development and economic growth. This research might help developing countries enhance their financial structure and economic growth rate over time.

Keywords: Financial development, economic growth, ARDL model, developed countries, developing countries.

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IMPACT OF WORKING CAPITAL MANAGEMENT ON FIRM'S PROFITABILITY: A CASE OF PAKISTANI AUTOMOBILE INDUSTRY

Muhammad Haris KHAN⁵⁵, Mafaz Ahmad KHAN⁵⁶

The financial activity of an organization is a key to its success and growth. Over the years, the organizations have managed to innovate their financial activities so that they may enhance their financial performance i.e. alleviate their profitability. Earlier, the companies were more focused on the long term financing and tried to enhance their profits using such forms of capital. However, recently, the emphasis of the organizations has shifted towards the management of its short term capital or the capital which is used for the routine activities i.e. the working capital (WC). It is widely believed that managing working capital has a major and positive impact on any firm's capital. However, less work has been done to prove the above hypothesis for both the Pakistani business organizations as well as the automobile companies. Therefore, this thesis aims to develop a relationship between the working capital management (WCM) and profitability of the Pakistani Automobile firms. The WCM has been depicted using Cash Conversion Cycle (CCC) and Net Trade Cycle (NTC), whereas, the profitability was assessed using the factors such as Gross Operating Profitability (GOPR) and Net Operating Profitability (NOPR). Analysis of the relationships between above mentioned variables allows us to state that by careful and effective management of their WC the Automobile firms of Pakistan can achieve greater profitability. Furthermore, the WC was split into its components and each component was also tested for any relationship with profitability. The results showed that even the individual components have an effect on the profits of such firms. The results also reveal a significant inverse relationship between the degree of aggressiveness of a WCM policy and firm's profitability. Other control variables such as firm's size, growth rate, liquidity, GDP growth etc. have also been incorporated to make the results more meaningful. Concluding, it has been witnessed through this thesis that WCM is a dispensable factor in increasing the shareholder wealth of Pakistani Automobile firms, as it does impact their profitability.

Keywords: Working Capital Management, Profitability, Pakistani Automobile Firms, Cash Conversion Cycle (CCC) and Net Trade Cycle (NTC), Gross Operating Profitability (GOPR) and Net Operating Profitability (NOPR), Working Capital Policies.

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RELATIONSHIP OF DIVIDEND POLICY & STOCK PRICE VOLATILITY: A CASE OF PAKISTANI CEMENT SECTOR

Mafaz Ahmad KHAN⁵⁷, Muhammad Haris KHAN⁵⁸

The study attempts to investigate the impact of dividend policy on stock price volatility in cement sector of Pakistan. For this purpose, a sample of 20 companies has been taken over a period of 2010 to 2014. Dividend yield (DY) and Dividend Payout Ratio (DPR) are analyzed as proxies to measure dividend policy. Some control variables like Firm Size (SZ), Financial Leverage (LV), Assets Growth (GR), Earnings volatility (EV), Earnings per Share (EPS) and Return on Equity (ROE) are also added to the study. Results of random effect model reported a significant negative relationship between dividend policy and stock price volatility as both Dividend Yield (DY) and Dividend Payout Ratio (DPR) are found to be significant and negatively associated with Price Volatility (PV). So, dividend relevance theory is applicable in cement sector of Pakistan. Among control variables, Firm Size (SZ) and Earnings Volatility (EV) are found to be significantly negative. However, other variables showed insignificant association with Stock Price Volatility (PV).

Keywords: Stock Price Volatility, Dividend Policy, Fixed and Random Effect Model, Pakistan.

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IMPACT OF ESPORTS INDUSTRY AND ITS EFFECTS ON ECONOMY OF PAKISTAN

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AZEEM⁶²

The importance of the Esports industry in Pakistan is discussed in this article. It is a quickly developing sector all over the world. Pakistan lags behind in this industry in contrast to the rest of the world due to several of the issues. While the Pakistani government will encourage this industry by overcoming the challenges it faces, enforcing wise policies, and overseeing it. As a result, Pakistan's income can be maximized, and the country's economy increases. The dependent variable is economy and independent variable is e-sports industry. The data we collected in this study is of secondary nature and was collected from research papers, Statista, Ministry of IT, X-Box, Apple and Samsung publications. The study is of descriptive nature. We run different statistics tests like correlation analysis, regression analysis on SPSS software. The results have shown that there is a direct positive impact of e-sports industry on the economy of Pakistan.

Keywords: E-sports, Online Gaming, Correlation, Pakistan, Economy.

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FINANCE

A RESEARCH ON FACTORS AFFECTING BITCOIN RETURNS

Ecem ÖZHAN⁶³ Seda TURNACIGİL⁶⁴

In this study, the effect of returns of world indices on Bitcoin returns is investigated. Bitcoin was used in the study because bitcoin is most well-known crypto currency compared to other crypto currencies. Single index model was used in the study conducted between 2010:09-2021:04 using monthly data. Given the availability of Bitcoin data, the period of the study was determined accordingly. World indices used in the study; Borsa İstanbul (BIST), Dow Jones Industrial Average (DJI), DAX (GDAXI), FTSE 100 (FTSE), Nikkei 225 (N225) and Standard & Poor's 500 (S&P 500). There is no unit root in the series included in the analysis. As a result of the regression analysis, DJI, DAX, N225 and S&P 500 indices returns were found to be statistically significant on Bitcoin returns. When the F statistic value was examined, the regression models belonging to BIST and FTSE were found to be insignificant. So the analysis results of this models were not evaluated.

Keywords: Cryptocurrency, Bitcoin, stock market index.

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ADOPTION AND APPLICATION OF FORENSIC ACCOUNTING AMONG MALAYSIAN FINANCIAL INSTITUTIONS

Emmanuel Abiodun OGUNDARE⁶⁵

The study investigates the determinants influencing the adoption and application of forensic accounting among financial institutions in Malaysia. This research is set in Malaysia and contextually focused on licensed financial institutions including banks, insurance companies and Takaful operators. The variables used in this study are conceptualised using three theories namely: The economic theory of network, Institutional Isomorphism theory and Political process theory (Positive accounting theory. Mixed methods approach (qualitative and quantitative) is utilised in this study. Purposive sampling is used to collect data from forensic accounting experts, knowledgeable individuals about fraud detection and investigation in the branches of the financial institutions selected in Malaysia. Questionnaire is distributed to employees of fraud investigation or forensic departments of the financial institutions. Interviews are conducted with the head of these departments to further support the findings of this study. Quantitative data collected is analysed using the partial least square structural equation modelling (PLS-SEM) and qualitative data is analysed using grounded theory method. NVivo software is utilised in this regard. This study is expected to contribute to the body of knowledge of forensic accounting especially in the areas of fraud investigation and fraud detection. Theoretically, the study expands the economic theory of network, institutional isomorphism theory and political process theory in determining the intrinsic value, synchronisation value and costs/benefits analysis of adopting forensic accounting as well as the coercive, mimetic and normative isomorphism and the contextual factors influencing the application of forensic accounting among financial institutions in Malaysia.

Keywords: Forensic accounting, Intrinsic value, Synchronisation value, Coercive isomorphism, Normative isomorphism, Mimetic isomorphism, Fraud severity, Fraud susceptibility.

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VOLATILITY SPILLOVERS BETWEEN OIL PRICES AND STOCK MARKETS OF SOME SARCC COUNTRIES

Minha WAHEED⁶⁶, Dr. Muzammil KHURSHID⁶⁷

The aim of this study is to investigate the volatility spillovers from WTI oil to the stock markets of some SARCC countries like. Pakistan, Sri Lanka, Bangladesh and India. For this purpose, the data have been gathered from the Thomson Reuters data stream over a period of time from 2010 to 2021. The study used the benchmark indices of these stock markets including KSE-100 for Pakistan Stock Exchange, BSE-100 for Bombay Stock Exchange, DSE-30 for Bangladesh and S&P Sri Lanka 20 for Sri Lanka. This study has applied Autoregressive Conditional Heteroscedasticity- Generalized Autoregressive Conditional Heteroscedasticity (ARCH-GARCH) methodology. The results of this study suggest that there is a significant volatility spillover between oil and the stock markets of Pakistan, Bangladesh, Sri Lanka and India. Moreover, the results indicate that investors should invest in the stock markets of these four countries to reduce the risk and for diversification.

Keywords: ARCH-GARCH, SARCC, Volatility Spillovers, WTI Oil

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IMPACT OF LIQUIDITY RISK ON THE PROFITABILITY OF BANKS DURING GLOBAL FINANCIAL CRISIS AND COVID-19 PANDEMIC: AN EVIDENCE FROM PAKISTAN

Umer HAYAT⁶⁸, Dr. Muzammil KHURSHID⁶⁹

This study examines the impact of liquidity risk on the profitability of Pakistani banks between two-time spans, the global financial crisis 2008 and covid-19 pandemic. This research applied on the sample of 19 Pakistani banks (public and private). Secondary data has been chosen to analyze the impact of liquidity risk on the profitability of those banks. The random effect model is used to test the model of this study along with pooled ordinary least square regression analysis. Deposits, bank size and advances taken as the parameters to measure independent variable (Liquidity risk) while profitability ratios i.e., ROA and ROE to determine the dependent variable (profitability). Two parameters of independent variable (deposits and bank size) shown a positive impact on liquidity risk and as well as profitability the other parameter (Advances) shown a negative impact on liquidity risk while a positive impact on profitability during the global financial crisis 2008. But during covid-19 pandemic parameter of independent variable (advances) shown a negative impact on profitability as well.

Keywords: liquidity risk, profitability, global financial crisis, covid-19 pandemic

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THE IMPACT OF DEPOSITS ON THE FINANCIAL PERFORMANCE OF MICROFINANCE INSTITUTIONS

Nimra ANSAR⁷⁰, Farah NAZ⁷¹

Purpose: The study is carried out to examine an impact of deposits on the financial performance of microfinance institutions in Pakistan and to examine that whether MFI types have difference in their financial performance.

Sampling method: Secondary data technique is used to collect the data of microfinance institutions of Pakistan from MIX market.

Research methodology: Regression model with fixed and random effects models are used after the application of Hausman test. Fixed generalized least square is also used to test the impact of dummy variable MFI types on its financial performance.

Findings: The regressions results found as significant but negative impact of deposits on YGP and ROA while insignificant impact is found with profit margin and OSS. The deposits found a positive significant impact on outreach of MFIs. However, nonsignificant impact of MFIs type is found as a difference in their financial performance.

Limitations: Due to unavailability of data, the study is based on limited number of MFIs which shows a weaker and insignificant results of deposits impact on financial performance of MFIs in Pakistan. Lack of information regarding profit status of each MFI type show an insignificant impact of MFI type on their financial performance.

Originality of study: This research is carried out to provide an insight of MFI's financial performance while the adaption of deposits because this area of research was not much explored. This research is original as there are not yet any of research in which impact of deposits on MFI's financial performance is studied.

Keywords: Financial performance, microfinance institutions, deposits, MFIs types, Pakistan.

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REVIEW OF MEDIATION AGREEMENT DOCUMENTS ON STAMP TAX

Metehan TOPSAKAL⁷²

Mediation, which is described as one of the alternative dispute resolution methods, entered into force on 22 June 2013 after the Law on Mediation in Legal Disputes numbered 6325 was published on 22 June 2012.

Mediation, which will allow the parties to compromise and terminate the dispute instead of litigation, will reduce the courts' workload, if it becomes effective comprehensively and effectively. In the mediation method, a simpler and easier resolution of disputes is aimed without damaging the absolute sovereignty of the state's jurisdiction without eliminating the possibility of applying to judicial remedies.

At the end of the mediation activity, a mediation agreement document signed by the parties and the mediator is drawn up. Stamp Duty Law regulates the taxation of papers that are written in our legislation by signing or placing a sign that substitutes for signature and that can be submitted to prove or reveal any issue, according to their content. With the Law on Mediation in Legal Disputes numbered 6325, a regulation on how to tax the mediation agreement document to be issued as a result of mediation activity, contrary to the provisions of the Stamp Tax Law, has entered into force in favor of the parties.

The study aims to determine whether the Stamp Tax, which will arise as a result of the signing of the mediation agreement document, will be charged according to the provision regulated in the Law on Mediation in Legal Disputes no. In line with this purpose, it was concluded from the mediation agreement document drawn up between the parties and the mediator by benefiting from the law, the opinion and ruling given by the administration and the doctrine and judicial decisions, that the provision in favor of the parties and regulated in the Law on Mediation in Legal Disputes No. 6325 should be fulfilled.

Keywords: Mediation, taxable event, stamp tax, special judgment/general judgment

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A STUDY ON THE IMPACT OF MANAGERIAL OVERCONFIDENCE ON CORPORATE INVESTMENT EFFICIENCY THROUGH MEDIATING EFFECT OF INTERNAL FINANCING

Aleena MEHBOOB⁷³, Abrar HUSSAIN⁷⁴

The purpose of this study is to investigate and explain the influence of managerial overconfidence on corporate investment efficiency of companies of Pakistan stock exchange related to the selected sectors with the mediating role of internal financing. Only 17 public companies are selected from four different sectors after the procedure of data screening. Data is collected from the companies' published financial reports for five years (2015-2019) and analyzed by panel techniques. The manager's overconfidence is examined by executive compensation. This study finds that managerial overconfidence has a significant effect on investment efficiency with partial mediating role of internal financing in overinvestment.

In contrast, internal financing plays full mediating role in the case of underinvestment. Internal finance in corporations is increased due to the overconfidence of managers removes financing restrictions. The availability of sufficient funds in firms to invest may become the cause of abuse of corporate funds. However, this problem can also be controlled through appropriate constraints on the use of internal funds and effective structures of corporate governance. The results express that internal financing alleviates the shortage of capital problem in firms and can also lead to overinvestment, particularly in corporates having excessive manager confidence.

Keywords: manager's overconfidence, underinvestment, overinvestment, internal financing,

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THE IMPACT OF COVID-19 LOCKDOWN ON STOCK MARKET PERFORMANCE: EVIDENCE FROM PAKISTAN

AYESHA SIDDIQUE⁷⁵, ABRAR HUSSAIN⁷⁶

The current study aims to investigate the Covid-19 impact of daily stock returns on listed firms of the Pakistan stock exchange. As a natural experiment, we use the panel data regression model to evaluate the impact of daily increases in covid-19 confirmed cases before lockdown and during lockdown period on the daily stock return of 18 listed firms on the Pakistan stock exchange from 26 February to 30 April. This study confirms the negative impact of daily increases in the confirmed case of covid-19 on stock returns of listed firms. The study also explores the sector-wise stock performance before and during a nationwide lockdown. Although before lockdown had a significant positive influence but during lockdown had a significant negative influence on stock return of listed firms and selected business sectors of PSX. The automobile sectors hardly hit the stock market during covid-19. This study indicates government should take proactive measures to control the speed of the virus. This is the first study to examine the covid-19 impact on stock performance during and before the lockdown period in Pakistan.

Keywords: lockdown, Outbreak, Pakistan, Pandemic, Stock performance

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CORPORATE GOVERNANCE PRACTICES AND CAPITAL STRUCTURE DECISIONS: THE MODERATING EFFECT OF GENDER DIVERSITY

Fareeha WASEEM⁷⁷, Syeda Fizza ABBAS⁷⁸, Khadeejah ALTAF⁷⁹

Purpose: The purpose of this investigation is to determine the association among corporate governance attributes and financial structure of the companies of Pakistan's non-financial firms and how is this moderated by the gender diversity.

Research Methodology: The regression analysis is run between board independence, CEO duality, CEO tenure with capital structure has been discussed with moderating effect of gender diversity.

Sample: The study employs actual sample size of 209 from the cement sector of Pakistan listed on PSX stock exchange. The data has been collected for 19 non-financial companies from cement sector for 11 years.

Findings: There is a strong impact of the moderating effect i.e., the gender diversity on the attributes of the corporate governance and financial structures. Resulting, there is an encouraging influence on the company's board independence on the capital structure, the women representation and presence in the boardroom causes a positive impact.

Originality/Novelty: The research involves the gender diversity as the variable because there is few research works yet been conducted specially in Pakistan where corporate governance attributes and capital structure relation is observed with a moderating effect of gender diversity.

Research Implications: In developed countries corporate governance could be improved by different means and attract more capital. In BOD structure more females as the board of directors in the company, which may further add transparency and attract capital specially debt.

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Research limitations: The limitations of the current research are that it is conducted in Pakistan. The financial companies are fully ignored which may represent different results. The results may vary according to the sectors as well.

Keywords: Corporate governance, Capital structure, Firm's Leverage, Board attributes, Gender diversity.

IMPACT OF CAPITAL STRUCTURE & DIVIDEND PAYOUT POLICY ON FIRM'S FINANCIAL PERFORMANCE: A QUANTITATIVE STUDY OF PAKISTAN'S TEXTILE SECTOR

Kamran ALI⁸⁰, Sana IRSHAD⁸¹, Naveed Iqbal CHAUDHRY⁸²

This study intends to identify the relationship between capital structure and dividend payout policy with a firm's financial performance. Despite a lot of empirical and theoretical evidence is available on this subject. But the problem regarding the capital structure and dividend policy payout remained unsolved. Economist and researcher trying their best to solve the puzzle. One of the main aspects of capital structure and dividend payout policy relationship with the firm's financial performance. A firm's financial performance is measured by three variables; Return on Assets, Return on Equity and Earnings Per Share. The research study uses three dependent variables to measure firm performance such as return on assets, return on equity and earnings per share which incorporated four independent variables include liquidity, financial leverage, assets turnover and dividend payout ratio. As well as also include three control variables like firm's size, growth and firm's age to examine the relationship between capital structure and dividend policy with firm performance, Pakistan's textile sector is select by using panel data and the data collected from the annual reports of firms for 30 textile companies from the period of 2014-2018 which is listed in Pakistan Stock Exchange (PSX). E-views panel regression used to analyze the data. Moreover, the Hausman test uses to choose the fixed and random effect model. The findings of this research study suggested that variables such as liquidity, leverage, assets turnover, dividend payout ratio, firm size and growth have a significant impact on firm performance. The findings of this research will be helpful for policymakers of the organization to decide the capital structure and dividend which have significant relation with firm performance, results also helpful for investors to choose high dividend-paying firms.

Keywords: Textile sector, Capital Structure, Dividend Policy, Firm's Financial Performance.

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ONE OF THE PROBLEM AREAS OF INTERNAL AUDIT: ORGANIZATIONAL HYPOCRISY

Murat GÖRMEN⁸³, Kenan ORÇANLI⁸⁴

The consistency of discourse, decision and action is extremely important within the scope of the reputation of the organizations. Organizations are expected to take action in line with their discourse, in other words to keep what they promised. In the process of existence of organizations, there may be contradictions between their discourses and their real practices, and these paradoxical relationships that arise are expressed as organizational hypocrisy. In order to prevent organizational hypocrisy, managers and other employees are expected to consider ethical principles in all managerial processes. One of the mechanisms that can be used to eliminate the negative consequences of organizational hypocrisy in organizations is to popularize ethical behaviours in the institution. This is one of the functions expected from internal audit units.

However, the fact that internal audit units are a unit within the organization makes this group particularly vulnerable to stronger organizational members. Although internal auditors must work independently and impartially, their autonomy is weak. They may be more affected by the organization's policies than an external auditor, and they may be under greater pressure on organizational sanctions and threats. Although internal auditors are asked to take an active role in the adoption of ethical behaviour, in some cases they may be expected to remain silent or even adopt an immoral will. This raises problems with the ethical stance of internal auditors, who should be ethical advocates in organizations.

Internal auditors, as one of the ethical actors of the organization, can reduce the contradictions between the discourse, decisions and actions of an organization by emphasizing ethical roles, or, on the contrary, in some cases, silence and even exhibit unethical behaviour. This article provides an interpretation by analysing the organizational hypocrisy that can be experienced in the internal audit process within the framework of the organizational hypocrisy model.

Due to the limited number of studies on the problems of internal audit units within the framework of the organizational hypocrisy model, which reveals many negative organizational behaviours in terms of organizations, it is thought that the studies to be carried out in this context

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will contribute to the field. From this point of view, the present study aims to theoretically evaluate the organizational hypocrisy model and make some inferences about the role and stance of internal audit units in the process of organizational hypocrisy.

Keywords: Organizational hypocrisy, internal audit, organizations, inconsistency

AN INVESTIGATION OF INVESTOR ATTENTION TO CRYPTOCURRENCY

Toprak Ferdi KARAKUŞ⁸⁵

By having a current market capitalization of over U\$90, concerning about Bitcoin and other cryptocurrencies is rising in both financial markets and finance literature. The aim of this research is to investigate the relationship between returns of Bitcoin (BTCUSD), Dogecoin (DOGEUSD), Ethereum (ETHUSD) and Ripple (XRPUSD) and as an indicator of investor attention, Google search related to these four cryptocurrencies are included. The single linear regression and correlation analysis were used. According to research findings, web searches about Dogecoin and Ripple on DOGEUSD have a significant explanatory power. The result has shown that a 1 unit change in DOGEUSD is driven from a 0,279 unit change in Dogecoin web searches and 0,739 unit change in Ripple web searches. Moreover, DOGEUSD and web searches of Dogecoin and Ripple have a positive correlation in 0,01 and 0,05 significance level. There was no explanatory power and significant correlation between returns of BTCUSD, ETHUSD, XRPUSD and web searches in Bitcoin, Ethereum and Ripple. Overall, this paper supports the view that higher past cryptocurrency returns could be increased by investor attention; and provides useful information for investors who invest in a cryptocurrency and who are concerned about any macroeconomic effects upon it.

Keywords: Cryptocurrency Returns, Investor Attention, Google Search

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DYNAMICS OF INTELLECTUAL CAPITAL AND FINANCIAL PERFORMANCE OF BANKS IN CONTEXT OF ASEAN

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The purpose of this paper is to find out and compare the relationship between intellectual capital efficiency and financial performance of banking sector in selected countries of ASEAN. It also intends to explore most influential factor of intellectual capital in banking sector of ASEAN region. The study utilizes the data of 37 banks of eight ASEAN countries. Pulic VAIC™ model is used to estimate intellectual capital efficiency along with three performance measures (ROE, ROA and EPS). According to Hausman test's outcomes random effect and fixed effect regression models are used to test the hypothesis. The results of the study demonstrate that however, in selected ASEAN countries, banks shed varied degree of spotlight on VAIC™ components to create value but there is no substantial dissimilarity find in ICE among ASEAN countries. Moreover, the outcomes also betray a positive association between VAIC™ and financial performance indicators. Human capital efficiency and Structural capital efficiency are found to be more pivotal components of IC for greater financial performance of selected ASEAN countries banking sector. In addition, the outcomes of the study manifests that among eight countries of ASEAN Laos is the only country which banks' financial performance has no association with intellectual capital efficiency.

Keywords: Intellectual Capital, Financial Performance, VAIC™, Banks, ASEAN

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LINKING INVENTORY EFFICIENCY, PRODUCTIVITY AND RESPONSIVENESS TO FIRM PERFORMANCE IN PAKISTAN

Mirha MUBARAK⁹⁰, Naila SADIQ⁹¹, Syeda Fizza ABBAS⁹²

Background: Inventory is one of the most important current assets of any company, therefore, efficient usage and management of inventory is necessary for the long-term success of any business.

Purpose: This research report establishes a theoretical model which links three main components of inventory management which are efficiency, productivity and responsiveness to superior firm performance in terms of both operational and financial performance within the chemical sector of Pakistan.

Methodology: Ten years of financial data from 2011-2020 was collected from the annual financial statements of 21 companies within the chemical sector to develop and examine a panel data model. The testing was done through random effects panel data regression.

Findings: The regression analysis provides strong evidence that both the inventory productivity and responsiveness measures positively and significantly result in firm outperformance, therefore, companies should focus on improving their gross margin on inventory investment and inventory responsiveness ratios. However, the correlation test suggests that there is a weak negative relationship between inventory efficiency and firm performance while inventory productivity has strong positive correlation and inventory responsiveness has weak positive correlation with firm performance.

Originality: This research report adds to the existing literature on inventory management by utilizing new inventory control measures in the context of a developing economy such as Pakistan. There are not yet any researches in Pakistan that segregate inventory management into three diverse components and use gross margin return on inventory investment and responsiveness as a measure of inventory performance.

Keywords: Pakistan, Chemical Sector, Inventory Efficiency, Inventory Productivity, Inventory Responsiveness, Financial Performance, Operational Performance

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IMPACT OF MARKET STRUCTURE ON THE VALUE RELEVANCE OF ACCOUNTING INFORMATION: A CASE FROM SCANDINAVIAN COUNTRIES

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This paper examines the impact of market structure on the value relevance of the accounting information for the Scandinavian countries. The association has been measured by the respective R squares and the countries are classified according to their bank-based and market-based economic framework. The annual data for the share price and the accounting variables have been gathered from the Thompson and Reuters over a period of 2010 to 2019. The price level regressions have been run using the Ohlson Model. The results of the study suggest market structure plays a significant role in affecting the value relevance of accounting variables in Scandinavian countries. The results also indicate that earnings (EPS) are significant in market-based countries while the book value of equity (BVPS) is more significant in bank-based countries. On the other hand, cash flows from operating activities are significant only in market-based countries.

Keywords: Bank-Based, Market-Based, Market Structure, Ohlson Model, Scandinavian Countries, Value Relevance

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THE ADAPTIVE MARKET HYPOTHESIS AND CALENDAR ANOMALIES: AN EMPIRICAL EVIDENCE FROM PAKISTAN'S STOCK MARKET AND HIGHLY IMPACTED COUNTRIES FROM COVID-19 PANDEMIC

Khansa KHAN⁹⁵, Farah NAZ⁹⁶

As the world came under the hood of corona virus, the individuals have been facing a catastrophic environment to reside in. Because of the global pandemic, not just our physical environment, but the stock market is drastically impacted. In correspondence to this, the investor behavior is highly impacted as well. Considering this, the study revolves around the existence of adaptive market hypothesis and calendar anomalies in the stock markets of highly impacted countries due to COVID-19, i.e., USA, UK, Brazil and India. The data is collected over a span of ten years, and is divided into two segments, namely, complete data, before COVID data and during COVID data. For this, four indices returns are taken into consideration, i.e. BVSP Index, FTSE 100 Index, Nifty 100, and S&P 500 Index. Four models are used in the research to come about the results, which include OLS regression, GARCH, TGARCH, and EGARCH. The latter three models are used to identify the volatility in the indices mean returns. The calendar anomalies to be studied includes, Day of the Week Effect, Turn of the Month Effect and Month of the Year Effect. On the basis of the calendar anomalies pertaining before COVID and during COVID time period, the existence of Adaptive Market Hypothesis is signified. The results of the calendar anomalies are indicative of Brazil's stock market, India's stock market, UK's stock market and USA's stock market, supporting the adaptive market hypothesis. The adaptability of the markets is because of the emotional sentiment of the investor, and this is the reason why during COVID-19 pandemic, it is evident that the stock markets under study turned out to be adaptive in nature.

Keywords: Adaptive Market Hypothesis, Calendar Anomalies, COVID-19, Day of the Week Effect, Month of the Year Effect, Turn of the Month Effect

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TIME VARYING MARKET EFFICIENCY AND CALENDAR EFFECTS: EVIDENCE FROM STOXX EUROPE CHRISTIAN INDEX

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Religion based indices grasped the attention of investors and policy makers due to increased concern over ethics in business and better performance of religion based indices over the conventional indices in the period of crisis. Though there is significant amount of literature available on the effect of religion on risk aversion, financial markets and economic growth but testing the market efficiency of religion based indices is still scarce. Current study investigates the STOXX Europe Christian Index (SECI) both for efficient market hypothesis and calendar anomalies. Study is original in its nature as it is focusing on least researched area that is quite important, as it is based on the values and ethics of Christianity and Christianity is the world's top religion with 2.3 billion followers around the globe. For this purpose, daily data of SECI from its launch date i-e., 31st December 2004 to 31st December 2019 has been analyzed using variety of tests. Further data is analyzed in two ways: First by taking full length sample and then by dividing it into five subsamples of equal length. Subsample analysis gives a clear picture about any time varying market efficiency. A market is said to be purely efficient if it is following efficient market hypothesis throughout the sample. The results indicate that SECI is not purely efficient, as results suggest non-linear dependence while calendar anomalies are not evident. The non-linear dependence may result in arbitrage operation using technical analysis. Therefore, study will provide better insight for investors to diversify their portfolio, while for academic researchers it will provide a new avenue to study.

Keywords: Efficient Market Hypothesis, STOXX Europe Christian Index (SECI), Calendar Anomalies

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DIVIDEND POLICY AND STOCK PRICE VOLATILITY IN PSX: RECONSIDERING RISK IMPLICATIONS FOR ISLAMIC AND CONVENTIONAL STOCKS

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Literature has regarded dividend policy as a long standing complex puzzle, whereby various refreshers have tried to unveil its implications for the value of the firm. It has been argued that higher dividend payouts are instrumental to reduce information asymmetries and convey information on the future risks of the firm. I tested this premise in Pakistan Stock Exchange. I used data from 46 Shariah Compliant and 21 conventional non-financial firms between 2010-2019 to test whether dividend policy has same implications for stock price volatility in both segments on PSX. I found that dividend policy does not have any significant impact on stock price volatility in Shariah compliant firms, while it mitigated stock price volatility in conventional segment of PSX. I interpret these findings in context of riskiness of conventional firms and conclude that dividend policy could be used to convey valuable information in riskier firms.

Keywords: Dividend Policy, Stock Price Volatility, Information Content of Dividend, Shariah Compliant Firms, Pakistan Stock Exchange.

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**EFFECT OF BEHAVIORAL CHARACTERISTICS ON STOCK INVESTMENT
DECISION-MAKING: A STUDY ON INDIVIDUAL INVESTORS IN DHAKA
STOCK EXCHANGE**

Tanzina HOSSAIN¹⁰⁰ , Pallabi SIDDIQUA¹⁰¹

Traditional financial models are unable to clarify and predict all financial decisions as it fails to explain some phenomena that have an impact on an investor's stock picking choice. There are some emotional issues that move investors in making investment decisions which is the evidence of irrational market behavior or inefficient markets. So, determining the behavioral influences on the stock market has an important implication for the investment analysis and management of portfolios. Behavioral biases are one parameter that needs to be considered in investment decision-making. This paper aims at suggesting to the investors of Bangladesh the behavioral biases they may perceive in making their investment decisions. Through Chi-square test, one-way ANOVA, and descriptive analysis based on the facts collected from 281 respondents, the study has found that individual investors of Bangladesh often make investment decisions emotionally. Risk aversion and risk perception are the two most influential emotional dimensions that have a greater impact on that decision. The findings harmonize with the other researchers and expose the statistic that investors hardly act according to the norms recommended in the financial theories.

Keywords: Behavioral finance, behavioral factor, loss aversion, risk perception, overconfidence, herding

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INVESTIGATION OF BIST TOURISM (XTRZM) INDEX VOLATILITY IN THE COVID-19 PERIOD

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While the Covid-19 period affected some sectors positively, most sectors were negatively affected by this situation. At the beginning of the pandemic, it was predicted that this period would have a negative impact on the tourism sector in Turkey. Indeed, this pandemic caused a decline in Turkey's tourism revenues in the past period. The purpose of this study is to examine whether this fluctuation in tourism revenues is reflected on stocks. For this purpose, the volatility of the BIST tourism index (XTRZM) was examined in the study. In the study, daily income data of the tourism index between 2016-2021 were used. The period between January 2016 and March 2020 was determined as the pre-Covid-19 period, and March 2020-2021 as the Covid-19 period, and the volatility of the tourism index was examined by assigning dummy variables (0.1) to these periods in the model. In the study, the ARCH and GARCH models, which are conditionally varying variance models, and the EGARCH model, which takes the asymmetric effect into account. When the results of the study are examined, according to the ARCH model, there is an ARCH effect in the mean and variance equation both in the pre-Covid-19 period and in the Covid-19 period.

According to the GARCH model, it is concluded that while there is no GARCH effect in average returns in both periods, there is a GARCH effect in the variance equation.

According to the EGARCH model, which takes into account the asymmetric effect, the average equation in the pre-Covid-19 period and Covid period is not statistically significant. When the variance equation is examined in both periods, it is seen that the equation is statistically significant and has a leverage effect.

Keywords: BIST Tourism, XTRZM, Covid-19, ARCH, GARCH, EGARCH

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DETERMINE OF GOLD PRICES: EVIDENCE FROM PAKISTAN STOCK EXCHANGE

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Gold is a valuable metal that helps as both financial and real assets. The worth of gold in the culture goes more than just economic, as it is also precious as a storing and show of wealth and culture. In the long run, its prices keep increasing due to high demand and inadequate supply worldwide. However, in the short run, its price seems to be fluctuated due to various potential reasons. The studies analyzed that influences that moving the prices of gold. The relationship of gold costs with numerous factors is very much talked about in this examination study. The study used the E-views 10 to determine the significant relationship between dependent and independent variables, covering data for 38 years period which is from 1980 until 2018. In these studies, the total observation is 86. The researcher uses one dependent variable which is TR (gold price) that affects the five independent variables INF, OIL, ER, CO, and UNEM. After the result shows the significant value from the Hausman test then the random effect is favorable to apply this thesis. The empirical study that has results have found. There is a positive significant relationship between INF, OIL, ER, CO, and UNEM on gold prices. We inspect the influence of confidence against bad macroeconomic news surprises, originating from large, developed economies, on the returns and volatility of gold. In the gold demand, adjusted speed was found to be extremely high, meaning that there is very little difference between the long and short run. In demand for gold is increasing day by day in both the short and long run. The result of the study is valuable for both academics and investors.

Keywords: Gold price, Inflation Rate, Crude Oil, Exchange Rate, Unemployment Rate, Econometrics Views.

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**IMPACT OF INVESTOR'S BEHAVIORAL BIASES ON INVESTING DECISIONS
AND INVESTMENT PERFORMANCE WITH ROLE OF DEMOGRAPHICS:
EVIDENCE FROM THE INVESTMENT SECTOR OF PAKISTAN**

Syeda Fizza ABBAS¹⁰⁸, Anam TOQEER¹⁰⁹, Ramsha BASHARAT¹¹⁰

Finance has been considered for last decade but behavioral finance is the new term which acknowledges the human behavior. The behavior affects the rational decision making of investors. The main objective of the research was to evaluate the impact of four behavioral factors i-e, heuristics theory, herding effect, market factor & prospect theory on the investing decisions and investment performance of individual investor's at the Pakistan Stock Exchange. Another objective of the study is to see if demographic variables differ in behavioral biases. Data was collected from 300 investors using questionnaire. Results showed that all four behavioral biases put a significant impact on investment decision and investment performance. The impact of prospect theory was negatively significant for investment decisions and investment performance while the impact of other behavioral biases i-e, heuristics theory, herding effect, market factor on investment decision and investment performance was positively significant. We also found that behavioral biases differ across gender, income and education, while this difference is not evident for age categories. As there is limited research on behavioral finance in Pakistan this study will provide reliable information to the individual investors before taking any decision about the buying and selling of stocks in future in certain circumstances. This study will also contribute to the body of knowledge by studying the role of demographic differences for behavioral biases.

Keywords: Behavioral finance, Prospect Theory, Herding, Heuristics Theory, Market Theory, Investing decision, Investment Performance.

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APPLIED SCIENCES

CONCEPTUAL FRAMEWORK OF OPERATION AND MAINTENANCE COSTS FOR HIGHWAY PROJECT IN BANGLADESH

Monirul ISLAM¹¹¹, Sarajul Fikri MOHAMED¹¹², Syamsul Hendra MAHMUD¹¹³

This research investigated the impact of highway maintenance issues on operation and maintenance cost budget of highway projects by addressing the identified problems that include the assessments of maintenance defects during post-occupancy phase, and parameters impact on maintenance and establishment of conceptual framework of operation and maintenance costs for highway project. A quantitative research approach that uses questionnaire survey was adopted for data collection. 156 questionnaires were distributed to LGED organizations in Dhaka, Mymensingh, Chittagong, Rangpur, Rajshahi, Khulna, Barisal, and Sylhet of Bangladesh. The retrieved administered questionnaires revealed a 44.87% (70) response rate. Collected data were analyzed using Statistical Package of Social Sciences (SPSS) to calculate the frequency, mean, standard deviation (SD), relative importance index (RII) and rank analysis. The empirical findings revealed that poor road design, lack of maintenance plan and high maintenance cost due to lower maintenance quality significantly affected the maintenance cost. Thus, the most important maintenance factors are poor construction quality, risk of corruption, weather and climate condition and initial and operational fund unavailability. Besides, “bridges and other structure components” are prevalent factors for increasing operation and maintenance cost. In addition, three parameters rated as very important for conceptual framework establishment are total operation and maintenance cost, toll plaza and rest areas cost and contingency cost. The research concludes by establishing a conceptual framework of operation and maintenance costs that integrates the statistically assessed twenty-two maintenance factors and twenty-three highway component related parameters. Finally, the study revealed that the integration of maintenance issues and highway component parameters into a post construction stage is capable of reducing ten percent maintenance cost in highway projects. Therefore, this research is of practical significance to engineers and contractors, as it

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will prompt the management of highway projects to focus on the most important issues affecting the operation and maintenance cost, thereby reducing the total cost.

Keywords: Issues, Operation and Maintenance, Conceptual Framework, Cost, Highway Projects

DETERMINING THE TALENTS OF INDIVIDUALS OPERATING IN THE LOGISTICS SECTOR WITH FUZZY AHP

Kenan ORÇANLI¹¹⁴, Mustafa POLAT¹¹⁵

Developments in the logistics field are affecting trade more and more all over the world. Competition in logistics and supply chain management is now fiercer. Companies that want to be a pioneer in the competition in the field of logistics deeply feel the obligation to achieve this by using logistics solution packages and employing qualified logistics employees. With these important developments in the market, this obligation was felt in the academic sense and there was a tendency towards studies within this scope. In this context, in line with the increasing strategic importance of having employees equipped with the right competencies, interest in research has increased in individual competence, logistics and supply chain management. At this point, it can be considered that companies that produce systematic solutions to problems in the logistics field and companies that recruit and continue to employ qualified workforce will get a greater share from this increasing pie. In the study, first of all, the individual logistics abilities of employees operating in logistics companies were discussed; after all (a) Within the framework of the data obtained from the literature, it was tried to determine what the individual logistic competencies were and (b) these abilities were prioritized.

When the studies conducted within the framework of individual logistics capabilities are examined, in the literature; it has been determined that **within the scope of information**; basic logistics, mathematics, professional knowledge and experience, logistics legislation, basic technology, business ethics, local / international business rules, sustainable logistics systems / environment, reverse logistics, impact of globalization and operating system modeling; **within the scope of hard skills**; computer / software skills, financial management, foreign language, analytics, cost control and project management; **within the scope of soft skills**; decision-making skills, business communication, teamwork, planning ability, interpersonal relations, problem solving, time management, cross-cultural management, leadership, infrastructure planning and management, collaboration, innovation / entrepreneurship, stress management, risk management and evaluation; **within the scope of attitudes**; motivation, flexibility,

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adaptation to change, learning to learn, enthusiasm and desire and self-confidence come to the fore.

The ranking of the prominent features in question was listed using the fuzzy AHP method by taking the opinions of three academicians who are experts in logistics, three students studying in the field of logistics, three managers operating in the logistics sector and three non-managers. It is considered that the results obtained will be beneficial in the training programs to be planned for the students who will graduate from the logistics departments of universities in the future and the personnel who are still working in the logistics sector.

Keywords: Logistics, Individual Skills, Fuzzy AHP.

RANKING OF G20 COUNTRIES IN TERMS OF LIVEABILITY BY ELECTRE METHOD

Ayhan DEMİRCİ¹¹⁶, Gökçe MANAVGAT¹¹⁷

The right to a quality life is one of the most fundamental rights of every individual. Individual's quality of life depends on the accessibility of health services provided by the state, educational opportunities, a fair legal order, appropriate and humane working conditions and clean environmental conditions. In the study, a preference ranking was made in terms of livability of G20 countries using the ELECTRE technique, which is one of the Multi-Criteria Decision-Making (MCDM) Techniques. MCDM techniques are the general name of the methods that have made significant improvements especially in recent years and provide important convenience for decision-makers. When it is necessary to make a decision under the influence of many criteria at different levels of importance, MCDM techniques provide a lot of convenience to decision-makers due to the rationality that it provides. In the literature, there are many MCDM techniques applications that are solved with different approaches, although the process steps are similar to each other. The ELECTRE technique suggested by Bernard Roy (1996) was used in the study. The method is preferred because of its ease of application and accurate solution suggestions. In this context, the criteria data determined to reveal the livability status of the countries in the study were obtained from the official website of the World Bank. Of these; forest area, per capita income, life expectancy at birth, legal rights index data were used as benefit-side criteria and CO2 emission and fertility rate data were used as cost-side criteria. In the study, G20 countries were ranked in terms of livability, by using the ELECTRE technique. As a result of the ranking made accordingly; while Japan, Canada and South Korea shared the first ranks, Argentina, Saudi Arabia and South Africa took the last ranks in the livability ranking according to the determined criteria.

Keywords: G20, Livability, Multi-Criteria Decision-Making, ELECTRE.

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PRIORITIES IN MEASURING THE PERFORMANCE OF REVERSE LOGISTICS: AHP METHODOLOGY

Özgür Uğur ARIKAN¹¹⁸

Product returns are increasingly unavoidable in all industries, and they can occur at any point in the product's life cycle. As a result, the significance of reverse logistics has increased substantially in recent years. In order to maintain effective and efficient reverse logistics operations, businesses should enhance their performance. They must first determine their performance in order to improve it. They will need certain criteria for this. The purpose of this research is to prioritize the criteria that should be utilized to assess reverse logistics performance. The analytical hierarchical process approach, one of the multi-criteria decision-making methods, gives consistent and reliable results when prioritizing the determined criteria, according to the literature review. As a result, the AHP approach was used in the study. As a result, criteria determined by the literature, such as financial, operational procedure, learning and growth, reverse relationship and risk control, flexibility, customer service, environmental and social were prioritized and listed with the Analytical Hierarchical Process. Operational procedure, flexibility, learning, and growth is decided to be the most important criteria The AHP analysis revealed the criteria that should be prioritized in reverse logistics performance evaluation. The limitation of the study is that it is measured based on a biased expert opinion.

Keywords: AHP, Multi-Criteria Decision-Making, Performance, Reverse Logistics

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THE EFFECT OF COVID 19 PANDEMIC ON SUPPLY ACTIVITIES IN TURKEY

Köksal HAZIR¹¹⁹

The Covid 19 pandemic spread rapidly after December 2019 and had very important effects on the world. At the beginning of these, the functioning of the economy slowed down, production decreased, people's priorities changed, human movement decreased. Businesses producing goods and services have begun to experience difficulties in supplying raw materials with decreasing production processes. It became difficult to meet old orders and new orders came to a standstill. Procurement activities are the process of providing the inputs that businesses need for service and production areas. Good management of this process provides the advantages of profitability, efficiency, quality, customer satisfaction and competitiveness in the production of goods and services.

While the end product manufacturers supply their own needs and inputs and present them to the consumers, raw materials, intermediate goods and spare parts manufacturers take part in the chains as suppliers that meet the needs of the end product manufacturers. In this respect, supply activities have both import and export dimensions for the country.

The aim of this paper is to examine the changes in the supply transactions in Turkey during the pandemic period through Import and Export statistics. The analyzes cover the period from January 2020, when the effects of the pandemic were first felt, to March 2021, the last statistical quarter announced. In this review, sectoral comparisons were made over official statistical data. Evaluations were made on the basis of ratio analyzes in comparison with statistical tables.

The general findings are as follows. The epidemic that first appeared in China in December 2019 and spread rapidly. As a result of the serious measures taken and spread afterwards, slowdowns and stops have been observed in all production processes since January 2020. There were disruptions in logistics activities focused on transportation, slowdowns in ports and terminals, and delays in services. This had a negative impact on the supply processes. In addition, there were increases in the prices of goods and services. According to TUIK data, Turkey's export and import figures started to decline in the first quarter of January-March 2020, when the impact of the pandemic was felt. However, in the January-March 2021 period, there was a recovery and an increase of 17.3% in exports and 10.6% in imports was observed. Its distribution is as follows. In the comparison of January-March 2020 and January-March 2021

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in the manufacturing industry, there is an increase of 10.9% in High-Tech Products, 16.7% in Medium-High-Tech Products, 22.2% in Medium-Low Technology Products, and 13.4% in Low-Tech Products in exports. When the export figures of total production goods are analyzed proportionally in the January-March 2021 period, the outlook is as follows. The rate of exported High Technology Products is 3.1%, Medium High Technology Products is 36.0%, Medium Low Technology Products is 28.0% and Low Technology Products is 32.9%. The distribution of the total 10.6% increase seen in imports in the comparison of January-March 2020 and January-March 2021 in Turkey's Total Manufacturing industry is as follows. There is a 8.6% change in High-Tech Products, 26.0% in Medium-High-Tech Products, 0.1% in Medium-Low Technology Products, and - 7.1% in Low-Tech Products. When the total production goods are included in the import figures, the outlook is as follows. The rate of imported High-Tech Products in the January-March 2021 period is 13.3%, 46.4% in Medium-High-Tech Products, 30.0% in Medium-Low-Tech Products, and 10.3% in Low-Tech Products. Proportionally, no significant change was observed in both export and import figures between January-March 2020 and January-March 2021. In general, Turkey exports Medium High Technology Products (36%) and Medium Low Technology Products (28.0%) at a rate of 64%, while importing approximately 60% High Technology Products (13.3%) and Medium High Technology Products (46.4%). The pandemic did not have a significant effect on these rates. However, the pandemic has caused difficulties and proportional decreases in supply processes in Turkey as well as all over the world.

Keywords: Covit 19 Pandemic, Turkey Export and Import Rates, Impact of the Pandemic on Supply Processes

LEADERSHIP

SERVANT LEADERSHIP AND ORGANIZATIONAL PERFORMANCE:A MEDIATION OF ORGANIZATIONAL INNOVATION AND ORGANIZATIONAL LEARNING

Hafiza Safia SHAUKAT¹²⁰, Asifa BANO¹²¹

Purpose – This study aims to investigate the impact of servant leadership on organizational performance where organizational innovation and organizational learning are playing the role of mediators in manufacturing industry of Pakistan.

Methodology –In this investigation, sample size is 270, however after screening 231 responses has been used for final analysis. SPSS is used for demographic results, Cronbach's alpha and Pearson's model correlation. AMOS 21 has been used for CFA and SEM.

Findings –Results indicate that there is no correlation between servant leadership and organizational innovation. Organizational innovation also has no significant relationship with organizational performance. Moreover, servant leadership has a significant relationship with organizational learning and organizational performance. Organizational learning has a positive and significant impact on organizational performance. Therefore, results indicate no mediation of organizational innovation between servant leadership and organizational performance. However, organizational learning plays a mediating role between servant leadership and organizational performance.

Practical Implications – This study suggests the high organizational performance for learning oriented organizations where servant leadership is viable. Therefore, having the background of developing economy of Pakistan, it can facilitate to the other researchers for further studies as a ground investigation. It also presents fresh literature and evidences with supported theories of investigated variables.

Keywords: Servant leadership, organizational learning, organizational innovation, organizational performance.

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IMPACT OF TRANSFORMATIONAL LEADERSHIP ON JOB SATISFACTION: A MEDIATING ROLE OF SCHOOL CLIMATE IN SCHOOL TEACHERS OF, PAKISTAN

Komal Amjad DAR¹²², HafizaSafia SHAUKAT¹²³

Purpose: Study aims to determine that how transformational leadership styles of head teachers' effects the job satisfaction of teachers. It also yearns to uncover whether school climate intervene amongst the transformational leadership style adopted by head teacher and job satisfaction of teachers.

Research design/ methodology: Data has been collected by using an online questionnaire survey. Convenient sampling technique has been utilized for collecting data from education sector of Pakistan. 295 valid responses have been taken for analysis. Data analysis has been done by using SPSS and AMOS 21.

Findings: The outcomes of the current study unveiled that there is full mediation of school climate among transformational leadership style and job satisfaction. It also revealed significant positive relation amongst transformational leadership style and job satisfaction. The results also showed a positive and significant relation amid transformational leadership style and school climate.

Originality/Value: Numerous investigations on transformational authority have been attempted in developed nations but restricted research has been accomplished with regards to Pakistan. The novelty of this study is the examination of interceding consequence of school climate on the connection among the transformational leadership style and representative job satisfaction in teaching staff of Pakistan.

Implications: Study would be helpful for school administration. It would facilitate them to use the transformational leadership for satisfying the teachers at their workplace and tender a conducive environment to teachers so, that the teacher will be able to work competently and illustrate exceptional performance.

Keywords: Transformational leadership style, School Climate, Job satisfaction

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INDIVIDUAL AND ORGANISATIONAL LEADERSHIP: ORCHESTRATING SUCCESSFUL ALLIANCE IN CHANGING TIMES

Farhana Diana DERIS¹²⁴, Noorsidi Aizuddin MAT NOOR¹²⁵

The new norm has brought about unprecedented changes; ways of working together naturally must evolve in tandem with the current scenario. While a certain numbers struggle in isolation, others are thriving as they tap on the strengths of strategic alliances. Interestingly, literature on strategic alliances or networks has been emerging, especially concerning the key factors contributing to their success. Insufficient attention, however, has been given to identify the role of leadership in ensuring the effectiveness of strategic alliances in facing challenges in changing times. Grounded on qualitative inquiry, this paper aims to provide insights into leadership in the context of institutional international alliances. Following Reinfeld's framework of leadership, data concerning three strategic international networks were analysed using document analysis. The findings revealed the roles played by the parent organisations and the individuals navigating the alliance. In particular, the leadership profiles and activities that are critical for success will be discussed and recommendations on the way forward will be presented.

Keywords: leadership; strategic alliances; qualitative inquiry; document analysis

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INVESTIGATION OF THE EFFECT OF LEADERSHIP STYLES ON THE INNOVATIVE BEHAVIOR OF HEALTHCARE WORKERS WITH A CONTENT ANALYSIS METHOD

Mustafa BEKMEZCI¹²⁶ , Yasemin İPEK AYSELI¹²⁷

As a result of rapidly changing health needs and technological applications in recent years, it has become more important to implement "product, service, organizational and different innovation" applications in the field of health services. In research, it is stated that effective healthcare professionals and clinical leaders are needed for healthcare professionals to successfully complete their innovation activities. Classical leadership models and management process approaches are not very effective in the face of ever-changing health technologies, and in this sense, innovative and transformative leadership models come to the fore. Leading healthcare professionals who adopt this style positively support the development and implementation of new ideas in the face of the problems faced by other employees in their institutions. In this context, this research aims to investigate the general profile of the thesis / scientific studies on innovation, innovation, and leadership styles in the health sector in Turkey between 2000-2021 in the YÖK National Thesis Center, Web of Science and Google Academic search engine.

Our study indicates that there are 528 thesis studies on the website of YÖK's National Thesis Center using the keywords "innovation and innovativeness/innovation" between 2000 and 2021 in Turkey, respectively. Although 29 thesis studies have been determined with using the keyword innovation performance and interestingly, only 2 of them are in the field of health. However, 2258 thesis studies were identified with the keyword leadership, and only 1 of them is about the "Effect of leadership styles on organizational innovation performance". We reached only 49 academic papers with the keyword innovation performance, leadership and health using web of science index. Interestingly, there is only 9 articles when we include nursing keyword to innovation performance, leadership, and health. Consistent with this finding, we also reached only 4 academic papers with "innovation and health", 6 with "renewal and leadership", 2 with

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"innovation and nursing", 5 with the keywords "renewal and nursing" using Google academic search engine.

The results here reported are a further confirmation that the relations between innovation in the health sector and leadership has not been well studied until now. Hence, there is a more needed nuanced and comprehensive studies among health professionals to investigate this relationship.

Keywords: Leadership, Innovation, Innovation Performance, Health Sector

THE EFFECT OF PERCEIVED LEADERSHIP MODELS ON ORGANIZATIONAL COMMITMENT

Ceren KÜTLER¹²⁸

It has been examined in many studies that the leadership styles of the managers affect the organizational commitment of the employees. The aim of this study is to examine the effect of perceived leadership on organizational commitment. The effect of perceived leadership styles on commitment; Transformational leadership, Transactional Leadership and Liberating leadership styles and organizational commitment concepts were tried to be examined through their sub-dimensions. Within the scope of the study, data were collected by the survey method collected from the employees working in Toroslar Electricity Distribution Company, and the statistical results were examined. As a result of the research, it has been understood that the organizational commitment of the employees is dependent on the leadership styles of the upper level managers, and the transformational leadership, which is one of these leadership styles, has an effect. Since the motivation of the participants to continue working in their organizations is based on the obligation to which they are committed, leaders should be able to analyze employee expectations very well and should strive and direct their organizational commitment to feel emotional commitment rather than normative and continuance commitment. Continuing to work emotionally without obligation and/or need is the desired result, and if this happens, performance will be provided for the benefit of the organization rather than the individual interests of the member of the organization. Transformational leaders, who participate in the decisions taken within the organization by being in constant interaction with their employees, will increase organizational commitment. With the participatory management model, giving one-to-one feedback without criticizing the performance of the employees will be effective on their motivation and organizational commitment. Thus, the employees who have a say in the decisions taken regarding the work done will be satisfied with working in the organization and their organizational commitment will increase. In other words, it is suggested that organizations should be given responsibility and a voice. Thanks to such researches, the importance of organizational commitment and the effect of leadership models adopted at the point of ensuring organizational commitment are revealed, and the attention of managers who aim to increase commitment is drawn to these issues. Therefore, the relationship between organizational

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commitment and perceived leadership model can be suggested as issues that need to be investigated.

Keywords: Leadership Style, Transformational Leadership, Interactive Leadership, Non-Transactional Leadership, Organizational Commitment

SELF-SACRIFICIAL LEADERSHIP AND UNETHICAL PRO ORGANIZATIONAL BEHAVIOR: DOES ORGANIZATIONAL SOCIAL CAPITAL MATTER?

Dr. Muhammad SIDDIQUE¹²⁹, Kamran ALI¹³⁰, Muhammad AMIR¹³¹, Amna RANA¹³²

The purpose of this research is to investigate the impact of self-sacrificial leadership on unethical pro-organizational behavior with the mediating role of organizational social capital. For this research, data were collected from 312 respondents via an online questionnaire. SPSS and AMOS were used for statistical analysis and structural equation modeling was applied to test the study hypotheses. Study findings indicated that self-sacrificial leadership has a significant impact on unethical pro-organizational behavior. Moreover, organizational social capital significantly mediates the relationship. Its emphasis on reciprocity and moral indebtedness makes it unique, self-sacrificial leaders are more likely to improve the quality of social association among employees to accomplish optimal employee behavior. As a result, organizations must have developed mechanisms for identifying and nurturing selfless leaders. Instead of focusing on themselves and the next career opportunities. Organizations may rely on leadership training and development opportunities that encourage self-sacrifice, highlight the value of role modeling, and generate awareness of employees' ambitions and goals. However, it's worth noting that constant and overwhelming displays of self-sacrificial leadership can be detrimental to the organization and its personnel as well.

Keywords: Self-sacrificial leadership, Unethical pro-organizational behavior, Organizational social capital.

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ORGANIZATIONAL BEHAVIOR

SILENCE OF DISABLED OFFICERS IN PUBLIC INSTITUTIONS AND THE REASONS FOR SILENCE: A RESEARCH ON DISABLED OFFICERS WORKING IN PUBLIC INSTITUTIONS IN SILIFKE

Kadir Kazım HARMANYERİ¹³³

Today, it is seen in studies that communication of people working in an organization has a great effect on job satisfaction. Communication is the most important factor in the development and motivation of a person. Various problems may arise in cases where communication is not transparent, people do not share their knowledge and thoughts about their jobs, and they remain silent to problems within their works. Consequently, "Organizational Silence" concept emerges. The organizational silence because of intra-organizational dynamics of public services creates enormous irreversible moral and conscientious obligations. Although job sensitivity is a desirable situation for disabled civil servants working in public institutions, they often prefer being silent for fear of being harmed.

In case of silence, there will be intellectual poverty and ignoring the mistakes in the institution will cause these errors grow gradually and directors will not be aware of these mistakes. Hence, silence should be evaluated as a behavior that affects the performance of employees.

The research was conducted on 50 disabled civil servants working in different public institutions in Silifke, Mersin. Confirmatory factor analysis was performed for each variable, and then correlations between variables were determined. With the regression analysis, the hypotheses were tested, the findings were compared with the existing literature and recommendations were made.

According to research results; To prevent organizational silence and provide a better working environment for disabled employees, it was found that it would be beneficial for administrators to determine the institutional tendency for organizational silence and for disabled employees to engage in activities aimed at providing a comfortable conversation environment with both their superiors and subordinates.

Keywords: Organizational Silence, Silence for Disabled Civil Servants

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INCREASED CAUSES OF OCCUPATIONAL BURNOUT

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The purpose of this research is to determine the factors that cause the increase in burnout. For this aim, a qualitative and quantitative mixed research method was used and the research was applied on the employees of a company. Participants included all statuses from office staff to senior managers. A semi-structured form was used in this research. Additionally, the Maslach and Jackson Maslach Burnout Inventory, which is popular in the literature, was used in this study. The scale of the research consists of three dimensions and 22 items related to the concept of burnout. These dimensions are: Emotional exhaustion, depersonalization and, reduced individual accomplishment.

At the beginning of the study, the reasons that increase burnout were found by conducting a literature search. These determined variables were presented to the evaluation of the participants in order to get additional opinions.

As a result of the research, the burnout level of the employees of this company was found to be moderate in all dimensions. It has been determined that the difference between the ages of the employees and their burnout levels is significant and the burnout level, which is the highest at young ages, decreases as the age progresses and falls below the medium level. However the burnout of the participants do not differ significantly depending on gender, marital status, status, and duration of work in the institution. Within the scope of additional issues specified by the participants, many factors that cause the increasement in burnout have been determined. These factors may be listed in order of importance as follows: Injustice, imbalance between responsibility and authority, lack of sense of belonging/unity, insufficient personnel and vehicles, negative physical working conditions.

Keywords: Burnout, Emotional exhaustion, Depersonalization, Reduced individual accomplishment.

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COMPARISON OF GENERATIONS IN TERMS OF WORK VALUE AND ATTITUDES

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The social, economic, political and technological developments that have occurred in society over time have greatly affected the structure and management approach of organizations. These elements, of course, played a major role in determining the behavior and value judgements of generations. It is observed that the value judgements, behavior patterns, expectations and needs of the generations differ according to the time periods in which they were born. These differences also determine people's commitment to the organization, their way of doing business and their attitudes to work and the organization. Considering the fact that these generations work together in today's business life, it is necessary to know the differences between generations in order for individuals to understand each other, cooperate and experience less conflict in communication. On the other hand, it is of critical importance for the people at the management levels of the organizations to understand these differences in order to increase the efficiency and effectiveness of the organization. Knowing these differences and characteristics of each generation will enable leaders to evaluate and manage human resources more effectively.

The purpose of the paper is to provide an understanding of the differences and characteristics of generations to increase productivity in organizations. This paper is a literature study. In this study, a literature review will be made on the concept of generation, the characteristics of generations, and their work values and attitudes. First of all, the concept of generation and generations classification will be defined. Periodic features that affect generation classification and how these change and direct people's expectations and needs will be emphasized. The effects of all these differences on people's business life, work values and attitudes will be discussed. In this context, suggestions will be made for the people at the management levels of the organizations to use the existing workforce efficiently.

Keywords: Generation, value, attitude, organization.

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THE IMPACT OF COVID-19 ON JOB INSECURITY AND EMOTIONAL EXHAUSTION: MODERATING EFFECT OF JOB EMBEDDEDNESS

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The COVID-19 outbreak has drastically affected educational institutes. The current study, based on the Conservation of Resources Theory examines the effect of COVID-19 on job insecurity and emotional exhaustion among the teaching staff of Pakistan. Moreover, moderating effect of job embeddedness has been investigated. A quantitative method was used to collect the data from 231 respondents by using online questionnaire. Two statistical software SPSS and AMOS were used to check the data analysis and Structural Equation Modeling was applied to locate the direct, mediating, and moderating. Results indicated that fear of COVID-19 was positively associated with emotional exhaustion and job insecurity. The indirect effect of fear of COVID-19 on emotional exhaustion among the teaching staff was also found. The moderating role of job embeddedness on the positive relation of job insecurity and job embeddedness was not proved in this study. In the crises like COVID-19, the research revealed beneficial human resource management methods for educational institutes. Educational institutes should educate their employees how they can use protective measures to reduce their risk to get through breakdown and exhaustion during COVID-19.

Keywords: COVID-19, Job Insecurity, Emotional Exhaustion, Job Embeddedness

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THE EFFECT OF ALTRUISTIC BEHAVIOUR ON INTENTION TO QUIT

Hüseyin ASLAN¹⁴⁰, İbrahim Sani MERT¹⁴¹

There is intense competition in service businesses due to effect of globalization. Although service companies tried to gain competitive advantage via technological developments in order to gain competitive advantage, this has had a limited effect. The most important advantage of service businesses compared to other businesses is the human resource they have. That's why, in the global competitive environment, to gain the competitive advantage, it is necessary to ensure that the company has adopted employees to organizational culture that realizes organizational efficiency. In terms of organizational efficiency, altruism behavior takes priority to have employees who devote themselves to their organizations without expecting any benefit.

The aim of this study is to investigate the effect of altruistic behavior on the intention to leave. Then, the research hypothesis was determined as;

H1. Altruistic behavior negatively and significantly affects the intention to quit.

The population of this research consists of hotel companies in Lara in Antalya. To measure the study's variables two below scales were used.

Altruistic Behaviour Scale: 5 expressions related to the "altruism" dimension of the Organizational Citizenship Behavior Scale developed by Organ (1988) were used. As a result of the reliability analysis, the Cronbach's alpha reliability coefficient of the scale was found to be 0.94.

Intention to Quit Scale: The scale, which was developed by Wayne et al. (1997) and consisted of one dimension and 3 expressions. As a result of the reliability analysis, the Cronbach's alpha reliability coefficient of the scale was found to be 0.91.

When the descriptive statistics of research variables are evaluated, participants' levels altruistic behaviour intention to quit were found at medium-level. It is seen that there is a positive relationship between the altruistic behaviour and intention to quit.

Keywords: altruistic behavior, intention to quit, altruism.

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THE EFFECTS OF GENERATIONAL DIFFERENCES ON WORKPLACE MOTIVATION

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The purpose of writing this review research paper is to highlight all those factors that are the reason behind differences in performances of cohort groups working within an organization. Work values and (P-O) fit values were being highlighted by investigators that worked for generational diversity. Here is a deep insight of how different group of people with diverse attitudes and behavior work constructively while being quite understandable for each other and at the same time quite productive for their organization. Past researches by Emerald, Springer and other authors on generational diversity depicts a clear image of difference in work performance that arises between Generation X, Generation Y, Generation Z and all those significant differences are mainly steeply with age effects. Currently the United States, 'labor force is comprised of four generations of workers: the Traditionalists, the Baby Boomers, Generation X and Millennial. (When Generations collide....2010).

The Traditionalists will not be discussed in this paper because this Generation is such rapidly declining part of the labor force, with most retiring or already retired. For organizations it is very important to understand that what kind of employees they should hire that would best fit into their organizations. All these things must be evaluated at the time of recruitment and selection of employees that either they are best match of organization or not.

Keywords: Motivation, Generation, traditionalist, millennial, diversity, cohort group, recruitment, Baby boomers.

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IMPACT OF EMPLOYEE PERCEPTIONS OF ORGANIZATIONAL DNA ON ORGANIZATIONAL COMMITMENT

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Organizations have a very complex structure as mechanisms and living organisms. Within this structure, which consists of interrelated components, the perceptions and expectations of the members regarding the organization are achieved with a quality that will affect the whole of the organization. The fact that organizations are made up of people allowed human characteristics to be transferred to the organization and allowed organizations to be accepted as living organisms. Such developments allow organizations to analyze and understand their functioning processes more clearly. In recent years, two of the most popular research areas in the organizational field are the phenomenon of organizational DNA and organizational commitment.

Organization DNA is defined as the vision, values, and sense of orientation that allows employees to understand and embrace the purpose and power of the organization and hold the organization together. DNA is a basic mortar that carries all kinds of information, i.e. genes, from head to toe of a being. From this point of view, the DNA structure that dominates the organization is directly affected by the organization's purpose, vision, values and organizational belonging.

Organizational commitment is the willingness of people to adopt organizational goals and values, strive to achieve these goals, and continue their membership in the organization. In other words, organizational commitment is the establishment of social and psychological bonds between the organization and the individual.

The research was conducted on 320 people working in public institutions and organizations in Tarsus district of Mersin province, and a confirmatory factor analysis of each variable was performed, and then correlations between variables were determined. Hypotheses were tested with regression analysis, the results obtained were compared with the existing literature and suggestions were made. As a result of the research, it was found that there is a significant relationship between perception of organizational DNA and organizational commitment.

Keywords: Organizational DNA, Organizational Commitment, Organizational Behaviour

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THE EFFECT OF EMPLOYEES 'ORGANIZATIONAL COMMITMENTS ON BUSINESS PERFORMANCES: A STUDY ON SILIFKE ORGANIZED INDUSTRIAL EMPLOYEES

Kadir Kazım HARMANYERİ¹⁴⁸, Emine Jiyan USLU¹⁴⁹

As per Total Quality Management, the biggest role in the success of organizations, which is dependent on the participation of their employees and their work performance against expectations, is the maximum work performance achieved with the participation of everyone. In researches on organizational commitment, ensuring that employees are satisfied with their jobs and duties and creating appropriate environments for this is seen as one of the basic duties of the management systems of organizations and is considered that increases the productivity of organizations. The productivity of the employee in the organization is in line with his commitment to the organization, and this commitment is thought to affect the strength of the bond the employee feels towards the organization, organizational performance, and in this context, it is claimed that it reduces unwanted consequences such as late arrival, absenteeism and quitting, and contributes positively to the quality of the product or service. According to one of the definitions regarding job performance, performance is “the quantitative and quality expression of what an individual, a group or an enterprise doing a job can achieve for the intended goal. In studies, it is stated that organizational commitment has positive effects on job performance, and a high level of commitment often results in more responsibility, more loyalty and higher productivity. The desire of a high performing employee to stay in the organization increases organizational efficiency. The findings obtained as a result of this survey study, which was taken from 32 people working in the Organized Industry in Silifke of Mersin, were tested with hypotheses using the SPSS program and analyzed in terms of management.

Keywords: Organizational Commitment, Job Performance

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THE EFFECT OF ORGANIZATIONAL COMMITMENT ON WORK PERFORMANCE OF INDIVIDUALS

Canan TOKUCU¹⁵⁰

Opinion commitment, which is common in different definitions of the concept of organizational commitment; It is a psychological state that "describes the employee's relationship with the organization" and "leads to the decision to stay in the organization". Accordingly, in the most general sense, organizational commitment will represent the harmony between the goals of the individual and the organization. In this way, the individual will be able to make an effort for the general goals of the organization and will be able to define himself as a member of the organization.

Affective commitment in Meyer and Allen's model; It will represent the emotional commitment of the employee to the organization, his ability to complete himself in the organization and his participation in the organization. Employees with strong emotional commitment will continue to work because they want to stay in the organization. Continuance commitment will mean that the employee is aware of what it will cost him to leave the organization. Individuals whose commitment to the organization is based on continuity will continue to stay in the organization because they need it. Normative commitment is about employees feeling moral responsibility to stay in the organization. Employees with a high level of normative commitment stay in the organization not because they want it, but because they find it ethical.

There are many studies investigating the relationship between the components of organizational commitment and different variables. These studies also reveal how organizational commitment develops in different cultures and how organizational commitment differs according to intercultural variables. In addition to studies examining the relationship between organizational commitment and job satisfaction and its effects on turnover and absenteeism, there are also studies that associate an individual's commitment to the organization with his attitude towards work.

In this study, which was carried out on 84 individuals working in the public and private sectors, comprehensive definitions of organizational commitment will be given, the relationship between the three components of organizational commitment and the variables of work

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commitment and work participation will be investigated, and the effects of these concepts on the intention to leave will be examined. As a result of statistical evaluations, very important findings in terms of literature will be obtained, relationships between variables will be revealed.

Although these three types of commitment, which affect the organizational commitment of the employees, are clearly demarcated when expressed in the axis of desire, need and obligation, the basis of the reflection they find in the attitudes and behaviors of the people cannot be clearly resolved by the person and the organization. Sometimes, employees may experience each of these three types of commitment to varying degrees under changing conditions.

Keywords: Organizational commitment, Work performance

THE EFFECT OF HOME-BASED WORK LEVEL ON ORGANIZATIONAL COMMITMENT AND JOB SATISFACTION DURING PANDEMIA (COVID 19)

Duygu ONGAN¹⁵¹

It started with the first case seen in Turkey on 11 March 2020, which affected the world on January 13, 2020 (covid 19). The virus, which has affected the world, gradually restrictions and prohibitions have occurred in the economic, social, transportation, trade and tourism sectors. Many sectors have started a new era by switching from home working system. During this period, questions about the employees' job satisfaction and their commitment to the organization arose. In line with these questions; Job satisfaction is defined as a sense of satisfaction and a positive attitude towards the job of the individual, which arises as a result of the harmony between the working life or the conditions of the workplace where he / she works.

Organizational commitment is defined as seeing the interests of the organization above their own interests. Today, organizational commitment and job satisfaction are very important factors for employees to be happy in their private life and to continue their business life. Due to the pandemic, many public institutions and private sectors switched to home-to-work systems. In this process, the effect of working from home on job satisfaction and organizational commitment was examined.

The aim of this research is to examine the effect of home-based working level on organizational commitment and job satisfaction during the pandemic period. In the research, the theoretical framework of the pandemic, job satisfaction and organizational commitment was discussed. In the research, a questionnaire was applied to 35 people working in the public institution and 35 people working in the private sector. As a result of the correlation between variables, it was revealed that there is a strong link in job satisfaction and organizational commitment, and the home-working system affects job satisfaction and organizational commitment. Working from home makes teamwork difficult, asocialization, and inability to show up, anxiety, rush, decrease in self-confidence and as a result of these, decrease in job satisfaction and organizational commitment in the long term.

Keywords: Pandemic (covid 19) , job satisfaction , organizational commitment

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THE EFFECT OF MANAGER BEHAVIOR AND COMPANY POLICIES ON EMPLOYEE ORGANIZATIONAL COMMITMENT

Vahap Dinç ŞAHİN¹⁵²

Organizational commitment, which is one of the issues that organizations focus on today, expresses the strength of the bond that the employee feels towards the organization he works for. The level of this bond differs from person to person.

According to Meyer and Allen, organizational commitment; It expresses the psychological approach of the employee to the organization and is a psychological state that reflects the relationship between the employee and the organization and leads to the decision to continue membership in the organization.

In addition, organizational commitment is defined as the individual's seeing the interests of the organization above his own interests. A high level of organizational commitment leads to attitudes and behaviors such as adopting the goals and values of the organization, being willing to make extra efforts for the organization, and staying in the organization.

It is extremely important for organizations that want to achieve their targeted efficiency from their employees (employees) and to be successful in the sectors in which they operate, to create and develop a sense of loyalty to their organizations in their employees. Voluntary and voluntary work of employees depends on the development of their emotional commitment, which is at the center of the work, in order not to lose the human resource, whose importance is increasing for organizations day by day, and in order for this resource to be useful to the organization as long as it remains in the organization. It is necessary to develop the sense of commitment by identifying the strengths (preferred) and weak (avoided) aspects of the employees and the organization. Organizational commitment development tools are one of the most effective ways that organizations can use to improve their employees' sense of commitment. These tools can also be used individually after similar studies are carried out together or within the organization. The important thing is to identify the tool that can improve the sense of commitment in the employee and to determine the necessary measures and the ways to be followed in order to eliminate the deficiencies in this regard.

Keywords: Organizational commitment, organization

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EXAMINATION OF PERFORMANCE MANAGEMENT AND PERFORMANCE EVALUATION METHODS

Berkcan GÜCER¹⁵³

A strategic roadmap should be created that can provide effective performance management in enterprises. If we examine the importance of performance management and look at the possibilities of a business, there are buildings/facilities, machines, financial power and employees. Because there are employees who will add value to these opportunities and do the work; the human resource impact on the success of the business is great. It is important to hire employees with sufficient knowledge and skills, and it is necessary for employees to produce high performance to add value to the business. If motivation can be increased and the process can be actively managed, managers and employees will be able to achieve their goals by establishing a sustainable correct communication, as well as business plans created in cooperation and teams that are fully successful. An employee whose motivation increases makes sure that they are part of the team, regardless of their level.

As a result, performance management studies are carried out to increase employee motivation, to increase training and equipment that can be organized, and to ensure that compatible working teams act harmoniously and simultaneously to achieve goals. Business success is associated with employees performing high during their time at work. Employee performance must be at a high level so that the performance of the business can achieve its goals by improving. If a business or system is successful, there are successful employees in that business or system.

If one of the elements is missing, the desired performance will not be achieved. Factors that may negatively affect productivity and employee performance in the workplace should be examined and resolved. It is essential to objectively assess the performance of all personnel. Employees who are managers in performance management work in a way that prepares the necessary environment for their teams to work with high performance. In performance evaluation, it is a consideration performed by the human resources department and senior management, which can occur once or several times a year, and it is evaluated by measuring whether employees can perform adequately in their work.

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As a result of this measurement, results such as wage increases, position changes or dismissals may occur. For this reason, when performing performance evaluation, it is necessary to examine the process objectively. At this point, each employee's performance should be addressed in all aspects and directed to development with feedback. The main goal is to take action in order to determine which methods can increase employee productivity, identify positive and negative aspects, and then create and implement a map to eliminate deficiencies. In order to maximize human resource potential and work with maximum efficiency, it should be known that it is one of the critical points for ensuring that the business reaches its goals and is structured forward with company development.

Keywords; Performance, performance management, performance evaluation, efficiency, motivation

THE PROBLEMS OF MOBBING ON THE EMPLOYEES IN ORGANIZATIONS AND THE EFFECTS OF MOBBING ON THE PERFORMANCE OF THE ORGANISATIONS

Hacer YILDIZ¹⁵⁴

Mobbing, which is a psychological harassment in Turkish and became the main topic of conversation private or state institutions lately, is the malicious, hostile and deliberate attitudes and whole behaviors which systematically confidential or open for a certain period of time by one or more persons in a workplace against one or more persons that aim to pacify the person or persons from their job. It is the the mobbing process that causes serious damage to the country's economy and society. However, this process firstly give rise very serious effects on the mental and physical health of the person. Studies have found that mobbing is very common and such practices have negative consequences on both the victim and the business. Psychological harassment on workplace is the most important source of the stressful work environment and workplace problem that has severe consequences for the workers. The people who are effected by the process are the one's who are exposed to the harassment most of the time. Mobbing which is sometimes confused with paranoia with manic depression or personality disorder in terms of its such an environment, all employee performances and productivity decrease. In terms of understanding, it should be noted that mobbing is a process that can cause even the person to commit suicide. It has the possibility to happen to every employee without any discrimination, such as effects on the victim, is a psychological and emotional suppression process that can cause financial and emotional family troubles throughout his life. Unless the mobbing is prevented, it will suffer both material and moral losses in institutions on its behalf. Furthermore, gender, age, education status and so on. A clearer demonstration of the costs of the effects of the mobbing process in the private sector or state institutions will contribute to the fight against mobbing.

Keywords: mobbing, psychological abuse, effect

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THE EFFECT OF STRESS ON PERFORMANCE AND BURNT IN ORGANIZATIONS: A STUDY ON SILIFKE MUNICIPALITY

Seden KULAKCI ÜNAL¹⁵⁵, Prof. Dr. Mustafa BEKMEZCİ¹⁵⁶

Stress, which has become a part of the lives of individuals today, has significant effects on individuals and organizations due to many reasons based on physical environment, work and occupation, and psycho-social. Stress affects the lives of individuals in various ways, such as short, long, positive and negative. While stress creates physical, psychological and behavioral consequences in individuals, it causes results such as low performance, absenteeism, work force transfer, alienation and work accident in organizations. It is an undeniable fact that stress, which is an inseparable part of modern life, has effects on performance and burnout. Businesses have to work more effectively and efficiently due to reasons such as changing living conditions, competition and uncertainty, and stress has become a concept where people are intertwined. Stress is an individual's physical and mental pushing his / her boundaries in a situation of danger and pressure, and their reactions, behaviors and attitudes to events. Nowadays, people have placed stress in the center of their lives without realizing it, and many events such as mental situations, routine changes, disagreements, physical changes they encounter daily have caused them to be stressed. Performance is simply explained as overcoming a job. Regardless of the public or private sector, organizations need a sound performance management and performance evaluation systems in order to achieve their goals by producing sustainable policies. In this way, the success level of the institutions is revealed, it gives information about the directions in which possible problems can be encountered and ensures that problems can be prevented before they occur. Burnout, which has become a popular term, can lead to individuals losing their jobs or family problems and may have negative consequences on individuals. Burnout is simply defined as "losing power, not making an effort". The research was conducted on 205 people working in Silifke Municipality, and confirmatory factor analysis of each variable was performed, and then the correlations between variables were determined. With the regression analysis, the hypotheses were tested, the findings were compared with the existing literature and recommendations were made. As a result of the research, it has been determined that stress has a significant effect on performance, burnout and personal achievement.

Keywords: Stress, Performance, Burnout

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THE RELATIONSHIP BETWEEN STIMULATION AND PERFORMANCE

Hatun CIHAN¹⁵⁷

People need pressure to show good performance at work. There is a good relationship between pressure and performance. Performance increases to a certain extent with psychological or mental stimulation. It has been shown that when they take the right amount of pressure (stimulation), they gain efficiency at work, while excessive stress leads to reduced performance. The research conducted in the 1950s and 1980s reported that there is a correlation between higher stress levels and increased motivation and concentration, but they were unable to determine the exact cause. From the studies that have been done about how much stress affects human psychology, the first and most important of these Studies was the Yerkes-Dodson Law. Yerkes Dodson is a law that explains the empirical relationship between stimulation and performance. For the first time, the law was developed in 1908 by psychologists Robert M Yerkes and John Dillingham Dodson, the developed law reports: Performance increases with physiological or mental stimulation, but only to a certain extent; Performance decreases when stimulation levels are very high. According to the law, performance increases when the severity of physiological or/and mental stimulation increases. That means there is a direct (positive) proportional relationship between motivation and performance up to a certain degree of stimulation. But after a level, the increase of stimulation is matched by a gradual decline in performance. After this critical level, there was an inverse (negative) proportional relationship between stimulation and performance. The relationship between general stimulation and performance as Yerkes and Dodson describe often represented graphically as a bell-shaped curve, the curve first increases with higher stimulation levels and then decreases. This explains why so many people know the Yerkes-Dodson Law as an inverse U pattern. On the other hand, the top of the inverted U represents the effect of the given energy of stimulation. On the other side, the negative effects of stimulation (or stress) on cognitive processes such as attention, memory, and solving of problems lead to their negative side. The inverted U pattern varies for each individual depending on the circumstances. In fact, there are four factors that can influence this curve: skill level, personality, features of anxiety and the complexity of tasks.

Keywords: Yerkes-Dodson law, performance, stimulation.

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THE IMPACT OF FAIR WORKLOAD ALLOCATION ON WORKER PERFORMANCE: A STUDY IN A CONTAINER TERMINAL

Ender GÜRGEN¹⁵⁸, Orhan ÖZGÜVEN¹⁵⁹, Mehmet Nasih TAĞ¹⁶⁰

Despite automation and other technological development, labor is still among the most critical inputs for organizations. This is especially true for service businesses like seaports, which are highly dependent on labor for most of their activities. Thus, efficient and fair allocation of the labor force to various activities and task is likely to have a high impact on individual workers' performance, and in turn, on firm performance. This study focuses on the relationship between equitable allocation of workers to tasks and their job performance in a seaport.

We assume that in a seaport, effective performance of different tasks requires different levels of skills and efforts. On the other hand, workers performing these tasks are compensated equally. Thus, workers in such environments would prefer equitable assignments to tasks, which can be achieved by rotating workers across tasks. We argue that optimizing the equity in the allocation (i.e., rotation) of workers to various task improves their perception of fairness of task assignments and hence their motivation. Thus, we expect that fair allocation of tasks among workers improves their job performance.

To examine this proposition, we first developed a task (workload) allocation method based on mix-integer programming, which we show to be more effective in achieving a fair allocation of the workload among workers. We then performed a field experiment, in which we compared workers' performance under two task assignment methods, in a container terminal facility of a seaport. We divided all workers employed in the container terminal facility into two groups. In one group, tasks were assigned to workers using what we call the "intuitive method." In the second group, tasks were assigned to workers using "mix-integer programming." Employing these two methods, we assigned workers in the two groups to the three tasks and measured their daily performance over a period of 31 days. Using OLS regression, we found a significant positive relationship between fair workload allocation and individual job performance. Our

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results contribute to the literature on labor allocation within organizations and how the allocation of labor to various tasks affect both individual and organizational performance.

Keywords: Optimum Workload Allocation, Manpower Deployment, Worker Performance, Container Terminal

THE AFFECT OF COVID-19 PANDEMIC TO WORKERS PSYCHOLOGICAL RESILIENCE AND RELATION WITHIN JOB PERFORMANCE

Bartu ARAL¹⁶¹, İzzet ÇELİK¹⁶², Umut ATASEVER¹⁶³

Human beings have been facing lots of difficulties in their lives till the end. The importance of psychological resilience pops up in this level. How much become this level may higher, it will be more easy to overcome from these difficulties. In pandemic period, psychological resilience has lead in this category. In this article there have been examined of psychological resilience and employees job performance. In the other hand, it has been also examined the differences from demographic features. This research, there have been applied on 150 different person from another sectors on April 2021. The data's have been obtained by surveying. In this research, it has been used a test which called short psychological resilience as a scale. The data has been processed by using SPSS program on relational scanning model. T-test, analysis of variance and correlation has been utilized. At the end of the research, it has been utilized differences between psychological resilience and demographic information by statistical. Also, differences between job performance and psychological resilience has been demonstrated inversely proportional. Additionally, by demographic way has been examined statistically in pandemic conditions.

Keywords: Covid-19, Psychological Resilience, Job Performance

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WORK LIFE BALANCE: A STUDY OF SELECTED ORGANIZATIONAL ANTECEDENTS ON QWL AND JOB SATISFACTION AMONG WOMEN BANK EMPLOYEES

Dr. Amjad ALI¹⁶⁴

The present study is an attempt to identify the most relevant organizational level antecedents and their effects on QWL (Quality of Work Life) and Job Satisfaction dimensions of work life balance. The sample of present study consists of (N=250) women bank employees working at managerial level. All the respondents were selected from different private banks (ICICI, Axis Bank, Kotak Mahindra Bank, Yes Bank, HDFC Bank, IndusInd Bank Ltd. etc) located in Bihar and Jharkhand, India. The data for the study was collected with the aid of carefully designed questionnaire through convenient random sampling technique. Analysis of data was done using multiple regression analysis and t-test. The present study have identified certain organizational level antecedents of work life balance such as Work Load, Organizational Culture, Job Involvement, Work Expectation, Absenteeism, Job Conflict and Technology. The identified antecedents found to have significant effects on QWL and Job Satisfaction of work life balance. The finding implies that private banking sectors need to understand the importance of organizational level factors to manage employees' work life balance especially in the case of women managers at their respective banks. Findings of the present study further suggest that management of private banks should provide their women employees with suitable atmosphere to increase job satisfaction and quality of work life so that the work life balance of women managers could be enhanced. Results are explained in the light of present scenario in existing private banks specially located in Bihar and Jharkhand, India.

Keywords: work life balance, women, private, bank, Bihar

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THE EFFECT OF FLOW AT WORK ON PSYCHOLOGICAL WELL-BEING AND JOB SATISFACTION

Hüseyin ASLAN¹⁶⁵ , İbrahim Sani MERT¹⁶⁶

Having qualified human resources has emerged as one of the important elements in today's working. Employees, who contribute positively to their organizational activities and provide significant competitive advantage to businesses, are the ones satisfied with their job and have high psychological well-being.

One of the most important elements of providing this competitive advantage for businesses in the global competitive environment is the flow experience, which is the ideal state of mind where the employees feel cognitively productive and motivated. In this content, the aim of this study is to examine the effect of flow experience on psychological well-being and job satisfaction. For this purpose, data were collected through a questionnaire from 211 participants working in textile companies in Adana.

Within the scope of the research, the following hypotheses were developed:

H1. Flow at work positively and significantly affects the psychological well-being.

H2. Flow at work positively and significantly affects the job satisfaction.

In terms of measuring the variables of the study; to measure flow at work, Bakker's (2008) "Flow at Work Scale", to measure Psychological Well-Being, "Psychological Well-Being Scale" developed by Diener et al. (2009), and "Job Satisfaction Scale" developed by Chenet al. (2009) were used. As a result of the reliability analyses, Cronbach's alpha reliability coefficients of the scales were found as 0.89, 0.93, and 0.94, respectively.

As a result of the analyses made, it was determined that the flow experience had a significant positive effect on psychological well-being and job satisfaction.

Keywords: flow at work, psychological well-being, and job satisfaction.

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THE MEDIATING ROLE OF HAPPINESS IN THE EFFECT OF CONCILIATION COMPETENCE ON JOB SATISFACTION

İbrahim Sani MERT¹⁶⁷, Hüseyin ASLAN¹⁶⁸

This study aims to determine the mediating role of happiness in the relationship between conciliator's competencies and job satisfaction. The study was conducted on 408 lawyers. 46.1% (n = 188) of the participants are male and 53.9% (n = 220) of them are female. 59.6% of the participants are single (n = 243) and 40.4% (n = 165) are married.

To measure the mediation competences, the 10-item scale developed by Mert and Abubakar (2020) was used. Each item is scored on a 5-point Likert scale (1 = strongly disagree, 5 = strongly agree). As a result of the CFA, it was seen that the scale were within the limits of good fit (CMIN / df = 2.49; GFI = .96; TLI = .98, CFI = .98; RMSEA = .06). As a result of the reliability analysis, the Cronbach alpha reliability coefficient of the scale was determined as 0.91. To measure the happiness and job satisfaction, Lyubomirsky and Lepper (1999) and Schneider and Dachler (1978)'s scales were used respectively.

Research hypotheses were tested through the structural equation model. The research model provides the goodness of fit values (CMIN / df = 1.89; GFI = .92; TLI = .98, CFI = .98; RMSEA = .04) (Kline, 2016). As a result of the analysis, it was found that happiness, which is the mediator variable, has a significant positive effect on job satisfaction ($\beta = .460$, $p < .001$, 95% CI [.27, .69]). It was found that mediation competences have an indirect (= .276, $p < .001$, 95% CI [.10, .40]) significant effect on job satisfaction.

Keywords: happiness, conciliation competence, job satisfaction, and the mediating role.

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CONTENT ANALYSIS OF THE POSTGRADUATE STUDIES ABOUT WORK SATISFACTION

Pelin ZEYBEK SAYGIN¹⁶⁹, Bedriye ULUÇAY¹⁷⁰

The concept of work satisfaction emerges today as an interdisciplinary concept. As in the business literature, it is possible to talk about the existence of many current studies on education and training processes. Work satisfaction, while expressing the material and moral outputs obtained by the employee for his effort, it also expresses the relationship of these values with personal value judgments. It is predicted that with the increase in the level of work satisfaction in educational organizations, student and teacher and program development studies, which are the main elements of the education and training process, will be directly positively affected. In this respect, the scope of postgraduate thesis studies has been aimed to investigate the extent of the concept of work satisfaction. Accordingly, the main purpose of the project is to analyze the postgraduate theses on work satisfaction. In this way, studies that focus on the concept of work satisfaction were examined within the scope of content analysis. The study aims to contribute to the literature on work satisfaction, which is one of the current issues of organizational behavior.

Keywords: Work Satisfaction, Postgraduate Theses, Content Analysis

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THE EFFECT OF INTRAPRENEURIAL BEHAVIORS OF EMPLOYEES ON THEIR JOB SATISFACTION AND ORGANIZATIONAL COMMITMENT: A STUDY IN THE CARGO INDUSTRY

Dr. Tuğrul Tekin TUNALILAR¹⁷¹, Dr. Hakan TURGUT¹⁷², Dr. İsmail TOKMAK¹⁷³

Today, the success of companies depends on their competitiveness. Due to the fact that the markets are shaped on a global scale it is necessary for all companies be more innovative and open to development for competitiveness. Making a difference and gaining competitive advantage through their employees is an important approach. This approach not only enables companies to develop more innovative goods and services, but also facilitates the expansion/development of existing businesses and starting up new business areas.

Implementing this strategy of companies depends on having intrapreneurial employees who think differently, see opportunities, act proactively by taking risks when necessary and create innovations. Thus, the most basic and powerful component of competition is people. Therefore, this research was designed to explore the effect of intrapreneurship behaviors of employees in the cargo sector on their job satisfaction and organizational commitment. A questionnaire was sent to 305 personnel working in the branches of a cargo company in Ankara and 148 employees agreed to participate in the study with the convenience sampling method.

In the study, the validity and reliability analyzes of the scales were made and it was determined that the scales were valid and reliable according to the research sample. Then, the effect of intrapreneurship (innovation, proactivity, risk taking, autonomy, expanding individual networks) on job satisfaction and organizational commitment was tested by regression analysis. According to the results of the analysis; innovativeness ($\beta=0.165$; $p<0.05$) and expanding individual networks ($\beta=0.155$; $p<0.05$) have a significant and positive effect on job satisfaction, while other dimensions have no significant effect ($p>0.05$). Similarly, innovativeness ($\beta=0.149$; $p<0.05$), risk taking ($\beta=0.182$; $p<0.05$) and expanding individual networks ($\beta=0.184$; $p<0.05$) dimensions of intrapreneurship have a significant and positive effect on organizational commitment and others did not have a significant effect ($p>0.05$).

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The results reveal that intrapreneurship has a partial effect on job satisfaction and organizational commitment.

Keywords: Intrapreneurship, Job Satisfaction, Organizational Commitment, Cargo Industry

THE EFFECT OF ORGANIZATIONAL LOYALTY OF ACCOUNTING PROFESSIONALS ON JOB SATISFACTION: THE CASE OF MERSİN

İslim HUZ¹⁷⁴

In the event of a shrinking market, increased competition, the survival of organizations and their competitiveness with other organizations depend on the employees of the organization. Organizations achieve success as a result of the employees adopting the mission, vision, goals and objectives of the organization, adapting to the organization, and adopting their job. The fact that the goals and objectives of the employees and the objectives of the organizations are the same will increase the employee's commitment to the organization. In this case, the motivation of the employee will increase and productivity and performance will increase.

The main purpose of this research is to measure the effect of organizational commitment of Professional accountants in Mersin on their job satisfaction. This research is a quantitative research method and survey technique will be used here. The universe of our research consists of professionals registered with the SMMM Chamber. The sample consists of professional accountants working in Mersin province.

Analyses to be used; descriptive statistics, independent sample t-test, correlation analysis, regression analysis.

The main expected findings are that emotional commitment have a positive effect on internal and external satisfaction. Other findings are; external commitment has a negative effect on internal and external satisfaction, normative commitment has a positive effect on external satisfaction and has no effect on internal satisfaction.

When the literature is examined, our study will be important in terms of contributing to the literature, since the studies on this subject on the professionals are insufficient.

Keywords: Professional Accountants, Organizational Commitment, Job Satisfaction.

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PSYCHOLOGY

MOLECULAR ASPECTS OF MAJOR DEPRESSIVE DISORDER

Petek BİLİM¹⁷⁵

Major depressive disorder (MDD) is a mood disorder triggered by biological, psychological, genetic and social factors. It is a disorder characterized by irritability, sadness and psychophysiological changes. In terms of heredity, there is a complex genetic transition in which multiple susceptibility genes and environmental factors play a role. The risk in first-degree relatives of people diagnosed with MDD is two to three times higher than in the general population. Inheritance rate is estimated to be between 31-42%. Genes thought to play a role in the pathophysiology of MDD; It is a brain-derived neurotrophic factor (BDNF), monoamine oxidase-A (MAO-A) and serotonin transporter gene. Growth factors such as BDNF are associated with neural plasticity and neurogenesis. Loss of neurotrophic support is observed in MDD. Effective antidepressant treatments are known to increase neurogenesis and synaptic connectivity in areas such as the hippocampus. Monoamine oxidase A (MAO-A) is a gene that is functional in neuron mitochondria. Monoamine oxidase enzyme, on the other hand, provides the destruction of many important neurotransmitters such as serotonin, dopamine and epinephrine/norepinephrine. Studies demonstrate that people with MDD have more MAO-A in their brains. Polymorphisms in the serotonin transporter gene have been detected in patients diagnosed with MDD. This leads to behavioral susceptibility to MDD. Monoamine, neuroendocrine and neurotrophic systems are interrelated with each other in important pathways. Activation of monoamine receptors by antidepressants has the opposite effect of stress and causes an increase in BDNF transcription. Polymorphism in the serotonin transporter gene is associated with the risk of depression and response to treatment. This relationship is affected by environmental factors.

Keywords: major depressive disorder, molecular, neurotrophic, neuroendocrine

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INVESTIGATION OF THE EFFECT OF SOCIAL MEDIA USE ON THE RELATIONS OF MARRIED COUPLES: A QUALITATIVE RESEARCH

Dilan OĞUZ¹⁷⁶, Ferhat YİĞİT¹⁷⁷, Feyruz USLUOĞLU¹⁷⁸

The aim of this study is to examine the views of spouses on the effects of social media use on the marital relationship. For this purpose, the social media networks used by married couples, the duration and purposes of their use, the approaches of the couples to each other's social media usage patterns, and their views on the effect of social media on their marriage are emphasized.

This research was carried out based on the phenomenological approach, one of the qualitative research methods. Eight married couples, aged between 25-60(x=40), participated in the study with the appropriate sampling method. Qualitative data was obtained based on the semi-structured interview form approach and with face-to-face interview method. Spouses were interviewed independently. Obtained data was analyzed by induction and content analysis approach.

According to the results of the content analysis, it has been determined that each participant uses at least 3 social media networks, spends an average of 3 hours a day on social media, and generally uses social media networks to follow close friends and family members or to be aware of them and obtain information about their family members. In this respect, it is seen that the participants use social media as a source of communication and news-information. It has been observed that the content of the participants' social media posts consists mostly of family-related photo shares. In addition, it was determined that the participants did not accept friendship requests from the opposite sex on their social media accounts if they did not know them, and there was no difference between men and women in this regard. Finally, the majority of the participants said that they did not see the use of social media as a threat to their marital relations, but they reported that it had an effect on the spouses being less interested in each other and reducing sharing between them due to spending more time on social media.

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According to the results of the analysis, social media has been determined that it causes a negative effect between married couples from time to time in terms of spending time together. It was stated by married individuals that it did not have a positive contribution or a negative effect in general.

Keywords: marriage, social media use, marital relationship

IMPACT OF SOCIAL MEDIA ON STUDENTS: AN EVIDENCE FROM PAKISTAN

Haram AFZAL¹⁷⁹, Dr. Muzammil KHURSHID²¹⁸⁰, Mahnoor SHAHID¹⁸¹

Social media has created online tools for the aim of interaction and sharing of content among all over the globe. The objective of the study is to investigate the impact of using social media on the co-curriculum activities of the students. In this research, a sample of 150 students was taken through a questionnaire. The dependent variable was the academic performance of the students and the independent variables include time duration, nature of usage, health addiction and privacy problems. The descriptive and regression analysis have been applied in this regard. The findings demonstrate that there is a relationship between social media and the academic performance of the students. The study concluded that the use of social media had negatively affected the academic performance of the students. The findings showed that students spending more time on social media have poor academic performance.

Keywords: Academic Performance, Health Addiction, Pakistan, Regression Analysis, social media.

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THE EFFECT OF DEPRESSION ON STUDENTS' ACADEMIC PERFORMANCE

Javeria ANWAR¹⁸², Dr. Muzammil KHURSHID¹⁸³, Musafa YOUNAS¹⁸⁴

The main objective of this study is to determine the impact of depression on students' academic performance. The proposed study is descriptive in nature. In this research primary data is collected. The target population of the study is comprised of all students of University of the Punjab, Gujranwala Campus Pakistan. Students studying in undergraduate class through simple random sampling technique. The focus of the research is to explain the influence of five major variables. These variables are academic performance, depression, exams stress, more assignments, quiz, projects and financial issues. The data were gathered by questionnaire. In this study data was analyzed by using paired sample t test and descriptive statistics. It has experienced that there is a strong relationship between academic performance and depression, exam stress, more assignments, quiz, projects and financial issues. According to the analysis, there is negative effect of depression on students' academic performance whereas there is a significance difference between the academic performance of the students having low medium and high level depression.

Keywords: Academic Performance, Depression, Stress, Students.

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**A FEMININE RESISTANT STRUGGLE OF REFUGE AND RESETTLEMENT IN
THE WAKE OF STATE-TERROR ATROCITIES IN THE BOOKS *I AM MALALA*
AND *NUJEEEN* TRANSCRIBED BY CHRISTINA LAMB: A CRITICAL STUDY ON
THE BIOGRAPHIES OF MALALA AND NUJEEEN**

Rabia IRAM¹⁸⁵, Madeeha AZHAR¹⁸⁶

The last decade has undergone many regional and global war conflicts that have received worldwide attention. The human violence through wars has given rise to many human disasters and refugee crisis is one of them. With the persistently growing geo-political problems the situation of refugees is getting worse day by day. The sustainability of life has transformed itself towards domestic, social, political and state instability. The international cooperation lacks serious dialogue to address the refugee crisis. The particular inter textual study analyzes the aggravating state-terror activities by the certain fundamentalist militant groups (Taliban, Daesh) and their effects on the refugees especially female refugees by going deeply into two inciting books by *Nujeen Mustafa* (Syria) and *Malala Yousafzai* (Pakistan). The research encapsulates the effects of war on Zimbabwe, Nigeria and some Middle East countries including Iraq and Egypt generally, and Pakistan and Syria particularly. There are certain political and personal gains of the leaders pushing thousands of people to migrate. The constant struggle of two teenage refugee girls has been discussed as an integral part of the research and the components of female education and female determination is the core thought of the research study. The theoretical design of *Refuge and Settlement* has been employed to highlight the challenging circumstances for the refugees and their arduous task of resettlement in the different countries. By researching the motives behind forced flee of the refugees, it becomes evident that forced migration has become a contemporary issue of this century. The incidents of these two books *I am Malala* and *Nujeen* indicate the war-ravaging hegemonic attitudes of different terror groups that result in the unfortunate flee of hundreds and thousands of people. However, the audacious struggle of the two teenage girls by surviving the attacks and staying positive during the hard times is at once appealing and motivating.

Keywords: Refugees, Resettlement, Malala, Nujeen, Syria, Pakistan

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EDUCATION

EDUCATIONAL DEVELOPMENT OF PAKISTAN: THE IMPACT OF EDUCATIONAL POLICIES ON EDUCATION AND DEVELOPMENT OF PAKISTAN

Rukhshanda AZAM¹⁸⁷, Dr. Muzammil KHURSHID¹⁸⁸, Zainab YOUSUF¹⁸⁹

Education plays a vital role to change the fate of any nation and the objective of this study is to analyze the illiteracy, its causes and its effect on the development of Pakistan. In this paper, education is used as a dependent variable and independent variables; GDP, Net Enrollment Rate, Gross Enrollment Rate, Literacy Rate, Reserves for Education and HDI are used to measure the level of development of education sector. We gathered secondary data of past two decade with regular and irregular interval of years from many agencies including World Bank, Ministry of Education of Pakistan, Statistical Bureau of Pakistan and Human Development Report. It is a descriptive study with quantitative nature because we were to analyze the weaknesses of late Pakistan government and how the new government would be able to overcome these flaws. The main causes like low educational budget, child labor, insufficient teachers and lack of modern teaching skills in teachers, provincial conflicts which causes unequal education and the poor and ineffective government policies due to which government and other stakeholders were not able to give good performance in education sector are discussed in this paper. By thinking this problem a massive and complex problem for government, we selected this topic for our study.

Keywords: Education, literacy rate, development, budget, Pakistan

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RELATIONSHIP BETWEEN JOB SKILLS AND JOB SATISFACTION ON THOSE WORKING IN THE EDUCATION SECTOR

Dilşat VURAL¹⁹⁰

In today's conditions, employees have a desire to control some aspects of their work in order to get rid of the effects of alienation against work. Alienation refers to the abstraction of the employees in that workplace in a physical and psychological sense. Here, the motivation of employees who move away from their work decreases and work stresses increase. Thus, the desire of employees to leave their jobs occurs. In order to get rid of negative effects and develop positive self perception, this skill should be compatible with job satisfaction in maximum motivation conditions where they can have the opportunity to work. Job satisfaction, expressed by associating employees' expectations of their work and their real-life results, is one of the most important factors that are effective in their work skills. Job satisfaction affects the physical and spiritual dimensions of working people and increases their quality of life. This provides more experience. With the advent of this satisfaction, higher working and production efficiency occurs. In this research, it is aimed to reveal that business resourcefulness is a decisive factor in terms of job satisfaction. The research method is qualitative research method and literature review has been used. Snowball sampling method was used. Its main finding has been that business resourcefulness positively increases job satisfaction. In the literature, studies on job skills and job satisfaction are few. Thus, our work is unique in terms of contributing to the literature. The results obtained from the research were determined by supporting from literary sources.

Keywords: job skills, job satisfaction, education sector

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THE FACTORS INFLUENCING THE ACHIEVEMENT OF INTERNATIONAL STUDENTS IN MALAYSIA - REFLECTIONS OF UTM ALUMNI

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Previous studies reported that there is an increasing number of the students studying abroad, particularly in tertiary education and currently the trend has become more multidirectional. Recently, Asian countries have been a typical country of origin disseminating students worldwide, they are now emerging as an attractive hosting country for academic pursuits. Many countries, including Malaysia, have encouraged universities to host more international students since it gives quality education and benefits on future careers to the students, and economic and cultural benefits to the host country, also contributes to promote exchanges and understanding among countries. This study will investigate the factors affecting the academic achievement of international students from the perspective of alumni. This study plans to set up the model and conduct a survey to verify the model.

To explore this topic, an exploratory sequential mixed-methods approach will be used. At total of 20 alumni will be interviewed to collect qualitative data, then thematically analyzed with the assistance of NVivo12. For the quantitative study, a total of 374 UTM alumni will be randomly selected to answer online survey to ascertain information about their experience and their progress towards achieving their own goals. Data collection is managed by digital technology and data analysis will be implemented through SPSS and Smart PLS software.

The findings of this study can be useful for international education program administrators to help ensure that the future programs maximize the benefits of international education programs.

Keywords: Malaysian higher education, international student, UTM alumni.

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THE VIRTUAL UNIVERSITY CONCEPT - CREATING STUDENT VALUE IN THE NEW NORMAL

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The COVID-19 pandemic has greatly accelerated digital transformation in most industries, including traditionally conservative higher education. The forced by the health crisis move to online classes, digital cooperation, and virtual student services exposed the academic community to a new reality. For many, the digital experience in higher education was challenging, even traumatic. The initial shock, however, proved in many cases to be just a passing phenomenon. Soon, the new ways of providing higher education services proved to be equally - and in some cases even more – effective compared with the traditional paradigms.

Although the idea of the virtual university has been discussed for some time, it has now found fertile soil. Its long-term priorities focus on the employability of the graduates, education cost management, Higher Education Institutions (HEI) brand image, technical and technological capabilities, and the professional development of the faculty members.

The authors will attempt to define the concept of the virtual university as an innovative way of addressing contemporary challenges the HEIs are facing. Not just as a way to survive throughout the epidemic crisis, but specifically to thrive in the new normal once the pandemic is over.

The concept of the virtual university has been based on an extensive literature review, industry case studies, and the authors' professional experience. Also, based on the findings of the survey conducted among the students of one of the private HEIs in Cracow, Poland the authors show that the implementation of the virtual university concept will provide value to the students and

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that the student's value perceptions should be strongly taken into consideration while designing innovative, and market-oriented higher education solutions.

Keywords: Virtual, university, perceived value

PARTNERSHIPS IN ACADEMIC WRITING IN ELECTRONIC SYMPOSIUMS AFTER THE COVID-19 PANDEMICS

Dr. İbrahim BOZ²⁰⁰

It seems that there might be quite important changes in international symposiums organized by universities after the COVID-19 pandemics. Before the pandemics, personal participation (physical presence) into international symposiums was taking place more often than academicians all over the world were travelling elsewhere in order to present their papers. Meantime visiting a destination as a tourist and establishing personal contacts with colleagues have been always attractive to those who were personally participating into symposiums.

Nowadays we have been observing that almost all kind of meetings have been organized by information technologies in which some popular distance meeting tools such as meet, zoom and others have been used widely. It should be also noted that while participating into symposiums, participants are required to submit their arguments in various forms; short abstract, extensive summary or full paper. If a participant submits his/her full paper into the symposium, then s/he loses his/her chance of submitting the paper to academic journals from which s/he may earn higher academic merit.

It can be asserted that there is now a sharp distinction for academicians where to submit full paper and where to submit abstracts (or extensive summaries). Let's assume that an academician starts with an idea on a particular topic from which s/he can produce paper and publish in high ranking journals. An academician who participates in electronic symposium where s/he presents her/his arguments briefly, then it is possible that s/he may receive some questions and criticism from other participants. It can be argued that such different views may be very valuable contributions for the author who may have a chance to improve his/her paper. Furthermore, there can be some possibilities that presenter can find partner in these electronic symposiums in order to upgrade his/her paper. Thus we can come to a point where participants submit their abstracts first in electronic symposiums, where s/he can find partner for further improvements and elaborations of the original abstract, then the same abstract (or extensive summary) can be finalized with new partner author (s) met in electronic symposium, then it can be submitted to high ranking journals.

Key words: electronic symposiums, partnership in academic writing.

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EFFECT OF DIGITALIZATION ON THE PERFORMANCE OF EDUCATIONAL INSTITUTIONS

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Today, rapid development of technology has continued in parallel in the education sector. With Industry 4.0, known as the Industrial Revolution, the importance of digitalization was once again emphasized. For this reason, Education 4.0, which is considered the education reform of digitalization, was revealed. Education systems known for this reform will integrate with technological development and provide development by taking on an innovation-weighted structure.

Educational institutions were most affected by the changes that occurred in parallel with the acceleration of the development of technology. Digitalization and the increase in Information production compared to the past are changing lifestyles, methods of obtaining information and speed. Combined with this speed and methods of digitalization, the use of e-learning tools has increased. At a time when knowledge is known to be available in a very short time, the education system needs to accelerate and become practical in front of digitalization. In addition, the opportunities and opportunities arising from these changes should be well evaluated. For this reason, with digitalization, it is necessary to spread the most effective educational practices in the digital environment and to give the subject a systematic integrity.

In this study of literature research, the impact of educational institutions and individuals on performance of educational systems and techniques that change with digitalization was examined. Both digitalization in education and its impact on educational institutions have been investigated in detail. How the performance of educational institutions is positively or negatively affected by technological developments has been revealed.

Keywords: Digitalization, Education, Corporate Performance

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DOES DISTANCE COLLEGE EDUCATION CAUSE PRODUCTIVITY INCREASE IN SOCIETIES?

Dr. İbrahim BOZ²⁰²

Because of Covid-19 pandemic, almost all universities in the world has started to deliver lectures by distance learning tools such as zoom, meet, moodle, and others. One biologic or natural catastrophe has caused significant losses in the world such as millions of deaths, economic losses and some other social costs that we have deal with. One catastrophe has also created its own solution in education, that is distance learning education system which has been used since the beginning of the 20th century. Can we see this development as a creative destruction that was significant conceptual contribution of Joseph Schumpeter (1883-1950). It seems that distance learning methodology has gained significant functions compare to other classical face to face education methods. On the other hand, almost all education institutions have learnt technical details of distance education, and able to deliver courses that they are required to do. If distance learning in college education continues, even if the pandemic ends, thus we can say that we have created something that just what Schumpeter meant. The covid 19 destruction has created something that is distance learning in education and made it applicable even if we have been knowing and using for years.

On the other hand according to Robert Solow (born in 1924), economic growth in a country is depend on three factors, capital invested, amount of labor used, and the level of technology. For simplicity let us assume that costs (or disadvantages) of distance learning in education is less than the benefits of it. Generally speaking we can say that using distance learning tools in higher education is likely to generate higher output and income. We can also assume that distance learning education is going to continue even if Covid-19 pandemic disappears in our daily life. Then it is fair to say that technological improvement raised by distance learning education tools, which is likely to be permanent. Thus we can say that Solow's technological improvements have been realized just like other inventions (cell phones for example) that we have been using for year.

Keywords: productivity, distance education, creative destruction, Schumpeter, Solow.

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OPINIONS OF PARENTS OF STUDENTS WITH MENTAL DISABILITIES ABOUT THE QUALITY OF DISTANCE EDUCATION FOR THEIR CHILDREN

Aqsa MUSTAFA²⁰³, Dr. Wasim UI REHMAN²⁰⁴

Due to covid-19, all the academic system has been shifted towards online. This research aims to investigate opinions of parents of students with mental disabilities about the quality of distance education for their children. The prime obligation of this research is to highlight the exception of online learning for children with mental disabilities. This study has explored the experience of thirty parents of children with mental disabilities. Quantitative approach questionnaire has been utilized to investigate the opinions of parents. Moreover, Sign Learning Theory is used for analysis of 1) Opinion of Parents 2) Distant Education 3) Students with mental disabilities and 4) Learning Outcomes. Finding shows parents are of the opinion that online learning is not much productive for students with mental disabilities. Moreover, for parents it becomes more problematic than the physical session. Further research can be done by taking children of one specific mental disability and role of parents to deal in pandemic situation.

Keywords: Mental disabilities, covid-19, distance learning, physical session, pandemic situation

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IMPACT OF COVID-19 ON THE MENTAL HEALTH AND EDUCATION OF STUDENTS: AN EVIDENCE FROM PAKISTAN

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Purpose: The purpose of our study is to check the impact of COVID-19 on student's mental health, education. Moreover, this study also aims to investigate the impact of COVID-19 on the educational institutions in Pakistan.

Methodology: In this study, the independent variable was COVID-19 pandemic and the dependent variables were student's mental health, educational institutions. We have distributed a questionnaire among 150 students of the educational institutions to gather the data. For the purpose of analysis, we have run descriptive analysis and regression analysis.

Results: The findings of the study show that COVID-19 pandemic has severely affected the education of the students, mental health and educational institutions in Pakistan.

Implications of the study: There are some important implications for the students, policy makers and educational institutions. The results of the study are useful for everyone. The study has also important implication for the parents of the students who suffered from COVID-19 pandemic.

Keywords: COVID-19, Mental Health, Educational Institutions, Pakistan, Regression Analysis

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EXPLORING TEACHERS' TEACHING PRACTICES AND USE OF TECHNOLOGY IN TEACHING GCE A-LEVEL MATHEMATICS

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Student-centered teaching methods and technology are often viewed as effective tools to raise students' performance and interest in Mathematics learning. Limited research exists on discussion of teaching methods and the use of technology on the General Certificate of Education (GCE) A-Level Mathematics. The purpose of this qualitative research where data were collected using semi-structured interviews was to explore how A-Level Mathematics teachers used teaching methods and technology for the delivery of Mathematics instruction. The main research question for this study was: What are the teaching approaches implemented by the A-Level teachers based on the current A-Level syllabus. The selection of the group of teachers was done through convenience sampling, the participants were seven A-Level teachers from a private college in Johor, Malaysia. The quality of interviews was ensured through the implementation of Interview Protocol Refinement (IPR) framework. The gathered responses were analyzed using thematic analysis based on the approaches suggested by Braun and Clarke. The findings of this research reported that while Mathematics teachers revealed they made some attempts in incorporating technology and student-centered teaching approaches to their classes, traditional teaching approaches such as chalk-and-talk and drill-and-practices remained to be the dominant teaching approaches they would use in their classes. Despite teachers postulated a positive relationship might exist in between students' interest and students' performance in Mathematics, teachers shared the difficulties and reluctance to employ student-centered activities and technology to stimulate students' interest due to time limitation, technology fluency, and insufficient evidence for benefits of non-traditional teaching methods. In order to have a closer examination between the relationship of students' interest and students' performance in Mathematics, the researcher suggests the future direction of study on the development of a teaching module which serves as a reference guide to alleviate the above-mentioned teachers' concerns.

Keywords: Technology integration, pedagogy in higher education, teaching and learning Mathematics, interest in Mathematics.

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UNPRECEDENTED IMPACT OF COVID-19 ON TOURISM SECTOR IN BANGLADESH

Sunjida KHAN²¹¹, Shanjida CHOWDHURY²¹², Shahiduzzaman Khan SHAHI²¹³

Tourism sector has been regarded as one of the most likely potential sectors in Bangladesh economy in recent years. However, at the beginning in 2020, the impact of outbreak Covid-19 has transformed the scenario inversely. This research attempts to quantify the adverse impact of Covid-19 on tourism sector as well as Bangladesh economy and suggested some short term and long-term approaches for recovery the situation. The essential wings of tourism sector, like: hotels, travel agencies, airlines etc. have been facing serious economic losses for this downturn of the economy which consequence cut of huge employments. Based on secondary data, the study followed by qualitative approach. While, tourism sector is recognizing as most popular sector by its gradual improvements and significant contributions, the pandemic has turned it ultimate awful experiences ever. Continuous restriction on movement in domestic and international boarders create the employees of tourism sector jobless and generate less turnovers. This study explores the current scenario of tourism industry during COVID-19 pandemic. In addition, it examines a comparison between present and previous years trends, which may provide strong and existing information regarding the consequences of pandemic and may assist to initiate and implement some appropriate strategies for recovery the situation in further enhancement of tourism sector.

Keywords: COVID-19, tourism sector, economic loss, recovery, downturn, Bangladesh economy.

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IMPACT OF COVID-19 ON IN-STORE PURCHASES: A CASE STUDY ON DHAKA CITY OF BANGLADESH

Dewan Golam Yazdani SHOWRAV²¹⁴, Sayed Farrukh AHMED²¹⁵

The recent pandemic, COVID-19, has affected every sphere of life of people all over the world. Bangladesh is not out of them. Every sector of Bangladesh has been severely affected due to this pandemic, like other countries of the world. To what extent this pandemic has affected the in-store purchases of Bangladesh, particularly Dhaka City, is hardly explored. Therefore, the present study is an endeavor to investigate the impact of Covid-19 on in-store purchases of Dhaka City of Bangladesh. Data of the customers of Dhaka City will be collected through self-administered questionnaires. Factor analysis will be applied to test the hypotheses. It is expected that the outcome of the study may not only provide valuable insights about the impact of Covid-19 on in-store purchases of Dhaka City of Bangladesh but also help business organizations take effective policies in managing their business during pandemic time.

Keywords: COVID-19, In-store Purchase, Factor Analysis, self-administered questionnaire.

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FACTORS INFLUENCING CUSTOMERS' BUYING DECISIONS OF MOBILE PHONE IN DHAKA, BANGLADESH

Ahsan AL- RIFAT²¹⁶, Jasia MUSTAFA²¹⁷, Siddiqur RAHMAN²¹⁸

Mobile phone has diversified usages to different users in accordance with their necessities. With dramatic increase in mobile phone usage in recent years, people take into account various factors while they decide purchasing a mobile phone. This study has put efforts to uncover the underlying factors which influence customers in choosing mobile phones. Data were collected from those who people live in Dhaka city maintaining equal ratios of various groups like male, female, businessmen, employees, students and others (mostly student). To select desired respondents, convenient sampling method was used. The study was undertaken on 305 mobile phone users of Dhaka city, Bangladesh. The data was analyzed using factor analysis and Cronbach's alpha. With the help of factor analysis, twelve decision factors of consumer buying behavior were derived. On these twelve factors a factor analysis was performed with perceived satisfaction of consumers in terms of buying decision as an independent variable. The findings showed that "social factor" has the highest positive impact on the satisfaction followed by brand, advertising & price. The study provided useful insights of the consumer buying behavior towards mobile phones.

Keywords: Consumer buying behavior, smart phones, features of mobile phones, factors affecting buying behavior, perceived purchase satisfaction.

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ANALYSING THE SIGNIFICANCE OF ESG REPORTING IN BOND MARKET: FACTOR ANALYSIS ASIA PACIFIC REGIO

Umme KULSUM²¹⁹, Siddiqur RAHMAN²²⁰

The demand for sustainable development is rising day by day so it need for green financing in every economy. Investors in stock market have become environmentally sensitive and would not favor the industries that do not comply with the pollution norms. The purpose of this paper is to examine the impact of ESG (Environmental Social Governance) factors on the capital market to help the mainstream investors to recast the need of ESG factors for strategic decision making. Few factors identified namely green financing classification of assets, asset pricing, green economy skill development, cross-referencing during critical financial transactions and so on. To examine the reflection both primary and secondary data is required. As statistical tools correlation and regression and hypotheses are generated to assess the performance in a new bond environment on Asia Pacific region. Sustainability is high on the agendas of investors, businesses, governments and not-for-profit organizations worldwide. This study will be useful to investors, SRI analysts, policy makers, and other related agencies.

Keywords: ESG (Environmental Social Governance), Green Financing, Sustainable Development, Green economy, Capital market, Bond, Investors.

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AN EMPIRICAL STUDY ON THE EMPLOYMENT SITUATION OF PHYSICALLY IMPAIRED INDIVIDUALS DURING COVID-19 PANDEMIC

Lam Mim AHAMED²²¹

In the light of the COVID-19 pandemic there was a point where the whole world came to a standstill and affected the lives of people from every sphere of earth although everything is coming together gradually people are going back to work, the laid off individuals are also getting new jobs but Bangladesh being a developing country facing the crisis caused by the pandemic three folds than any other developed nation. Ten percent of the total population of Bangladesh is experiencing significant disabilities and 100 percent of them have reported that they are facing severe job loss that is directly affecting their livelihood and wellbeing. Since the most of the physically impaired individuals were engaged in nontraditional workforce with the lockdown being imposed it became hard for regular individuals to continue their jobs smoothly let alone the physically impaired ones . The main purpose of the study is to highlight on the current employment status of the physically impaired individuals and find scopes to incorporate them into mainstream workforce in this new era of working from home. This study can be qualified as a qualitative study and the whole study is conducted based on secondary data. The findings of this study includes the problems physically impaired individuals are facing in post pandemic period and the suggestions are totally dedicated to improve the current situation of the physically impaired individuals in the most effective ways possible.

Keywords: COVID-19, Pandemic, Physically Challenged Individuals, Physically Challenged, Employment, Unemployment.

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IMPACT OF SALES PROMOTION TECHNIQUES OF ONLINE PLATFORM OF BANGLADESH ON CONSUMER BUYING BEHAVIOUR: A STUDY OF EVELY

Dr. Sayedul ANAM²²², Md. Arif HASSAN²²³, Md. KAMRUZZAMAN²²⁴

The present Covid-19 pandemic situation, online platform plays an important role for purchasing goods. Moreover, to attract and retain consumer some online platform like EVELY extensively uses sales promotion tools such as: coupons, gift card, cash back offer, price discount and buy one get one free. The main focus of this research is to identify the impact of the most used tools of sales promotion in online purchasing sector on consumer buying behaviour. The study uses Structural Equation Modelling to analyse this impact and data has been collected through self-administered questionnaire.

Keywords: Sales promotions tools, Consumer buying behavior, Structural Equation Modelling, Purchase decisions, Marketing

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MANAGEMENT

COMPULSORY CHANGE OF ORGANIZATIONAL STRUCTURE IN NON GOVERNMENTAL ORGANIZATIONS

Kemal EROĞLUER²²⁵

Social, economic and political developments require people to live in organized societies. Nowadays, organizations -with the properties and roles they hold- have become indispensable actors. As distinct from public and private sectors, NGO's have been referred to the third sector and have been gradually growing their importance in social life.

The history of the concept of Civil Society goes back to Aristoteles. The concept of civil society which is sometimes used to refer the state and sometimes used against it; but assistant, supportive and stabilizer, continues its existence in societies during the development of humanity, and today it is considered as a separate sector apart from the state. Alexis de Tocqueville (1805-1859) laid the foundation of the modern-day understanding of civil society. Civil society based on the idea of organised society thought which is seen as organised live space that encourages democratic values and social funds, and the power of majority that concentrating on the top of the modern political structures and towards the probability of abuse by centralised powers.

The NGO concept firstly mentioned in Adam Ferguson's "Essay on the History of Civil Society", published in 1774. The public, private sector and civil society constitute three factors and sphere of activity of liberal model. Civil societism is the third field with the market field and politic field that is represented by state and it inholds a certain extend of autonomous structures from states, self governing and voluntary organisations. NGO's are among the most important actors of democratic societies. As a consequence of the comprehension of people who cannot achieve their wishes and demands alone against the power of states, they need an organisational structure and it increased NGO's importance and function.

Globalization, which emerges as a result of the developments of communication and information technologies, has effects on NGO's as well as public and private sectors. Competition that is caused by globalization has constantly made organizational processes, market share, increasing the quality of goods and services and reducing costs as an issue.

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Nevertheless, today's organizations are more affected from unclear environment and it is a must for them to survive and get accustomed to the change in VUCA World.

As a part of society, NGOs are affected to the social, economic and political changes. Changes in society and organizations are an important factor that NGOs should follow closely. Apart from public and private sectors, NGOs, trying to announce societies' requirements, raising awareness with taking actions and causing pressure, have flexible and compressed structure parallel to the developments with the proactive approaches and they need to service their audience with the purified manners from political issues.

In this study, it is mentioned that then NGOs' development process, roles in society and their important roles; at the same time, it is aimed that NGOs' reactions towards the change, in VUCA world and nowadays' world that suffers from pandemic conditions, with the structures and strategies of conceptual evaluations for future structural changes and strategies in the light of the impacts of progressions and changes.

Keywords: Non Governmental Organizations, Civil Society, Change

CHANGE MANAGEMENT AND INNOVATION IN BUSINESS

Şakir ZENGİN²²⁶

Developments in many areas such as social, political, cultural, technological etc. in the world cause a continuous and rapid change on people and society. In this case, organizations have to be faster and more effective in terms of needs. Organizations are transforming into structures that are open to innovation and are forced to change in order to compete. In order for businesses to be successful, they must adapt and adopt these changes. In this sense, change has an important place in organizational activities. Change, in its simplest form, is the differentiation of an object or situation by not remaining the same over time. Organizational change is a state of change in organizational activities from the current situation in terms of organizational interests. Organizational structures are constantly forced to change for many reasons such as consumer habits, expectations of target groups and competition conditions. It is important for organizations to adapt to change quickly, to be able to direct change and to turn it in their favor in order to sustain their existence. This situation reveals the need to manage change in businesses. Change management is a set of actions and tactics performed to understand and guide change. In change management, there are some innovation features such as some new applications, transition to a new situation and revealing different new conditions. Change and innovation are different but closely related concepts. It is important whether businesses develop sufficiently in terms of change, how continuous change can be achieved and how organizational new practices can be transformed into innovation. It is anticipated that continuous monitoring of change management and innovation in business activities, implementation of innovation in a way that makes a difference and combining it with a strong organizational culture to create a vision are expected to bring success.

Keywords: Change, Organizational Change, Change Management, Innovation

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IS THE FOG CLEARING AWAY? EVALUATION OF AN UNDERTHEORIZED APPROACH TO ORGANIZATIONAL REPUTATION

Asst. Prof. Dr. Volkan YÜNCÜ²²⁷

As we leave behind the first two decades of this century, the growing importance of organizational reputation is further reflected in practitioners' statements and scholarly research. To date, scholars have employed various theoretical lenses and distinctive frameworks to get a solid grasp of the nature of reputation. In recent years, however, the social constructionist approach and especially the cultural values approach to organizational legitimacy and reputation stand out prominently. This perspective that embraces reputation as an outcome of socially constructed evaluations, and interpretations of actors that affect collective perceptions, has contributed to reputation literature with a difference. This relatively novel and undertheorized scholarly tendency among reputation researchers mainly seems to have capitalized on Hofstede's cultural dimensions theory which asserts six cultural dimensions (power distance index, individualism versus collectivism, masculinity versus femininity, uncertainty avoidance index, long-/short-term orientation versus short term normative orientation and indulgence versus restraint). In this regard, this study aims to provide a systematic review of the studies within this scope in the last five years and evaluate this trend for its contribution to grey areas in reputation literature previously referred through several analogies.

Keywords: Reputation, Social Constructionism, Cultural Values, Cultural Dimensions

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HOW TO MAINTAIN STRATEGIC MOMENTUM IN COVID 19 PANDEMIC

Haluk KORKMAZYUREK²²⁸

The objective of this paper is to provide a conceptual insight on how to maintain strategic momentum in business during the COVID-19 crisis situation. Gaining and maintaining strategic momentum in business in the COVID-19 pandemic should be seen different than maintaining it in a generic crisis situation because the pandemic introduced new and must conditions for businesses to continue their functions effectively and efficiently. Extreme usage of internet and social media, online services, changes in consumer behavior, worsening market conditions, technological requirements to provide data security, mandatory remote working, etc. are some of these new conditions. In addition, not only the technical requirements in operation systems of the company but also the soft issues such as cultural and behavioral consequences of the pandemic would have impact on strategic momentum of the organizations. Under the pressure of these forces the companies should continue technological transformation to adapt themselves to changing working and competition conditions in order to increase their internet-based business capabilities and thus maintaining strategic momentum. The firms should also reorganize their supply chains to become much closer to the sources in order to overcome production difficulties in the future. Another dimension of maintaining strategic momentum is to adapt the human resources of the firm to these new conditions.

Keywords: COVID 19, strategic momentum, business continuity

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A RESEARCH ON REGIONAL AND SECTORAL PROBLEMS OF THE BUSINESSES IN SILIFKE ORGANIZED INDUSTRIAL ZONE

Bedriye ULUÇAY²²⁹, Muhammet SAYGIN*²³⁰

Industrialization being the common denominator of developing economies has gained great importance in the global level in which the competitiveness is gradually increasing. Organized industrial zones have always been the locomotive of the economies thanks to their mission. In the study, it is aimed to examine the regional and sectoral problems of organized industrial zone businesses. In the mixed structure of the Silifke Organized Industrial Zone, which constitutes the research universe, there are 6 under construction, 2 project phases and 47 active businesses. The research data were obtained from the business executives operating in Silifke Organized Industrial Zone. Data, obtained through data collection form from 27 businesses by using the one-on-one interview method, were included to the research process. In addition to the characteristics of the businesses, the data collection form includes regional and sectoral problems faced by businesses, foreign trade trends and needs, and recommendations for the industry. Also, opinions and suggestions about the activities of Silifke Chamber of Commerce and Industry are asked to be determined. It is thought that the findings will allow Silifke Organized Industrial Zone Directorate and Silifke Chamber of Commerce and Industry to get feedback on the current status and expectations of the businesses.

Keywords: Organized Industrial Zones, Regional and Sectoral Problems, Development

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THE RELATIONSHIP BETWEEN THE MANAGEMENT OF THE HUMAN RESOURCES AND PROFESSIONAL ETHICS

Elif YILDIRIM²³¹

In the global competition circumstances, it is necessary for organizations to give importance to human resources to gain success. Nowadays, with the developments in the business life, being different from competitors is seen as the most remarkable quality of human resources. The management of human resources has always been the key of organizational success. If the success of an organization is related to the performance of the employee, it is important to choose the right person for each position. To offer customers high quality of service and to rise the profits of the organization, it is crucial for an organization to use human resources effectively. Using human resources effectively is fundamental management factor which has provided organizational goals and has been very significant in the organizations.

The management of the human resources can be defined as an operation including deciding, organizing, planning, monitoring, guiding and counselling. Moreover, the management human resources is crucial for an organization to survive and to get an advantage in the competition circumstances.

The management of human resources and ethics relations has an important role in an organization. Because the most important parts ethics behaviours are conducted by the department of the human resources.

However, Professional ethics is related to how to perform ethical norms and rules in an organization. Professional ethics are the rules including organizational goal, responsibilities, and also the behaviours and attitudes of the partners.

This study was conducted as a literature research. Generally, in the studies on the human resources, it is seen that there is a crucial relationship between the management of the human resources and the professional ethics.

Keywords: Human Resource Management, Ethics, Business Ethics.

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PERFORMANCE MANAGEMENT FROM MANAGEMENT BY OBJECTIVES (MBO) TO OBJECTIVES AND KEY RESULTS (OKR)

Bahadır AÇAR²³²

All functions covering measures for creating and achieving business goals are provided by performance management. By including all individual, departmental and organizational main goals in performance management, developmental areas with the participation of all top-down employees have been identified and the management style formed by evaluating step-by-step processes has become the focus of attention of enterprises. Performance management system has been considered and used by many researchers. For this reason, many methods have been developed in the field of performance management. These methods sometimes showed variability according to the organization, sometimes according to the person, as well as according to the function.

Although the first historical examples date back much earlier, the systematic practices related to performance management began to be used in the early 1900s with Taylor's scientific management principles and the “management by Objectives” approach, which was studied by Drucker in 1954. With this approach, many businesses have been created performance management. In 1983, Andy GROVE started one of these approaches, “Objectives and Key Results” (OKR), at Intel. John DOERR's career started at Intel and continued at Google and he moved to Google. In this article, the processes of the performance management system starting with MBO (management by Objectives) and continuing with OKR (Objectives and Key Results) are explained in detail and the firm applications are exemplified with the initial and development processes.

Keywords: Performance management, MBO, OKR

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RISK MANAGEMENT PLANNING FOR THE ARCHITECTURAL HERITAGE SITES

Asst. Prof. Dr. M. Semih ÖZKAN²³³

Today, the management of cultural heritage sites has become an independent field of expertise and a sector in its own right. “Cultural Heritage Management” is a field that is directly related to the prestige of countries and their economy, especially to the tourism sector. Among the cultural heritage assets, especially "Architectural Heritage" or “Built Heritage” areas are vulnerable to further damage or even extinction from rural and urban new constructions, with their fragile structure created by external factors based on various factors over time. This situation makes it necessary to prepare a comprehensive risk management plan for the built heritage sites and to be implemented by the site management units.

Undoubtedly, the most important factor in the damage of architectural heritage sites is disasters that can occur due to various reasons. In the related report prepared by UNESCO (Operational guidelines for the implementation of the world heritage convention, 2008), some types of disasters that can affect cultural heritage assets most and widely are listed below: meteorological, hydrological, geological, astrophysical, biological, human-induced and climate change.

A good risk management plan should include different sub-plans for different phases of disaster situations. These can be listed as; “before disaster”, “during disaster”, “after disaster” and “before/during/after disaster” plans.

This article aims to present a risk management plan approach that is necessary to be prepared for the disaster risks faced by architectural heritage sites and to minimize the damage by foreseeing the possible consequences of the risk in this way. The samples of this article are based on risk management plans and disaster case reports prepared for heritage sites around the world by international organizations such as UNESCO, ICOMOS, ICCROM, which work on the protection of cultural heritage sites.

Keywords: Risk management, Architectural Heritage, Cultural Heritage, Built Heritage

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**ODESSA STATE ACADEMY OF CIVIL
ENGINEERING AND ARCHITECTURE**

POSTPANDEMIC VERSION OF MARKETING STRATEGY

Olena CHERNIEVA²³⁴

Changes in the marketing environment and the marketing landscape have forced organizations to develop strategic agility before, during and after the pandemic. While they have long advocated flexibility in strategy, the lightning speed of the spread of Covid-19 has required organizations to develop the kind of entrepreneurial agility that gives them flexibility to the point of hypermobility! Yet many organizations have discovered previously hidden or untapped sources of entrepreneurial and innovative spirit. What will the post-Covid-19 marketing strategy world include? Marketing strategies must be long-term and independent of the vagaries of the environment. Organizations reflecting on a post-pandemic world will need to reassess their mission and their goals to accommodate the changing attitudes of their customers and competitors. Governments and agencies during the peak of the pandemic quickly adopted market-based strategies for training, monitoring and managing basic services, supply and demand, and public behavior. Post-pandemic research will undoubtedly focus on how different strategic orientations benefit or constrain organizational action. In times of unprecedented demand, production orientation and strategic flexibility were required, while the post-pandemic competitive advantage is likely to go to the organizations that can most quickly gain first-mover advantage. Whatever the most appropriate strategic orientation, the post-COVID-19 market will change. A key aspect of this is the substantially growing shift towards online communication and change. What was a very fast-growing environment has become completely dominant (or at least predominant). All industries and sectors have experienced instant and profound changes. Another element that organizations will have to recognize is the partial failure and suspension of globalization. The pandemic proved to be the most difficult for global companies - international companies were shaken and global initiatives were shaky. Consumers who previously clamored for world famous brands were limited to local markets, retail outlets and products. Will consumers turn their backs on the businesses and outlets that literally fed them when they were hungry? This is an issue for discussion. The future seems far less certain than it did a few months ago. These changes are likely to be met with some subtle and pervasive organizational changes. Will firms be able to rebalance their strategies to address these challenges?

Keywords: strategic agility, marketing strategy, post-pandemic, consumers, Covid-19, environment.

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FORMATION AND DEVELOPMENT OF URBAN AGGLOMERATIONS: UKRAINE'S EXPERIENCE

Anastasiia PANDAS²³⁵, Nataliia SEROHINA²³⁶

The agglomeration process of Ukraine has specific forms of manifestation, which is characterized by a monocentric orientation, namely the formation in the zones of influence of the largest cities of the network of small settlements. This structure of functioning is characterized by a close functional-planning relationship. The settlement system in Ukraine has historically developed on the basis of the influence of a list of factors due primarily to historical, geographical and economic conditions that have been significantly transformed in recent decades. Due to this, the development of the resettlement system does not always coincide with the administrative boundaries, encouraging the development of new forms of integration in resettlement and the emergence of the agglomeration process.

Main purpose of the study. The theoretical and methodological basis of the study of urban agglomerations is the analysis of systemic properties that reflect the mechanism of their functioning and development based on the experience of Ukraine.

Methods. Methods of abstraction, generalization and modelling, methods of system analysis and synthesis, statistical method, as well as methods of retrospective analysis, modelling, forecasting and experimental testing of research results.

Findings. In order to avoid the chaotic growth of urban development, there is a need to regulate the development of agglomerations. In essence, strong agglomerations, with a rationally formed structure and management mechanism work for the socio-economic development of the whole country, so supporting the development of agglomerations is of paramount importance for Ukraine.

Originality of the study. Analysis of scientific, expert publications shows that this issue has long been in the field of view of economic geographers, urban planners, managers. However,

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for Ukraine it is a new process that requires in-depth research of historical features, patterns and identification of prospects and directions of development.

Keywords: agglomeration, agglomeration process, city.

THE INVESTMENT ATTRACTION OF THE CONSTRUCTION INDUSTRY AND ITS IMPACT ON THE REGIONAL DEVELOPMENT STRATEGY

Svitlana RAKYTSKA²³⁷, Olha KAMBUR²³⁸, Oksana ZHUS²³⁹, Natalija PETRYSCHCENKO²⁴⁰

Main purpose of the study. One of the competitive advantages is the development of construction that improves economical progress, provides the residential and the necessary immovables. The purpose of the research is the searching of incentive and restrictive factors which react on the construction industry and the property market, furthermore to develop instructions for the regional development.

Sampling method. It was chosen five regional Ukrainian centers with selected data for them. There are decisions in the investment –construction area: information systems reporting, data of property market transactions, sociologic data, the dynamics of property market prices.

Research method. It was made use of strategic, statistical and factorial methods of analysis in the research to prove the investment decisions in the construction area. The creation of visual dashboards for investment projects of different stakeholders (regional authorities, investors, construction companies) in the real estate development, allows to identify positive and negative characteristics of construction processes in the region and make decisions according to these characteristics.

Findings. In the article, according to range of activities and quantity data of construction companies and the property market situation, it was conducted a comparative analysis of the Ukrainian regions. It has been proposed a decision-making tool for choosing the optimal strategy in the investment –construction area, that will allow to increase the level of economical development of the region, engage investment and improve the social situation in the region.

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Originality of the study. It has been identified the factors which influence the present situation of the construction industry in Ukraine. It was substantiated the resources for instruction improvement, using visualization and data analysis programs, in the regional development area.

Keywords: investment-construction area, attractiveness of investments, property market, competitive advantage.

**INTELLECTUAL AND PSYCHOLOGICAL CAPITAL
IN ORGANIZATIONS**

IMPLICATION OF INSTITUTIONAL THEORY ON INTELLECTUAL CAPITAL AND FIRM'S PERFORMANCE IN ANNUAL REPORTS

Samia RASHEED²⁴¹, Anum ASGHAR²⁴², Dr. Wasim UI REHMAN²⁴³

With the growth of knowledge assets, Intellectual capital gets more attention from researchers. The reason to conduct this is to check the focus of Intellectual Capital on the performance of organization. Now intellectual theory helps the organization to establish rules and regulations in organization to use Intellectual Capital. While using this technique, organization imposes rules on its employees. The purpose of this study is to check the influence of Intellectual Capital on the performance of organization, considering the mediating roll of Innovation Speed and Innovation Quality and the moderating roll of Knowledge Assets and this is the first study that found the mediating role of knowledge assets in measuring the impact of Intellectual capital on the firm's performance. We collected the data from 10 Technology companies in Pakistan. Survey questionnaires were used to collect this sample. Convenient sampling technique was used. Results show that increasing element of Intellectual Capital like Human capital, Structural capital and Relational capital are positively related to the Innovation speed and Innovation Quality. Furthermore, Intellectual capital also has positive impact on firm's performance. Knowledge asset is positively related to the firm's performance. Finally, the implications and limitations of this study were discussed and the recommendations for the future studies presented.

Keywords: Intellectual Capital, Innovation Speed, Innovation Quality, Firm's financial performance, Intellectual Theory, Knowledge Assets.

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INTELLECTUAL CAPITAL IN PERSON TO PERSON RELATION

Mahnoor RAFTULLAH²⁴⁴, Anam SHAHZADI²⁴⁵, Riffat SADIQQE²⁴⁶, Dr. Wasim UI REHMAN²⁴⁷

The main purpose of this research is to examine the components of intellectual capital and how intellectual capital affects person to person relation in an organization. The study also examines how the intellectual capital items are accounted for in the financial statements. Literature review and theoretical framework are used in describing the three components of intellectual capital, how they are recognized in the financial statements of an entity and the impact that they have in the business organization. Secondary sources of data such as journals and books are used in the study to qualitatively analyse the impact that the intellectual capital has on the business organization. Results of the qualitative analysis indicate that intellectual capital impacts the business organization in various ways such as enhancing the competitive advantage, facilitating innovation, enhancing the competency of the employees and increasing the organizational performance. Managers could make use of this research to gain insights on the categories of intellectual capital including the intellectual capital items to be included in the financial statements and those that should not be included.

Keywords: Intellectual capital, Person to Person relation, Business Organization

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INTELLECTUAL CAPITAL (IC) IMPACT ON UNIVERSITY PERFORMANCE

Zainab DASTGHEER²⁴⁸, Umama MOHSIN²⁴⁹, Dr. Wasim UI REHMAN²⁵⁰

Purpose – The purpose of this paper is to explore the relationship between intellectual capital (IC) and performance of public universities in emerging countries in order to identify patterns and provide recommendations that may turn the universities' IC into development opportunities, in terms of research, innovation, and education.

Design/methodology/approach – The analysis targeted the whole population of the public universities. A cluster analysis, based on five performance variables, has been conducted. Then, the IC of the universities pertaining to the three resulting clusters has been compared. Subsequently, for each performance variable, the IC of above-average and below-average universities has been benchmarked.

Findings – The results of this study show how different aspects of IC are associated with University performance. Among the many, the authors found that universities should achieve a critical mass to obtain outstanding research and innovation results. The findings also identify the particular importance of both students and scholars' international mobility programs for most of the performance variables.

Social implications – This study provides a baseline for the assessment of the impact on society of the IC available in the universities of emerging countries. The application may serve as a guide in the choice of public policies, dedicated to the strengthening of the universities' IC in order to improve their performance.

Originality/value – This paper proposes an innovative model to analyze the relationship between IC and university performance in emerging countries. The model identifies the association between the IC accrued in the universities and their capability of transferring it to the society under the form of science, innovation, and education.

Keywords: Universities, Emerging countries, Intellectual capital, Education, University performance.

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GREEN INTELLECTUAL CAPITAL AND SUSTAINABLE PERFORMANCE OF AN ORGANIZATION: MODERATING ROLE OF COVID-19

Malika SHABBIR²⁵¹, Mehwish SHAHID²⁵², Kinza ANSAR²⁵³, Dr. Wasim UI REHMAN²⁵⁴

No one article has focused on the impact of COVID-19 on the relationship between green intellectual capital and sustainable performance in Service sector. Nowadays, due to increasing concerns regarding COVID-19 and more logistic companies perform their duties in such a scenario of lockdown, it is essential to investigate the effect of green intellectual capital on organizational sustainability especially in logistic companies in the presence of COVID-19. Hence, this study examines the linkage between the dimensions of green intellectual capital (green human capital, green structural capital, and green relational capital) and business sustainability in the presence of COVID-19. Data were gathered from top 10 logistic companies in Pakistan. With the help of Convenient Sampling, online questionnaires were filled and analyzed through Partial Least Squares approach. The results show that COVID-19 has positive impact on the relationship between green intellectual capital and organization sustainability. Finally, the implications and limitations of this study were discussed and the recommendations for the future studies presented.

Keywords: COVID-19, Logistics, green intellectual capital, green human capital, green structural capital, green relational capital, sustainability, services

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EXPLORING THE IMPACT OF COVID-19 ON EMPLOYEES PSYCHOLOGICAL CAPITAL STATE

Yavuz KORKMAZYUREK²⁵⁵

There are a multitude of unanswered questions about the impact of the COVID-19 pandemic on organizational outcomes and on employees Psychological Capital (*or simply PsyCap*). The positive core construct of psychological capital, consisting of the psychological resources of hope, optimism, efficacy, and resilience has been studied in Organizational behavior research. Specifically, PsyCap is a concept that supports the expression of positive affect, requires emotional norms, and relies on more social interaction. However, in terms of behavioral consequences, exposure to outbreaks also resulted in social distancing and isolation and during the pandemic, people were largely cut-off from members of their social network. Therefore, it is reasonable to think that the pandemic that restricts social interaction will have an effect on or to be associated with the psychological capital of the employees. Also, there are some findings in the literature that may support these connections. In this commentary, the conceptual framework of the research was created by using the Covid-19 studies (relevant pandemic literature), in which the sub-dimensions and specific successor variables (*eg., satisfaction, citizenship behaviors, stress, anxiety*) of Psy-Cap were discussed. With this theoretical lens, the theoretical connections of the variables were established and a conceptual study was presented. As a result of this literature review on the sub-dimensions and successor variables of Psy-Cap, it is possible to measure the decrease in the psychological capital of the employees during the COVID-19 epidemic. In conclusion, the study offers a perspective in regards to the possible role of the pandemic on employees Psycap by limited literature.

Keywords: Psychological capital, Positive psychology, COVID-19 outbreak

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**ORGANIZATIONAL BEHAVIOR IN HEALTH
INSTITUTIONS**

AN EMPIRICAL RESEARCH ON THE EFFECT OF HEALTHCARE EMPLOYEES' JOB ENGAGEMENT ON THEIR BURNOUT LEVEL IN MERSIN CITY TRAINING AND RESEARCH HOSPITAL*

Esra ASAR²⁵⁶, Metin OCAK²⁵⁷

The basic mission of health institutions is to increase the health level of individuals and communities. Healthcare institutions fulfill their goals through healthcare professionals with different education and specifications. Especially as seen in the Covid-19 pandemic period, healthcare employees have a significant impact on the health of both society and individuals. Therefore it is important to improve the working and health conditions of healthcare professionals which will increase the quality of the service provided and also affect the satisfaction of patients positively who apply to health institutions. In this context, healthcare employees have an important role to play. But, high expectations and responsibilities lead to burnout syndrome, which consists of emotional exhaustion, depersonalization and decreased personal success in healthcare employees due to work stress. When employees perceive the organizational policies and practices of their organizations positively, they respond with engaging to their jobs physically, cognitively and emotionally. On the other hand, the negative perception of organizational policies and practices by employees drives them to burnout syndrome. Along this line, in this study, the effect of job engagement of healthcare professionals working at Mersin City Training and Research Hospital on their burnout level was investigated using relational survey method. For this purpose, cross-sectional data was obtained from 325 healthcare workers working in various levels in Mersin City Training and Research Hospital. Scientific Research and Ethics Committee Approval was obtained from Toros University and required official permission for the study was taken from Mersin Provincial Health Directorate. The three-dimensional structure specified by Schaufeli, Bakker, and Salanova (2006) was used in the study to measure the level of job engagement. These dimensions are; vigor, dedication and absorption. In the measurement of burnout, the sub-dimensions; emotional exhaustion, depersonalization and decreased personal accomplishment presented by Maslach (1976) was taken into consideration.

* This proceeding is derived from the master's thesis of the first author.

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Simple regression analysis was used to test the main and sub-hypotheses of the study. As a result of the regression analyses, it was seen that job engagement of healthcare employees predicted their burnout level in a statistically significant and negative direction in all sub-dimensions. According to these findings, it can be said that increasing job engagement of healthcare employees will decrease their employees' burnout level. All these findings were discussed in the light of the conceptual framework.

Keywords: Job Engagement, Burnout, Healthcare Workers

**AN EMPIRICAL RESEARCH ON THE EFFECT OF HEALTHCARE EMPLOYEES'
JOB ENGAGEMENT ON THEIR JOB PERFORMANCE IN MERSIN CITY
TRAINING AND RESEARCH HOSPITAL ***

Esra ASAR²⁵⁸ Metin OCAK²⁵⁹

One of the most important indicators showing that countries are socio-economically developed is their level of health services. As known, healthcare institutions and especially hospitals are labor-intensive industries. Therefore it is important to improve the working and health conditions of healthcare professionals which will increase the quality of the service provided and also affect the satisfaction of patients positively who apply to health institutions. Since the health sector is a sector where mistakes should not be made, healthcare employees are expected to engage to their jobs and show a high job performance physically, cognitively and emotionally. Along this line, in this study, the effect of job engagement of healthcare professionals working at Mersin City Training and Research Hospital on their job performance was investigated using relational survey method. For this purpose, cross-sectional data was obtained from 325 healthcare employees working in various levels in Mersin City Training and Research Hospital. Scientific Research and Ethics Committee Approval was obtained from Toros University and required official permission for the study was taken from Mersin Provincial Health Directorate. The three-dimensional structure specified by Schaufeli, Bakker, and Salanova (2006) was used in the study to measure the level of job engagement. These dimensions are; vigor, dedication and absorption. In the measurement of job performance, the task and contextual job performance presented by Goodman and Svyantek (1999) was taken into consideration. Simple regression analysis was used to test the main and sub-hypotheses of the study. As a result of the regression analyses, it was seen that job engagement of healthcare employees predicted their performance in a statistically significant and positive direction in all sub-dimensions. According to these findings, it can be said that increasing job engagement of healthcare employees will increase their employees' task and contextual job performance. All these findings were discussed in the light of the conceptual framework.

Keywords: Job Engagement, Job Performance, Healthcare Employees.

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ANALYSIS OF BURNOUT AND MOBBING LEVELS OF THOSE WHO WORK AS AN IT STAFF IN PUBLIC HOSPITALS

Medine GÜL²⁶⁰

Today, mobbing which we are exposed in our working life and burnout syndromes affect our living conditions and work performances. Mobbing affects people's lives in various ways such as short, long, positive and negative. It is undeniable that mobbing, an inseparable part of our life, has effects on performance and burnout.

Under changing working conditions, mobbing is considered as a threat for other employees' positions in their working place, and therefore, it has been obliged to apply it for the employees in order to demoralize an employee, and it has become a concept that employees frequently face with in the institution where they work. It is called mobbing when a group of employees behaves hostile towards a specific employee in a working place and makes it difficult for this employee to feel safe and fulfill their tasks. At the present time, people put the mobbing at the center of their working life without realizing it, and many cases such as daily mental situations, routine changes, disputes, hostile behaviors have led to perceptions of mobbing.

Exhaustion that has become a popular term might cause that people lose their job or family problems emerge, and it might have negative consequences on individuals. Exhaustion is defined in the simplest sense as "spent force, effortlessness".

The research was conducted on 50 IT staff working X Public Hospital, and confirmatory factor analysis of each variable was carried out, thereafter, correlation was determined between variables. Hypotheses was tested by the literature research and regression analysis conducted, and findings obtained was compared to available literatures, and suggestions were made. As a result of the research, it was determined that the mobbing has a huge effect on exhaustion and personal success.

Keywords: Mobbing (Intimidation), Burnout, Emotional Exhaustion, Depersonalization, Personal Success, Public Hospitals, IT (information technologies)

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THE IMPORTANCE OF STRATEGIC HUMAN RESOURCES IN HEALTH INSTITUTIONS

Ayşegül YÜCE²⁶¹

Companies that attach importance to human resources stand out in international competition. Because trained human resources can demonstrate this performance and courage in accordance with the strategic goals of the enterprise. Human resource is the most important resource that large or small health enterprises need to achieve their determined goals. However, while the private health sector advances the management process faster in terms of trained human resources, it is seen that the public sectors are slower. In addition to the rapid treatment and healing of people receiving health services, the communication of the trained personnel, who are the human resources of the hospitals, with the patients, their attitudes and behaviors towards them is also seen as a quality indicator. Therefore, trained human resources also increase their weight in the center of health services. For healthcare businesses, customer satisfaction and re-preference have become dependent on a human resource profile that is satisfied with their job and has high motivation and performance. For this reason, the professionalization of human resources management in health enterprises is also a necessity. A strong human resource has always been at the center of the development of healthcare businesses. It is important that the human resources planning is more scientific and that the training processes of the personnel are planned more purposefully. Therefore, the role of strategic human resources management in health systems in our country should be investigated with scientific methods. In addition, the issue of continuity of health services depends on the existence of a professional management culture together with different fields of expertise. Human resources, which is the most important component of the health system, is at the center of this whole process. This article examines the importance and management of strategic human resources, basic concepts and functions in health institutions in detail.

Keywords: health institutions, business, human resources, competition,

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MOBBING IN HEALTH INSTITUTIONS

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The concept of mobbing is more prominent in the health sector, as it is on the agenda in most occupational groups today. Mistakes and deficiencies that may arise from the health service provided in the health sector cause the health workers to be subjected to psychological and physical violence. According to the researches, mobbing against people who provide health services is 16 times more than other service groups. The reason why we see that mobbing is constantly applied to health workers in the media in recent times is because it is the professional group that has become the most important part of the bad period we live and go through. Mobbing can occur between people who provide and receive services, as well as conflicts and miscommunication between various people in the same occupational group. For this reason, security measures should be taken against health workers who work intensively. Awareness should be created to reduce the problems in this regard. Legal arrangements should be made for violence, verbal assault and assault injuries.

Keywords: Violence, Healthcare Workers, Health Institutions.

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THE EFFECT OF HEALTHCARE WORKERS ORGANIZATIONAL CITIZENSHIP BEHAVIOURS AND INNOVATION PERFORMANCES ON BREASTFEEDING SUCCESS

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The health sector is constantly changing and innovating because of increasing competition, cost improvement and new treatment method expectations. These innovation processes are also essential in nursing and midwifery services, which are particularly important for maternal and infant health. Because in Turkey, where 1.183.652 babies were born in 2019. According to given information by Turkey Demographic and Health Research (TDHS), 41% of babies younger than 6 months have been fed exclusively with breast milk in 2018.

It has been recently shown that healthcare professionals with individual innovativeness have an important role in achieving the organization's goals. In a recent study conducted on different healthcare professional groups, it was stated that the main characteristics of innovative nurses are benevolence, conscientiousness, sportsmanship, courtesy, and organizational virtue. For this reason, it has been determined that organizational citizenship behaviors and innovation performances of healthcare workers are effective on breastfeeding success. However, little is known about the nature of innovation in the healthcare industry and the impact of healthcare professionals' innovation performance on breastfeeding success. In addition to that the United States of America is the country with the highest number of academic studies on "innovation in nursing, midwifery", Turkey ranks only 28th in this ranking. Consistent with this finding, 228 and 527 thesis studies, respectively, were identified on the website of YÖK's National Thesis Center, using the keywords "breastfeeding" and "organizational citizenship behavior" between 2000-2021. Although there are only 29 thesis studies with the keyword innovation performance, it has been determined that only 2 of them are in the field of health. More importantly, no thesis study has been found in Turkey with the keywords "innovation and breastfeeding". We reached only 1 research article with breastfeeding and innovation performance key words in using Web of Science search.

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Therefore, the main purpose of this study is to reveal the effect of organizational citizenship behavior and innovation performance of healthcare workers on breastfeeding success. In accordance with the sub-purposes determined in this study, the research was designed using the relational scanning model, one of the quantitative research methods. The population of the study consists of healthcare professionals working in breastfeeding in public institutions in the province of Mersin and its districts. The data obtained were analyzed and interpreted in the SPSS 20.0 package program, considering the normal distribution assumptions. As a result of the analysis made: it has been determined that there is a positive and significant relationship between the innovation performance and organizational citizenship behavior variables on the breastfeeding success of healthcare professionals working in public institutions.

Keywords: Breastfeeding Success, Innovation, Organizational Citizenship Behavior

ENTREPRENEURSHIP

THE RELATIONSHIP BETWEEN HUMAN CAPITAL, SELF-EFFICACY, AND OPPORTUNITY ENTREPRENEURSHIP: THE MODERATING EFFECT OF POWER DISTANCE

Seçkin DOĞAN²⁶⁵, Mehmet Nasih TAĞ²⁶⁶

Entrepreneurial entry is an interesting phenomenon not only because of its purported significance for economic growth but also because of its role in personal well-being. As such, it has been the subject of countless studies across several disciplines. While there have been substantial contributions based on various theoretical lenses and levels of analysis, research attempting to connect these potentially complementary perspectives has been insufficient. In this paper, we develop a multilevel framework that relates the probability of an individual starting an opportunity-motivated new venture to both individual- and country-level influences. As a baseline proposition, we contend that the probability of an individual starting an opportunity-motivated new venture increases with the individual's human capital (educational attainment) and entrepreneurial self-efficacy. Drawing on the institutional theory, we further argue that normative institutions relating to power distance in a society moderate the relationship specified by our baseline proposition. To analyze this multi-level framework, we exploit a large sample of a hierarchical dataset that spans 97 countries and a period of 14 years. Results based on multi-level logit regression estimates provide nuanced support for our conceptual framework. We find that high power distance reduces the odds of starting an opportunity-motivated new venture for individuals with either a low level of educational attainment or a high level of self-efficacy. On the other hand, individuals with a higher level of educational attainment appear to have higher chances of starting an opportunity-motivated new venture when power distance increases. These results suggest that the marginal impact of human capital obtained through university education on opportunity entrepreneurship is higher in societies with high power distance. Overall, our results suggest that power distance plays an important role in shaping and constraining opportunity entrepreneurship.

Keywords: Human capital, Self-efficacy, Power distance, Entrepreneurship

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SOCIAL ENTREPRENEURSHIP AND SOCIAL ENTREPRENEURS

Aynur ÇELİK²⁶⁷

Entrepreneurship is a process in which certain resources and processes are explored, evaluated and exploited to take advantage of certain opportunities. Social entrepreneurship, on the other hand, is the innovation of non-profit organizations to generate income. Based on the definition, various activities carried out within the scope of finding the opportunities made by non-profit organizations to generate income for themselves, bringing together the necessary resources to benefit from these opportunities and transforming these opportunities into concrete outputs can be considered as social entrepreneurship. Social entrepreneurship involves pursuing opportunities, resource combinations and innovation to catalyze social change and/or meet social needs. Social enterprises can be classified as income-generating but not-for-profit organizations. In the context of social enterprises, it is important to properly understand the issue of non-profit. Since the profit made in social enterprises is used above all to achieve the main social goals, the profit obtained is a means to the realization of the social mission, not an end. Social entrepreneurs differ from other entrepreneurs in terms of their missions. We can say that the distinguishing point of the concept of entrepreneurship in social entrepreneurship is the social mission. They use their commercial activities as a tool to accomplish these missions. Social entrepreneurs use their actions for the benefit of society. We all have the knowledge that concepts such as "efficiency", "efficiency" and "profit" belong to the private sector. On the other hand, concepts such as "social benefit", "good will", "devotion" belong to non-governmental organizations. Social entrepreneurship is an understanding that melts "profit" and "social benefit" in the same pot, and brings social ideals and management skills under the same roof. Social entrepreneurs can create financial, social and artistic capital as well as social capital. Social capital includes some elements that are valuable to society. Artistic or aesthetic capital consists of factors such as music, art and architecture. Both provide feel-good emotions and have an impact on the physical environment. Social entrepreneurs can plan and implement actions in individual, small groups, as well as carry out their actions in social networks or communities. Turkey's European Union supported social entrepreneurship network is one of the social entrepreneurship platforms that can be considered ashoka.

Keywords: entrepreneurship, social entrepreneurship, social entrepreneurship

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A "SOCIAL SUSTAINABILITY" ISSUE: URBAN TRANSFORMATION

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Cities have been affected by the globalization movements in the world. As a result of this effect, economic, social and environmental changes have been experienced in the cities. These changes showed itself as an urban transformation movement after the 1850s. The rapid increase of the population has created economic, social and environmental problems, which laid the groundwork for change and transformation movements. It has been observed that plot based changes and transformations have created problems in the process. At this point, sustainability has come to the fore. Sustainability; can be defined as using today's resources effectively and efficiently by considering the needs of future generations. The concept consists of three dimensions which are social, environmental and economic dimensions. The first goal of the concept is to ensure the long-term stable relationship of the three dimensions. Sustainability is ensured when all three dimensions are in the same direction at the same time. Social sustainability, includes equal rights, education and health opportunities, high living standards, gender equality, support of disadvantaged groups, awareness, participation, partnership, protection of identity and cultural diversity, accountability, transparency and equal benefit from services for every individual in the society. It is seen that three dimensions cannot be related in urban transformation projects that emerged with the effect of urbanization in Turkey. Especially the social sustainability dimension is usually neglected. In urban transformation applications, first of all, the social and cultural structures, stakeholders and the needs of the individuals living in the area should be determined. Participation of the inhabitants in the implementation process and partnership is important in terms of social sustainability. In a reverse practice, those living in the area may be pushed to social exclusion and displaced which might cause psychological problems and unemployment. As a result, ensuring social sustainability in urban transformation applications is important.

Keywords: Sustainability, social sustainability, urban transformation.

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THE MEDIATING ROLE OF STRATEGY-MAKING PROCESS IN THE RELATIONSHIP BETWEEN JOB CRAFTING, PERCEIVED ORGANIZATIONAL SUPPORT AND INTRAPRENEURSHIP

Sevcan PINAR²⁷⁰, Hasan BOZTOPRAK²⁷¹

We aim to propose a research model to examine employee's intrapreneurship behavior, which reflects the innovative capabilities, by integrating job demand-resource model and strategy-making approaches. We have conceptualized the job demand-resource model in the context of job crafting and perceived organizational support. And we will measure the strategy-making process in the context of perception of employees. In this context, we can discuss whether the synergy generated by the job skills of the employees and organizational support has turned into innovative capability and how the strategy-making process plays a role in this relationship. In scope, we will also analyze the effect of job crafting and perceived organizational support on the strategy-making process and the strategy-making process on the intrapreneurial behavior. The target population of the study will consist of employees of software/IT enterprises, since job crafting and organizational support are important for the motivation and efficiency compared to other sectors, and at the same time innovation is a critical success factor for competition. We will use the questionnaire for data collection and the questionnaire will be formed from the current scales of developed in the literature. We will applicate structural equation modelling with AMOS software and perform mediation test proposed by Baron & Kenny.

Keywords: Intrapreneurship, Innovative Capabilities, Job Crafting, Perceived Organizational Support, Perceptual Strategy-Making Process, Job Demand-Resource Model.

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INNOVATION AND DIGITALIZATION

USING MACHINE LEARNING CLASSIFIERS TO RECOGNIZE THE CONCURRENT PATTERNS FOR HOTELLING T^2 CONTROL CHARTS

Kenan ORÇANLI²⁷², Burak BİRGÖREN²⁷³

Statistical process control and engineering process control mechanisms are two important activities in the industry engineering. In the literature, the statistical process control is defined as “**the use of statistical techniques to control a process or production method**” and the engineering process control is defined as “**a collection of techniques to manipulate the adjustable variables of the process to keep the output of the process as close to the target as possible**”. Although there are many tools used in both statistical process control and engineering process control, one of the most important techniques for monitoring a process is a control chart and today it is widely used in quality control. A control chart is used to distinguish between variation in a process resulting from common causes and variation resulting from assignable causes in any process. Typically, a certain root cause in any process result in the presence of a systematic control chart pattern. Pattern recognition is an important issue in statistical process control, as unnatural patterns exhibited by control charts can be associated with specific assignable causes adversely affecting the process. Consequently, the effective recognition of control chart patterns has received considerable attention in recent years for their potential use in improving process quality. Neural network approaches (data mining techniques) to recognition of control chart patterns have been developed by several researchers in recent years, but to date these have been focused on recognition and analysis of single patterns such as sudden shifts, linear trends or cyclic patterns. This paper investigates the detection of concurrent patterns (*cycle and shift, cycle and stratification, cycle and systematic, shift and stratification, shift and systematic, stratification and systematic*) where more than one pattern exists simultaneously in the bivariate process monitored by Hotelling T^2 control chart by using two machine learning classifiers (*artificial neural network and support vector machine*) and the performances of two machine learning classifiers were compared according to the various created scenarios (*statistical process control and engineering process control*). In the study, 2000 artificial data (*1000 data for statistical process control and 1000 data for engineering process control*) produced in R programming language for each class were used

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and 80% of these data are training data, and 20% of these data are cross validation data for two machine learning classifiers. Comparison of classifiers was made in WEKA software. At the end of the study; the performance of artificial neural network related to Hotelling T^2 control chart for statistical process control (*process output data*) is 84%, the performance of support vector machine related to Hotelling T^2 control chart for statistical process control (*process output data*) is 89%, the performance of artificial neural network related to Hotelling T^2 control chart for engineering process control (*process output data plus engineering process control output data*) is 88%, the performance of support vector machine related to Hotelling T^2 control chart for engineering process control (*process output data plus engineering process control output data*) is 91%. It is considered that the study will be beneficial to decision makers and employees in production processes within the scope of quality improvement.

Keywords: Hotelling T^2 , Control Charts, Machine Learning, Concurrent Patterns

MOST INNOVATIVE COMPANIES: WHAT THEY APPRISE ON TWITTER?

Esra G. KAYGISIZ²⁷⁴

Innovation is capability which has the potential to transform organizations in today's world, from a start-up to the world's most expensive company, from a global brand to market leadership. It has also capability to transform individuals, organizations and societies. Innovation, which is the driving and attractive force of change, is also a great competitive power for businesses. Today, many global businesses can become the largest companies in the world in terms of financial capital with their innovation capabilities. These companies, which put innovation at the center of the company culture, are known as the most innovative companies in the world. They also perceive innovation as a result of hundreds of contexts rather than just a word, and they try to be among the most innovative companies. Forbes and BCG which is the most known international evaluation institutions make evaluations about most innovative firms every year. Twitter, which is one of the important tools of corporate communication, has been of critical importance for companies in reflecting and creating these contexts in recent years. From this point of view, the study aims to analyse how the world's most innovative companies apprise themselves on the Twitter platform. In the study, tweets published by the top 50 companies in the 2021 report of World's Most Innovative Companies published by Forbes, were discussed as an example. Tweets contain the dates between 03.06.2021 and 10.06.2021. The tweets were evaluated through the Maxqda 20.04 program, sentiment analysis was performed, the frequency frequencies of the words included in the tweets were examined and the word cloud was extracted. According to 1200 tweets analysed, the most frequently used words were new (12.2%), help (6.9%), learn (6.7%), details (6.4%) and team (6.1%). The most frequently used hashtags other than the companies' own names observed as #pride (10.3), #worldenvironmentday (5.8%), #ai (5.2%), #pmi (4.5%), #primeday (3%). 9) and #covid19 (3.2%). In the sentiment analysis which was performed on tweet contents, it was found that 39.1% of them were partially positive, 31% were positive, 25.1% were neutral, 4.1% were partially negative and 0.7% of them were negative. It is considered that this study, which is carried out on how businesses that want to take their place in the innovation world, share their "what" with the whole world and their stakeholders, whose innovation studies they follow, will

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be beneficial for the managers of companies trying to be innovative and academicians working in the field on innovation.

Keywords: Innovation, Semantic Analysis, Twitter, Innovative Companies, Forbes.

DIGITAL TRANSFORMATION IN HUMAN RESOURCES MANAGEMENT

Özge Sıla SELVİTOPU²⁷⁵

We live in a constantly changing, diverse and developing world. Many businesses and industries have to adapt to this development in order to survive. The most important method of dealing with rival companies can be achieved by increasing investments in knowledge and technology. Businesses prefer to manage their business processes by using their technological infrastructure instead of traditional methods. More efficient and faster production encourages institutions to be serial, develop and find new business models.

While digital technologies take place in every aspect of our lives, it is not possible to know how business and daily life will change in the future. The main features such as process, place, time, money and personnel that businesses need maintain their sustainability. In the digitalization process, businesses are facilitating business life by providing access to more data with easier methods. The most important of these is human resources. Effective and successful management of Human Resources, determination of the current situation and future needs, especially the balanced distribution of the workforce is ensured. In this way, businesses produce effective and efficient products, the error rate decreases, and the harmony between personnel, performance, cultivated communication, feedback increases, and high motivation is provided. Therefore, it is both difficult and advantageous to manage human resources with any technical and technological support. Thanks to the developing technology, businesses are trying to capture their competitive advantages with innovative applications in their recruitment, performance and management processes. Technological development has created the need for digital transformation in terms of businesses.

In this study, the issue of digital transformation in human resources management has been examined. The aim of the study is to reveal the effects of digital transformation on human resources management in businesses and to offer alternative methods. As a result, it can be said that with digital transformation, businesses have an important role in human resources management and in increasing the competitiveness of other businesses.

Keywords: Human Resources, Management, Digital Transformation

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HUMAN RESOURCES MANAGEMENT

TODAY'S IMPORTANCE OF STRATEGIC HUMAN RESOURCES MANAGEMENT FOR ORGANIZATIONS AND EXPECTATIONS FOR THE FUTURE

Oğuz SARI²⁷⁶

Strategic human resources management aims to have human resources that will enable them to gain competitive advantage today and in the distant future, and to manage people in a way that achieves the goals of the organization. The fact that employees are valuable assets and the necessity to increase their value by making systematic and consistent investments in their training and development constitute the essence of human resources management. Finding employees for an organization is about providing the skill base that the organization needs. In this context, human resources management is discipline that enables the design and execution of policies, strategies and programs necessary for the acquisition of human resources, and ensures their stay in the organization and their performance. In the studies touched on the problems caused by strategic human resources in 2021 today. In the globalization process that has increased its presence more rapidly in recent years; Companies that claim to have an international competitive advantage stand out with their traditional competitive advantage, their different interpretation of the human factor and their application. The organizational structure of the company and the correct use of human capital represent an important part of the competition today. The main purpose of this study is to examine the relationship between (shrm) and organizations within the framework of universal and situational theory and to investigate the expectations for present and future organizational performance in the examined relationship and to meet the future expectations of human resources management in organizations. As a result; The staff of the organization has qualified human resources that can demonstrate this long-term will in line with the strategic goals of the enterprise. Having the necessary management staff in terms of knowledge, experience and management, an organization has the power to explain its new company management approach to future generations.

Keywords: Organization, Strategic Human Resources Management, Expectations

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EMPLOYEE MOTIVATION IN ORGANIZATIONS IN THE CONTEXT OF STRATEGIC HUMAN RESOURCES MANAGEMENT

Nurdan ÖZDEMİR²⁷⁷

The criteria for organizations to be ahead of competitors in a global competitive environment is associated with the qualified human resources they have and the degree to which they use these resources. In addition to the business world, some other units of the world of organizations such as public institutions and organizations, banks and insurance companies, strategic defense units, universities, independent research institutes and voluntary organizations have to make an effort to be able to respond to the needs of human resources. The linear transformation from personnel management to human resources management is insufficient in the face of rapidly changing environmental conditions. It has become very difficult for organizations to determine that they will give such reactions despite the rapidly changing workforce conditions compared to the external and internal environmental analyzes they have carried out. At this point, strategic management and strategy formulation expansions have risen to an undeniable position in terms of human resources management. In our study, in 2021, both physical and psychological needs of the personnel are met by human resources by monitoring the productivity and motivation of the personnel in the workforce. The ways in which organizations satisfy the developing employee needs are differentiating, and the importance of both concrete and abstract motivations is increasing. Employees who have internalized the abstract / informal organizational culture and adopted the concrete / formal organizational vision have a very important role in the successful implementation of organizational strategies. In this context, the study examines new expansions of employee motivation in human resources management and its strategic dimension, as well as in strategic human resources management. The main purpose of these studies is that the personnel do their job more efficiently and with pleasure. In this way, the staff will be able to work happier.

Keywords: Organizations, Human Resource, Personnel

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THE EFFECTS OF THE APPLICATIONS OF THE HUMAN RESOURCES ON THE EMPLOYEES' PERFORMANCES

Nilay GÖK²⁷⁸

Nowadays, the performance evaluations of the employees in the management of human resources has gained more importance than before. In the world of work in which employers face severe competition, the management of human resources should struggle to provide with productivity growth. The most crucial determinant for organizations to survive and to gain success is making the employees work harder and effectively. Organizations should receive benefits preeminently from the employees' knowledge, experiences and physical abilities in order to gain priority in competitions. To provide high productivity, it is necessary for employees to be motivated and be satisfied with their own performances in an organization. As a result, the organizations which have realized the importance of the human resources department want to increase individual performances of the employees with the applications of the management of human resources.

The purpose of this study is firstly to explain human resources in a conceptual way and then to search the effects of the applications of the the management of human resources on the performances of the employees. Additionally, it is aimed to search the applications of the management of human resources in various fields, national and international organizations. Moreover, it is aimed to see how effectively these applications are conducted. Therefore, with these researches mentioned above, it is aimed to make contributions to the studies on this topic.

It is seen obviously that not only in private but also public sectors if all applications of human resources are conducted in an efficient way, there are positive improvements in individual performance of employees. The results of the studies on this topic, there is a relationship between "The applications of The Human Resources and The performances of The Employees". If organizations give priority to these applications and conduct them effectively, the performances of the employees will be effected positively and will be increased.

Keywords: human resources, performance, applications

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PERFORMANCE MANAGEMENT IN STRATEGIC HUMAN RESOURCE MANAGEMENT

Dila KAYA²⁷⁹

In the study, the process of performance evaluation from human resource management functions was examined. Performance management; business aims and tasks, considering the best and effective for the detection of personnel, the performance data in comparison with the wage-setting policy, Training, Development Planning, career management is to determine how processes such as affect and dismissal. The primary function of the Human Resources Management Unit is to place the management order of the enterprise in a planned framework with effective performance evaluation strategies. In this process, parameters such as Career Management and performance-based training fee systems are directly proportional to the performance of the personnel. The determination of individual goals and strategies that support business objectives, appropriate to the level of achieving business results as fair, systematic and measurable way to evaluate the performance of employees, thus ensure the development of employees and other human resources processes, the implementation of a performance management process is essential to feed too. As in all human resources processes, managing the performance management process, while also language, religion, nationality, race, ethnic origin, age, gender, marital status, health, disability status, political views, and similar topics for employees on an equal stance is important. In order to effectively advance performance management, it is necessary to create a monitoring approach, set measurable goals, monitor and evaluate performance, and prepare performance reports. The performance phenomenon arises as the performance of work above a predetermined criterion in accordance with the qualifications and requirements of the work. Qualifying each work as successful or unsuccessful is important for ensuring the distinction between employees who do business and those who do not. In addition, the failure to define the nature of the activities and the failure to evaluate the achievements of the staff leads to a negative impact on the structure. The main goal in this research is to be able to examine what affects performance management on a practice basis in relation to its importance. Human resource is an important factor when considering evaluations such as wage management, training planning, dismissal when we detail them. This factor constitutes the greatest competitiveness of enterprises in the changing competitive environment. Because the success of the business is directly proportional to the success of the

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staff. And the success of the staff means the success of the business. The higher the level of performance of personnel, the higher the efficiency of enterprises.

Keywords: Performance, Performance Management, Performance Evaluation, Performance Evaluation Methods, Target Process

IMPORTANCE OF THE HEALTH AND SAFETY OF EMPLOYEES IN ENTERPRISES IN TERMS OF STRATEGIC HUMAN RESOURCES MANAGEMENT PRACTICES

Hasan ÖZER²⁸⁰

Occupational health and safety are, by definition, studies aimed and fulfilled the health of employees in safe conditions and environments, while at the same time ensuring that employees are good both physically and psychologically. In this respect, occupational health and safety is included in the social and administrative scope of human resources management. If the first step of economic development and prosperity is industrialization, the second step is to reduce the social and environmental problems created by this process. In this sense, reducing the socioeconomic losses caused by occupational accidents and occupational diseases is an indicator of development. Hacettepe University Hospitals employs approximately 550 faculty members, 700 research assistants, 750 health technicians, 1400 nurses and 1200 staff in various administrative staff. When the pandemic epidemic first started, Hacettepe University hospitals used human resources well strategically, stopped all services except Emergency and Covid at the beginning of the outbreak, and provided emergency surgery and emergency services. It has increased the number of teams working by transforming its employees in the closed services into teams in the areas it serves, and has demonstrated successful strategic human resource management by extending the time between the teams' shifts and providing the least contagion among health workers in the pandemic. Health Minister Fahrettin Koca noted that 29,865 health workers have contracted Covid-19, compared to 1.2 percent in the community and 11.5 percent in health workers. (Ministry of Health) This rate was 4.2 percent for employees at Hacettepe hospitals. (Hacettepe University Hospitals) This data shows how important the right decisions for businesses to make during important periods are in terms of strategic human resources. As a result, occupational accidents and occupational diseases, the number of which have reached dimensions that cannot be ignored at all, have become a very important issue for the employee, for the business, for the state and increasingly for society. Employee health and occupational safety are important for both workers and employers. It can be easily said that occupational accidents and occupational diseases will increase if occupational safety and occupational health are not given importance and are not evaluated strategically.

Keywords: human resources, health of employees, safety of employees

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HISTORICAL DEVELOPMENT OF HUMAN RESOURCES MANAGEMENT

Burak ATALAY²⁸¹

Human resource management is the changing and cumulative value of working life, which has been a part of our lives throughout all ages. The aim of this study is to reveal the theoretical and functional changes that human resources management has undergone from past to present. The industrial revolution that started in England towards the end of the 18th century had a significant contribution to the development of human resources management. One of the first entrepreneurs to realize the importance of human resources in England is Robert Owen. Owen's ideas were appreciated by the "human relations" approach that emerged in the 1930s. The work named "Scientific Management Principles", written by F. Taylor at the beginning of the 20th century, has been accepted in the history of science in the world and has introduced a new management approach under the umbrella of "Personnel Management" and scientific management has become a trend. Academically, the strategic approach to human resource management was introduced by Fombrun in the early 1980s. In the mid-1990s, articles, seminars, conferences, and university-based practice programs increased significantly in the United States to help human resources play a more active role in strategy implementation. With the advancing technology, many companies have tried to minimize human needs and increase digital institutions. The widespread use of computers in business life and rapid developments in internet technology have affected human resources management and the last point reached has been Electronic Human Resources Management.

Keywords: human resources management, scientific management principles, human relations approach, electronic human resources management

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INTERDISCIPLINARY STUDIES

STRATEGIC GAME CHANGER OF NEW GENERATION WARFARE: UNMANED AIR VEHICLES TECHNOLOGY

Tolga ÖZ²⁸²

Although many of the resources or writers allege that the 'Unmanned Air Vehicles' (UAV) and platforms including drones will be an integral part of the future wars, they are already being used today by regular armies and also even by non-state actors. It should be highlighted that the UAVs are not a brand-new instrument used in military. In today's complex, sophisticated and asymmetric warfare concept not only regular armies but also terrorist groups are searching for efficient and effective use of UAVs and many different types of drones-ranging from ground to underwater- adversely by deterring national concerns of different states. In the uncertain nature of modern warfare terrorist groups make use of abusing acquirement of UAVs easily and cheaply.

In today's contemporary wars from conventional to irregular or hybrid warfare the technology is the most important facilitator among the other dynamics. As the technology evolves the unmanned systems replace the humans in weapon systems and this substantial fact lowers the need to human in various fields of new generation warfare. These recent modernization of war systems also effect the tactics and technics of non-state actors and terrorist groups causing the increase of ambiguity between not only peace and war but also the combatant and civilian descriptions.

This paper focuses on how technology affected UAVs and evolved into a strategic force multiplier for commanders as decision-makers in the operation areas of new generation warfare. This descriptive, qualitative document research also by detailing how non-state actors and terrorist groups make use of and abuse these technological systems to threaten any nations' concerns for war landlords-the command staff/decision-makers of the operation areas- aims to contribute to the originality of the study.

Keywords: Unmanned Aerial Vehicle (UAV), Drone, Technology, Decision-making, Defence Industry, Deterrence, Security, Logistics

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DIAGNOSTICS DEVICES FOR IMPROVING THE WORLD: MICROFLUIDIC PAPER-BASED ANALYTICAL DEVICES INTEGRATED WITH SMARTPHONE FOR COLORIMETRIC DETECTION OF DOPAMINE

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Microfluidic paper-based analytical devices (μ PADs) were first presented by George Whiteside's group in 2007, which were used specifically for use in developing countries in recent decades due to their cheapness, easy to use, low sample consumption and reagent, portability and accessibility. Since fluidic motion in μ PADs is controlled by capillary action, these systems require minimum expensive equipment, and they also require no external power sources. There are several benefits to using cellulose paper as a substrate for μ PADs:

- It is thin and light, available in a wide range of thicknesses, and easy to store and transport.
- It is compatible with biological samples.
- Paper can be easily printed, coated, modified and cut.
- Cellulose paper is cheap and available.

In this research, colorimetric detection of dopamine (DA) was proposed on simple and low-cost μ PADs, which is fabricated by using laser cutting technique. For this purpose, a Whatman® Filter paper No.1 was used as an analytical substrate. Herein, the diagnostic reaction was carried out on the basis of the oxidation-reduction reaction of DA and iron (III) chloride. DA reacts with iron (III) chloride to reduce Fe^{2+} and subsequently reacts with Phenantroline to form the red iron (II) tris complex (1 -10-phenanthroline). In paper-based microfluidic systems, wax printing is commonly used to create a hydrophobic barrier, but in this study, labels were used for the first time to create hydrophobic barriers due to their cost-effectiveness and easy access. The presence of DA made the red color bolder, and quantitative amount was obtained by taking picture from the colored areas with a smartphone and using Photoshop software. Also, in this

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study, the potential of proposed method as a low-cost and rapid colorimetric method for determination of DA in real samples including serum and human blood plasma was demonstrated.

Keywords: Microfluidic Systems, Dopamine, Colorimetric Detection, μ PADs, Smartphone

WOUND HEALING: AN OVERVIEW OF WOUND DRESSINGS ON HEALTH CARE

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Chronic wound healing is a time consuming and complicated process. Bacterial invasion and infection of the wound during the healing process is a very serious risk for wound healing that can be life threatening. Therefore, it is necessary to use a suitable barrier to create a controlled environment for wound healing. Various wound dressings such as hydrocolloids, hydrogels, sponges, foams, films, and micro and nanofibers have been explored over the past few decades. Among these barriers, nanofibers are good candidates for wound healing due to the large surface-to-volume ratio, simulate the biological structure of the extracellular matrix, high porosity and very small pore size that allows the exchange of gases and liquids, but protects the wound from microbial penetration. There are different methods for producing nanofibers such as drawing-processing, template synthesis, self-assembly, phase separation, forcespinning and electrospinning. Among the mentioned methods, electrospinning is the most desirable method due to the possibility of producing independent, easy and controllable nanofibers. In this article, fiber-based wound dressings and their manufacturing methods are widely discussed.

Keywords: Wound dressing, Nanofibers, Electrospinning.

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CLINICAL APPLICATION OF ARTIFICIAL INTELLIGENCE IN MAXILLOFACIAL RADIOLOGY

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Artificial intelligence(AI) which has been used in medicine for learning and diagnosis particularly in radiology. AI is rapidly moving from an experimental phase to achieving human-level performance in cognitive task. Artificial intelligence systems in oral and maxillofacial (OMF) radiology have been developed for the purposes of radiographic diagnosis, image analysis, forensic dentistry, and image quality improvement. Most researches focused on AI applications for an automated localization of cephalometric landmarks, diagnosis of osteoporosis, classification/segmentation of maxillofacial cysts and tumors, identification of periodontitis/periapical disease and dental caries detection. The performance of AI models varies among different algorithms. Tremendous amounts of data are needed to achieve good results, and involvement of OMF radiologist is essential for making accurate and consistent data sets. In order to widely use artificial intelligence in actual clinical practice in the future, there are lots of problems to be solved, such as building up a huge amount of fine-labeled open data set, understanding of the judgment criteria of artificial intelligence, adapt to different imaging software used in different X ray machines. OMF radiologists, as professionals who thoroughly understand the characteristics of radiographic images, will play a very important role in the development of artificial intelligence applications in this field.

Keywords: artificial intelligence, dental imaging, oral radiology

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