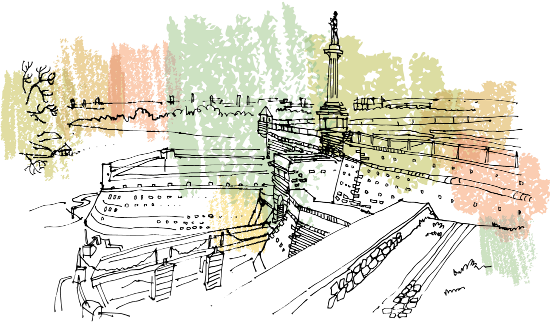

2nd INTERNATIONAL CONFERENCE ON
ECONOMICS BUSINESS MANAGEMENT
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Editor: Mahmut ZORTUK

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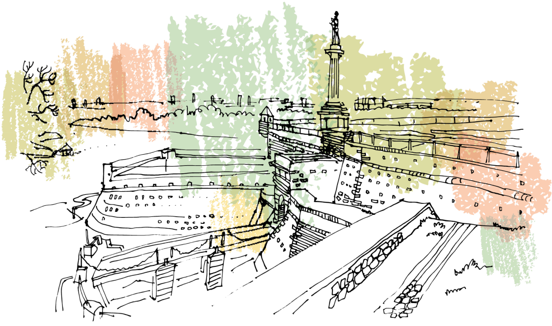

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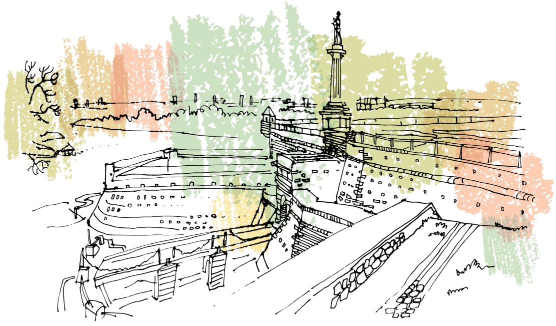

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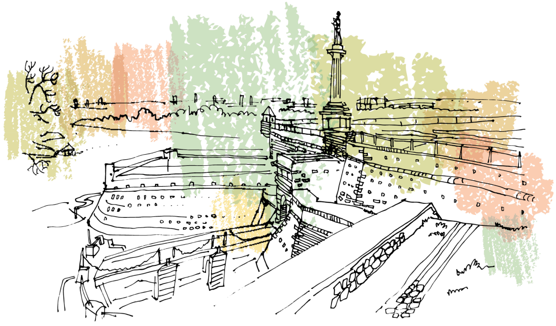

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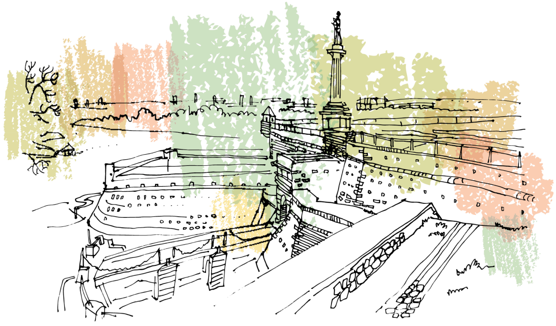

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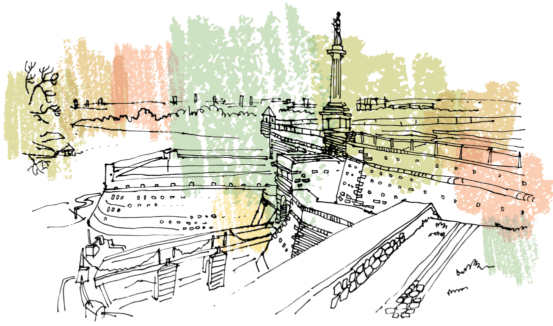

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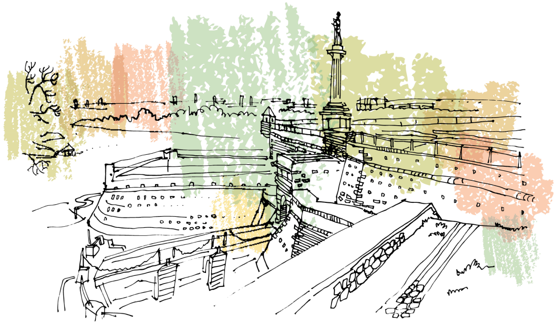

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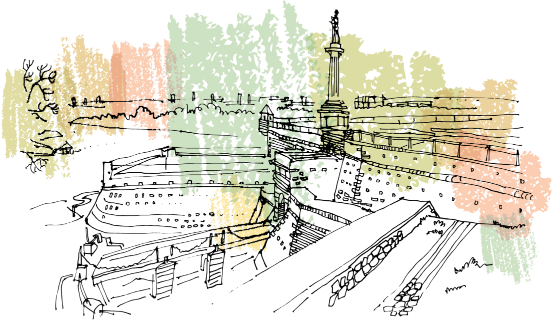

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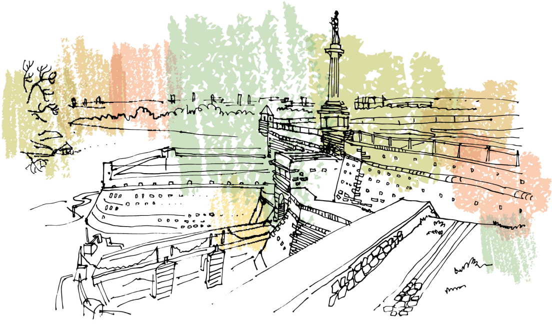

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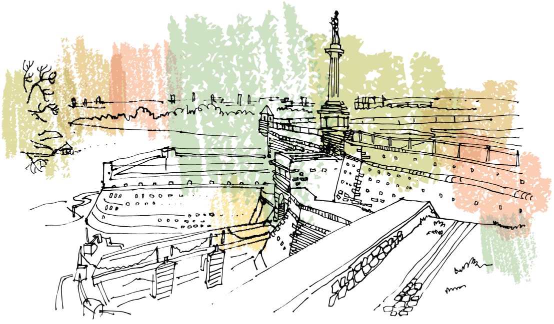
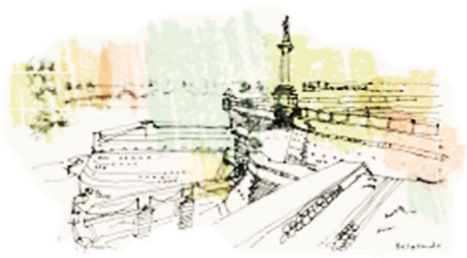




PREFACE

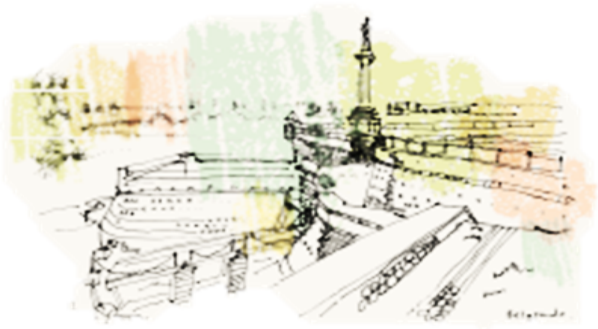
We sincerely hope that the contributors and attendees of ICEBSS’2017 will find presented studies enlightening, useful and of interest. The aim of ICEBSS is to bring researchers from different disciplines together and inspire them to collaborate.

On behalf of the organization committee, I would like to thank Dr. Tom CLONAN and Dr. Fulya ÖZKAN for honouring ICEBSS’ 2017 as keynote speakers. Furthermore, I thank all the authors who have shared their precious works, also the participants for attending, all reviewers for their valuable contributions and members of the committee for their never ending supports and advices.

I would like to thank to Ambassador Tanju BİLGİÇ, Rector of Kastamonu University, Prof. Dr. Seyit AYDIN, Rector of University of New York Tirana, Prof. Dr. Fatos TARIFA and Rector of State University of Tetova, Prof. Dr. Vullnet AMETI and Prof. Dr. Hüsamettin İNAÇ for their guidance and kind supports.

We hope that ICEBSS will reinforce interdisciplinary and international collaboration and hearten information exchange between various fields.

May 2017
Prof. Dr. Mahmut ZORTUK
Coordinator of ICEBSS



WAR CRIMINALS ROAD TO DAMASCUS' MOMENT

Jean-Francois CARON[1]

We often think that peace and justice live in harmony. However, they are on the contrary opposite notions in the sense that the quest for justice might impair the establishment of peace and vice versa. This tension is a well-known problem and has been discussed since the Renaissance by numerous authors who have insisted in various degrees that strict justice should not always be implemented and have called for a certain degree of compassion for the sake of postwar peace and reconciliation. Even though this political argument is not without merits, it is nonetheless amoral and neglects the moral reasons why individuals who have committed war crimes should be granted amnesty after war ends. This presentation will try to analyze from a purely moral standpoint how we should limit the desire for retribution for individuals who, despite having committed war crimes, have also chosen during a conflict to serve higher moral ends by disobeying illegal orders. Some relatively famous examples come to mind, such as those of Hitler’s Minister of Armaments and War Production, Albert Speer, and German General Dietrich von Choltitz, who was the last commander of Nazi-occupied Paris during the summer of 1944. Both men, who were known war criminals, nonetheless experienced their respective “road to Damascus” moments, and chose to perform good deeds instead of evil. These examples raise the following question: can a “road to Damascus” moment such as those experienced by Speer and von Choltitz contribute to the redemption of war criminals from their previous immoral and illegal acts and should it justify a form of restraint in our desire to pursue retribution? This presentation will argue that granting an amnesty or a lesser punishment for war criminals who have experienced a Road to Damascus moment is justifiable from a moral perspective.

Keywords: Retribution, Punishment, War criminals

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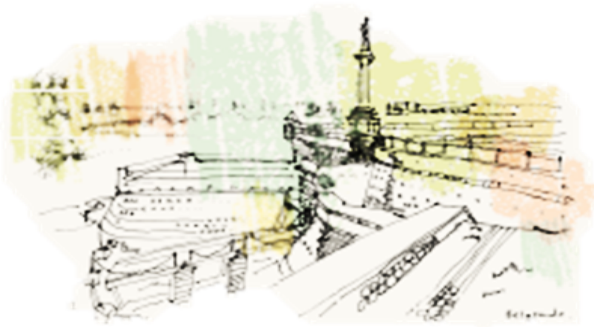

THE ETHICAL PROFESSIONAL AND REPUTATION IMPLICATIONS OF WHISTLEBLOWING IN THE WORKPLACE

Tom CLONAN[1]

From 1996 to 2000, the author of this paper – then a Captain serving in the Irish Army - conducted doctoral research into the status and roles assigned female personnel in the Irish Defence Forces – Army, Navy and Air Corps. An unanticipated outcome of this equality audit of the Irish Defence Forces was the revelation of the widespread bullying, harassment, sexual harassment, sexual assault and rape of female soldiers by male colleagues. As a result of conducting this feminist research, the author was ostracised by his military colleagues and suffered from a campaign of vilification in the private and public domain with serious personal and professional consequences. In October of 2001 the Irish Minister for Defence launched an independent enquiry into the author's research. The Department of Defence 'Study Review Group' investigated the findings of the doctoral thesis and reported in the Spring of 2003. It fully vindicated the findings of the author's original doctoral research. Thor argues that these issues are not addressed sufficiently – and in most cases not described at all - in the academic literature on research methodology. The paper presents the author's own experience as an insider researcher within the Irish military as a short case study of the 'aftermath of insider research' within the organisational setting of the Irish Defence Forces. The paper then summarises the main methodological challenges posed by the research and identifies areas within the literature on research methodology that might be expanded to take account of such challenges.

Keywords: Whistleblowing, Ethics, Reputation

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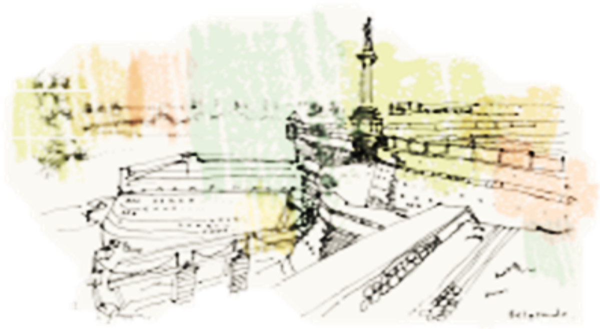

THEORETICAL BASES OF SOCIAL POLICY AND THE THIRD WAY APPROACH IN THE LIBERAL STATE & WELFARE STATE DILEMMA

Eray ACAR[1]

The third way approach, shaped in the general framework of socialization in the historical process and differentiated in the context of Marxism and democracy, has been shaped by the ideals of social democracy, liberalism, libertarian and justist ideals and socialism and equality ideals. After the 1929 Economic Crisis, in particular J.M. The "welfare state" practices, which were brought into the doctrine by Keynes and were quite effective until the mid-1970s, have been subjected to harsh criticism by many economists tied to the classical liberal tradition. With the stagflation crisis of the 1970s, these criticisms began to be taken seriously and liberal thoughts and practices came to the fore again. The state has been redefined in accordance with neo-liberal economic views, and many developed countries of the world have gone through legal and institutional regulation through reforms. As a institutional individualized structuring of neoliberal new right politics, profit-oriented and market-centered understanding, civil society-focused Third Way approach emerged as a humanitarian aspect with an independent catalyst mission in the state and market equilibrium, advocating social equality and social utilities. On the basis of market economy, democratization, a strong civil society existence, social capital, reduction by sharing social responsibilities over the state, and the development of the third way approach, especially in the historical process, which has adopted basic principles such as the elimination of social damages that capitalism has emerged in the sense of social equality and justice , Particularly the examples of practice after 1980 and the criticisms that are being exposed, will form the basis of this work.

Keywords: Neoliberalism, Welfare State, Social Policy, Civil Society, Third Way

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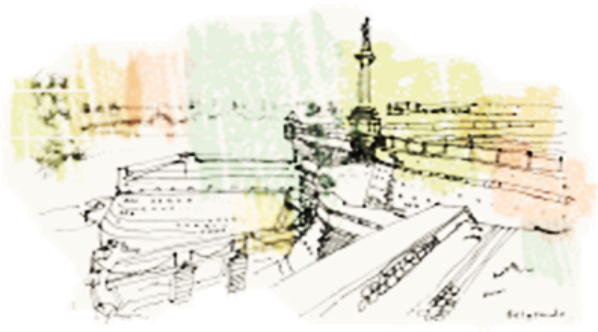

WHY DO SOME SUCCEED WHILE OTHERS FAIL?: A STRATEGY FOR INSTITUTIONALIZING SUSTAINABLE PRACTICES

Alexandru ROMAN[1]

Sustainable operations, policies, and practices are receiving a growing degree of attention from scholars across disciplines. Yet, while the research agenda on the topic is becoming increasingly more coherent, there are still a number of questions that have yet to be posed or satisfactorily answered. This is especially true in terms of strategic organizational management. For instance, why are some organizations more successful than others in adopting sustainable practices? What are the internal factors and structural dimensions that increase the probability of successfully institutionalizing sustainable practices? To answer these questions, this study examines a random sample of 206 American public organizations and their success in terms of institutionalizing sustainable procurement. A structural equation model is developed and tested. It is found that stakeholders' expectations, transformational leadership and institutional innovativeness are positively associated with the probability of success, while the degree of organizational centralization is negatively associated. Interdepartmental collaboration is not found to be significantly associated with the probability of success.

Keywords: Strategic and Sustainable Procurement, Organizational Policy, Transformational Leadership

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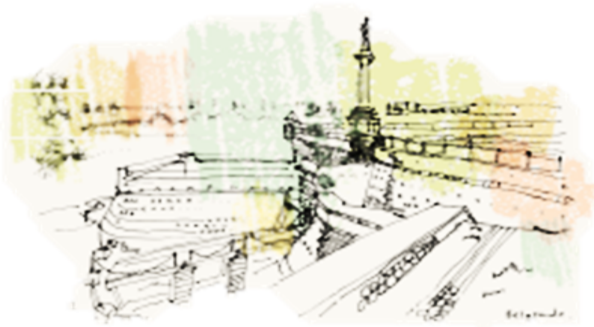

FROM CHAOS TO ORDER: EXAMPLE OF TURKEY NATIONAL DISASTER RESPONSE PLAN-SİİRT MINE ACCIDENT

Halil İbrahim ÇİÇEKDAĞI[1], Fatime ÖKENEK[2], Yıldız TOSUN[3] and Salih Aydın ÜZÜMCÜ[4]

In today's conditions, the possible accidents, which may be experienced depending on the developing technology, also increase the diversity of disaster. This also strengthens the probability of facing to technological disasters as well as natural disasters. In addition, as the secondary disaster following natural disasters, technology based accidents may occur. Reducing life losses, which may be experienced in the technological disasters, a part of life, to minimum, and being able to intervene quickly and effectively require a certain planning, synergy, and orderly working. In the article prepared, the sample of miming accident was dealt with, which was experienced in a private mine in the province Siirt on the date of 17.11.2016, and in which 5 people were rescued as wounded and 16 people lost their lives. In addition, the processes from the first state in search and rescue operation to synergic and systemic work were reported in detail and introduced how chaos environment was not allowed for thanks to that service groups in Turkish Disaster Response Plan work in cooperation. With a synergic study model, the interactions under the different levels and different dynamics were examined. This study is an exemplary case story and deals with the works carried out for the workers, wounded people, relations of those losing their lives, and casualties, who has very high probability to clutch onto the life in 27 days - search and rescue operation carried out in planned and coordinated way. In the study, it has been reported that the processes of disaster coordination systematically proceeded; that a good planning corrected the working conditions, which are complex and difficult to be managed, like disasters and eliminated the chaos that may be experienced; carrying out successful search and rescue activities and area coordination, that an effective disaster management was realized.

Keywords: Chaos, Synergic work, Rescuing, Strategic management

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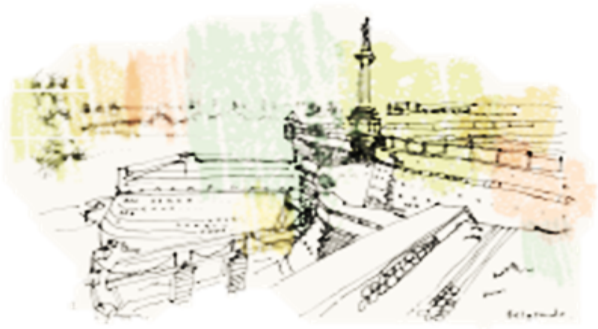

A COMPARATIVE ANALYSIS REGARDING THE EFFECTS OF FINANCIAL LITERACY AND DIGITAL LITERACY ON INTERNET ENTREPRENEURSHIP INTENTION

Funda BAYRAKDAROĞLU[1] and Ali BAYRAKDAROĞLU [2]

Internet has a great influence on the career plans of individuals as well as economies, life styles and even cultural transformations. In this sense, in recent years, internet has gained a close relationship with entrepreneurship which is frequently discussed topic in business literature. The interactive nature of internet and entrepreneurship has brought a contemporary concept called “internet entrepreneurship” which became a field that stands among the future plan of many individuals. Internet entrepreneurship, also labelled as digital entrepreneurship and IT-based entrepreneurship, refers to seeking of opportunities by using digital media and other information and communication technologies. Moreover, an entrepreneur candidate is expected to have financial information in a degree due to the fact that every kind of entrepreneurship must be regarded as an investment project at the same time. On the other hand, in order to be an internet entrepreneur, a comprehensive knowledge of internet is quite important and necessary. Thus, the aim of this study is to examine the effects of financial literacy, in addition to digital literacy, on the individual’s intention of internet entrepreneurship. Methodology of the study was formed within the frame of “Does the internet entrepreneurship intention increase with the high level of financial and digital literacy?” research question. Research was employed with two groups based on high/low financial and digital literacy levels, and the difference among those groups was tested in terms of internet entrepreneurship intention.

Keywords: Financial literacy, Digital literacy, Internet entrepreneurship

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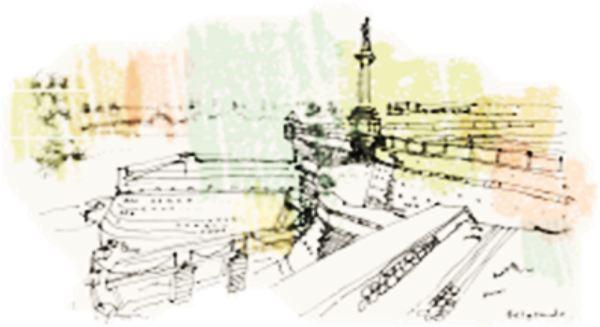

SIMULATION OPTIMIZATION APPROACH TO A REAL-LIFE MAKE-TO-ORDER REVENUE MANAGEMENT SYSTEM OF A WEDDING GOWN MANUFACTURING COMPANY

Kemal SUBULAN[1], Adil BAYKASOĞLU[2], Hülya GÜÇDEMİR[3] and Nurhan DUDAKLI[4]

Nowadays, there has been an increasing attention to model and solve revenue management problems in make-to-order manufacturing systems. However, revenue management problem and its applications are much more complex in manufacturing industry since it is consisted of many interrelated sub-problems such as order acceptance/rejection, short-term capacity planning, due-date assignment, pricing and order scheduling which need to be handled instantaneously. In fact, these problems should not be considered separately, requirements of both producer and customer need to be taken into account by developing some negotiation mechanisms which are sensitive to service level reputation of the manufacturing company. In this paper, a novel dynamic bid-price based revenue management model which covers all of the aforementioned issues simultaneously is proposed. In detail, the proposed discrete event simulation model incorporates dynamic capacity allocation, pricing and due date assignment decisions in a make-to-order manufacturing system. Moreover, negotiation process which occurs between the company's sales representative and its customers is also included within the proposed model. Finally, OptQuest which is a simulation optimization tool in ARENA software is utilized in order to determine the best possible values of control parameters for bid-price, due date assignment, price increment/reduction mechanisms. The validity and practicality of the proposed integrated revenue management model is tested based on a real-life wedding gown manufacturing company in Turkey. The computational analyses have shown that the proposed model with price and due-date negotiations presents significant improvements in total revenue compared to the classical first-come-first served & available-to-promise policies, static bid-pricing and dynamic bid-pricing approaches without any negotiation mechanism.

Keywords: Revenue management, Make-to-order manufacturing, Due-date assignment, Order negotiation, Simulation optimization

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FULLY UNCERTAIN RESOURCE – CONSTRAINTED PROJECT SCHEDULING PROBLEM VIA INTERVAL PROGRAMMING: A REAL-LIFE APPLICATION IN A LNG STORAGE TANK CONSTRUCTION

Kemal SUBULAN[1]

Resource-constrained project scheduling problem is one of the widely-studied combinatorial optimization problem whose class is NP-hard to solve optimally. In most of the existing studies in the literature, problem inputs are generally assumed to be deterministic and thus crisp solutions are generated. However, project managers may face with many uncertainties such as activity durations, availability of the resources, demands of the activities for resources, earliest and latest finish times of the activities etc. in most of the real-life cases. Furthermore, decision variables, i.e., starting and finishing times of the activities, should also be uncertain in such project scheduling problems where all of the input data are imprecise. Still, there is a few research papers focused on the project scheduling problems under uncertain environments. Based on this motivation, this paper presents mathematical formulations of both single and multi-mode fully uncertain resource-constrained project scheduling problems with interval numbers. In addition to the interval-valued problem parameters, decision variables of the problem are also stated as interval numbers in order to overcome fully uncertain nature of the problem. On the other hand, computational complexity of the problem increased dramatically since the uncertainty embedded into the decision variables. In the solution phase of the problem, the proposed mathematical formulations are transformed into the equivalent crisp form by making use of interval programming, interval ranking and interval arithmetic operations. Moreover, while performing interval arithmetic operations, supplementary information obtained from the project manager is also taking into account by some additional constraints. Therefore, the proposed method is able to produce more acceptable and lower risk solutions. Finally, the proposed method is illustrated based on a real-life liquefied natural gas storage tank construction project in a petroleum refinery. The computational results have shown that more realizable and information efficient solutions can be derived by the proposed method.

Keywords: Resource-constrained project scheduling, Interval programming, Interval variables, Construction project

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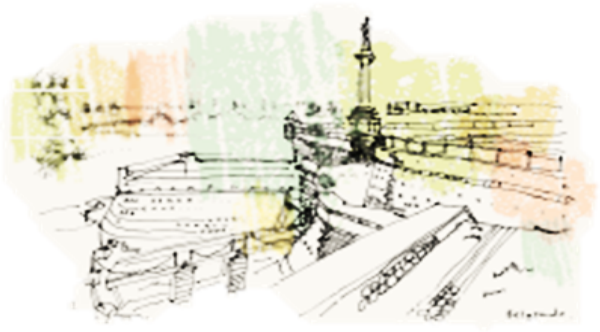

A REVIEW OF THE “URBAN VILLAGE” CONCEPT: AN OPERATIONAL DEFINITION STUDY IN MALAYSIA

M.S. SHAHARUDIN[1], R.B. Radin FIRDAUS[2], R. Siti RAHYLA[3] and S.L. KHOO[4]

The “urban village” is an area occupied by the urban community that lives and resides in the urban environment as a group, which was formed either by will or naturally due to urbanization. The formation of the “urban village” concept is based on two circumstances, which is due to the effects of urbanization and the result of the “urban village” formation concept brought about by the planning and strategy of re-developing the urban area. Hence, the “urban village” formation concept must take into consideration the basic characteristics of the urban village environment, which consist of its geography, background of the village, type of village, the position or status of the village, traditional practices and culture, local organizations, certified status of the land title and the land, distance from the city centre and the community’s intrarelationship. Efforts to define “squatter areas” and “settlement on government land or government reserve land” were not included in the definition of the “urban village” concept because this type of settlement does not have certified characteristics of a land title. The operational definition is important as it determines the scope and study sample that would be used later.

Keywords: Urban village concept, Urban communities, Urban village inhabitant, Operational definition

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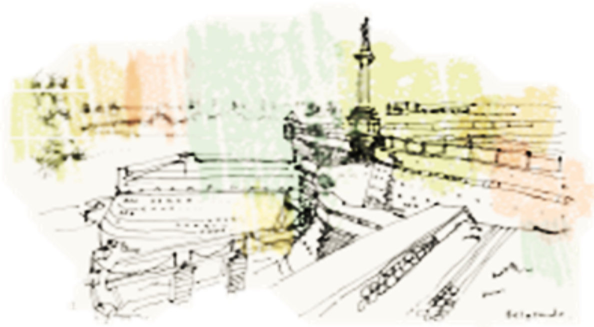

MAKING SENSE OF EVIDENCE-BASED MANAGEMENT: CORE CONCEPTS AND CONTROVERSIES

Severin HORNUNG[1]

During the past decade, a growing stream of academic and practitioner-oriented publications testifies to the building momentum of evidence-based management (EBMgt). A relatively recent development in management and organizational science, EBMgt draws on evidence-based practice movements in other fields, notably medicine. Stated goal is improving the quality of managerial decisions through systematic, explicit, and conscientious use of all relevant information. In addition to the expertise and judgment of practitioners, this implies consideration of ethics and stakeholder concerns, local organizational facts, and, most importantly, critical appraisal and systematic use of the best available research evidence. Focusing on the latter, advocates of EBMgt have proposed strategies and tools to evaluate and aggregate research results through meta-analyses and systematic reviews and to increase their uptake by educating managers on how to adopt a more science-informed approach. Far from consensual, however, EBMgt has faced resistance by critical management scholars, decrying scientific hegemony and marginalization of non-mainstream research. The ensuing controversy provides an instructive example of clashing epistemological and ideological paradigms in management research. The objective of the present contribution is to call attention to this current academic dispute by introducing core concepts and criticisms of EBMgt. The former include approaches to address the lack of knowledge transfer between management research, education, and practice. The latter refer to concerns that EBMgt is a political agenda to advance managerialist interests and positivistic (quantitative) mainstream research, while suppressing critical perspectives and interpretative (qualitative) methodologies. Finally, an attempt will be made to reconcile contradictory views by discussing common objectives and ways to integrate core propositions of both paradigms into a critical-reflexive and inclusive evidence-based approach to galvanize the practical relevance of the full spectrum of management and organizational research.

Keywords: Evidence-based management, Critical management studies, Research-practice gap, Academic controversy, Conceptual review

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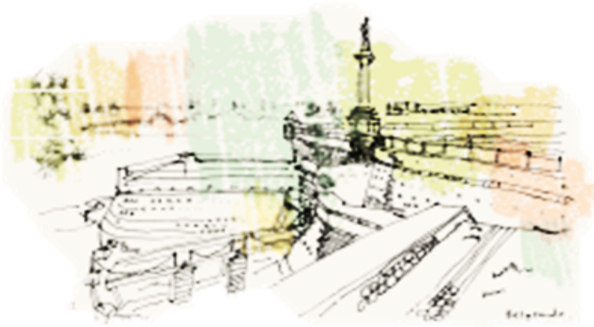

URBAN POVERTY ALLEVIATION STRATEGIES FROM MULTI-DIMENSIONAL AND MULTI-ETHNIC PERSPECTIVES: THE CASE OF MALAYSIA

S.L. KHOO[1], M.S. SHAHARUDIN[2], P. S. GOPAL[3], Nor M. MALEK[4] and Zahri HAMAT[5]

In recent times, the concept of poverty has been radically contested in terms of its conceptualisation. Traditionally, poverty was a phenomenon perceived to inflict those in the lower strata of society or those residing in rural areas. This perception is influenced by a controversial quantitative indicator known as the 'poverty line'. Previously, poverty was predominantly a rural issue given that income levels of rural folks are below the poverty line. However, massive rural-urban migration due to rapid industrialisation and urbanisation has resulted in the emergence of a new social class – the 'urban poor'. Poverty has now inflicted urban areas. As such, the poverty concept should transcend income levels and be more all-encompassing and multi-dimensional across place and space. In Malaysia specifically, the situation becomes more challenging because the Malaysian population consists of citizens from diverse ethnicities with Malays, Chinese and Indians assuming the three most dominant ethnic groups in the country. Correspondingly, such ethnic diversity in Malaysia's social structure will disclose the way diverse socio-cultural and economic conditions shape and define poverty. Hence, besides dissecting poverty from a multi-dimensional perspective, due considerations should be given to 'ethnicity' when deliberating on strategies that can enable a person to escape the vicious cycle of poverty. Given that most previous studies in Malaysia focused on income-based poverty definitions, there is a dearth of research that explores poverty beyond this definition. Thus, this study attempts to fill this research gap by examining poverty alleviation strategies not only from a multi-dimensional approach, but it will also explore this topic from Malaysia's multi-ethnic perspective. The recommendations from this paper will serve to reconceptualise the meaning of urban poverty in the Malaysian context and also comprehend the plethora of poverty alleviation strategies that are unique to each different ethnic group in Malaysia.

Keywords: Urban poverty, Poverty alleviation strategies, Malaysia, Developing country

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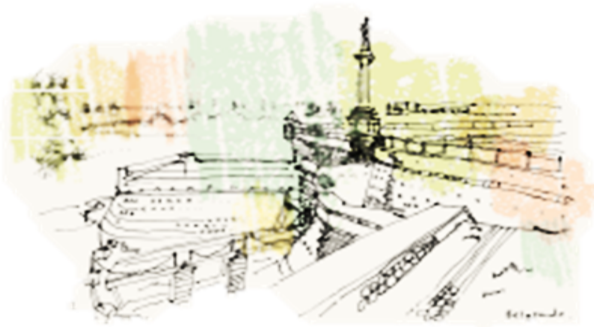

REVISITING THE CONCEPT OF URBAN POVERTY FROM A MULTIDIMENSIONAL AND MULTI-ETHNIC PERSPECTIVE IN MALAYSIA

Nor Malina MALEK[1], Zahri HAMAT[2], Parthiban S. GOPAL[3] and S.L. KHOO[4]

Poverty in Malaysia and in many other countries is still predominantly an economic concept defined and measured in terms of income and households expenditures. More recently, however, the concept of poverty has been revisited from a multidimensional perspective, other than purely based on economic dimensions, by researchers and scholars worldwide. Various arguments and analyses based on research and studies have been put forward to revisit the concept of poverty holistically because the issue of poverty is still plaguing many countries in the world. Based on these studies, there are many factors associated with the incidence of poverty, especially in cities. These include social factors, politics, and geography to name a few. A qualitative study using in-depth interview method involving thirty multi-ethnic urban poor households in selected Malaysian cities was undertaken to understand the factors causing the poor to live below the poverty line and the factors that enable the poor to rise from poverty. The study found out that there are several multidimensional factors that can be linked to the incidence of poverty other than economic dimensions such as income and expenditures. Therefore, this paper discusses the appropriateness of assessing urban poverty from a multidimensional and multi-ethnic perspective and describes the dimensions that affect the measurement of poverty in a comprehensive manner so that poverty can be addressed more effectively by the relevant authorities.

Keywords: Poverty, Urban poverty,Multidimensional, Malaysia, Poverty measurement

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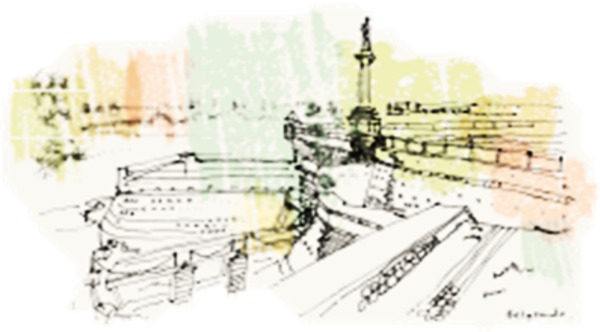

ANALYZING FINAL EXAM SCORES OF ENGINEERING ECONOMICS USING QUALITY CONTROL CHARTS

Sermin ELEVLİ[1], Naci MURAT[2], Birol ELEVLİ[3] and Hakan ÖZTÜRK[4]

Control Charts are used to monitor the stability of a process over time. If one of the plotted points falls outside the statistically determined control limits or if the sequence of the plotted points exhibits a systematic nonrandom pattern, the process is said to be out-of-control. Engineering economics, the application of economic principles to engineering problems, is important to all fields of engineering. It is a fundamental skill because no matter how technically sounds an engineering project, it will fail if it is not economically feasible. Because of this, performance of engineering students in Engineering Economics needs to be monitored regularly. In this study, control charts were used to monitor the stability of final scores of five departments (Industrial Eng., Electrical- Electronical Eng., Mechanical Eng., Chemical Eng., Computer Eng.) with the goal of improving teaching process and student success. Kruskal-Wallis test, alternative to standard analysis of variance, was also used to compare the departments according to final scores. Results can serve to find ways to meet the educational needs of students from different engineering departments.

Keywords: Control charts, Engineering economics, Kruskal-Wallis test learning outcomes

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EVALUATION OF ENGINEERING STUDENTS' LEARNING OUTCOMES USING STATISTICAL QUALITY CONTROL CHARTS

Sermin ELEVLİ[1] and Birol ELEVLİ[2]

Recently, quality control charts have been considered as a tool to monitor and control the learning outcomes of education process. Control charts enable the lecturers to identify and eliminate assignable causes of variation in student knowledge and abilities with the goal of improving student's success and teaching performance. This research examines final scores of "Quality Management" and "Operations Research" lectures given in Industrial Engineering Department of Ondokuz Mayis University. Stability and Capability analyses were conducted to determine if education process is out of control and incapable of meeting institutional specifications.

Keywords: Course assessment, Engineering profession, Quality control charts, Teaching evaluations

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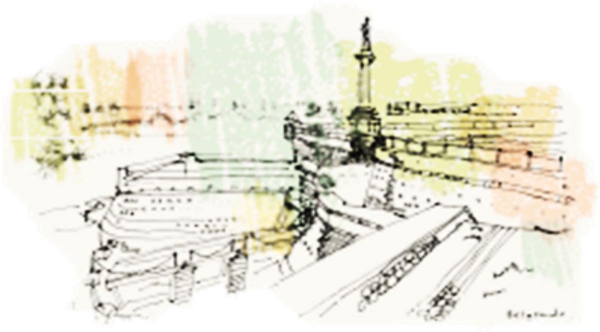

EFFECTS OF ERGONOMIC RISK FACTORS OF THE WORKING ENVIRONMENT ON A REAL LIFE MANUFACTURING COMPANY

Şebnem DEMİRKOL AKYOL[1] and Adil BAYKASOĞLU[2]

In real life manufacturing companies, especially in manual assembly lines, because of the repetitive unfavorable working conditions, some occupational diseases such as, repetitive strain injury, carpal tunnel and joint elbow syndromes occur on operators. The cure of such occupational diseases takes a long time; and this causes workforce and productivity loss. In order to prevent these complications, controlling the ergonomic risk factors of the manufacturing environment is very important. In this study, OCcupational Repetitive Action (OCRA) index is used in order to make ergonomic risk assessment. It analyzes upper limps of the body such as hand, wrists, elbows and shoulders and performs ergonomic analysis for each part of body separately (left and right). In other ergonomic risk assessment techniques the risk are not performs for each body part. Also, OCRA method is appropriate for ergonomic analysis of repetitive tasks at high frequency, because it considers the cumulative effect of repetitive work on worker. The OCRA method is applied in a transnational company's electrical/electronic architecture manufacturing plant in Turkey. The company is one of the leading suppliers of vehicle parts and accessories including automotive harnesses for the biggest car producers in all over the world. Specifically, this case study involves the harness manufacturing for automotive manufacturers. Harness is an integrated number of cables that transmits electricity from one point to another. The assembly line of the harness production company has been analyzed in terms of ergonomic risk factors and rebalanced. The results show that the number of red stations has been decreased from the initial situation; however they were not fully eliminated. In order to eliminate all of them, the company should hire a new worker and open a new station.

Keywords: Ergonomic risk assessment, OCRA index, Assembly line

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COMPARISON OF VARIOUS ERGONOMIC RISK ASSESSMENT TECHNIQUES WITH AN APPLICATION TO AN ASSEMBLY SYSTEM

Şebnem DEMİRKOL AKYOL[1] and Adil BAYKASOĞLU[2]

Assembly lines which are not well-designed ergonomically, cause not only lack of productivity, but also occupational diseases of workers. In this study, an Excel-based program is proposed in order to make ergonomic analysis of the working environment and compare several ergonomic risk assessment techniques such as, Quick Exposure Check (QEC), Rapid Upper Limb Assessment (RULA) and OCcupational Repetitive Action (OCRA). In terms of analyzing the body parts, QEC covers back, shoulder, arm, wrist, hand and neck. RULA analyzes arm, wrist, neck, trunk and leg, while OCRA deals with shoulder, elbow, wrist and hand. Note that all of them cover different parts of the body. This is why we select this particular three ERA techniques in this study. By considering all three methods together, ergonomic analysis of the entire body could be made appropriately. Moreover, QEC is the only technique that collects feedback from both the observer and the worker. One of the powerful features of the OCRA method is that unlike the other techniques, it analyzes both sides of the body (left and right) separately. Besides, especially in assembly lines such as in our case study, there occur cumulative effects due to the execution of same type of work repetitively and continuously. OCRA takes into consideration the repetitive tasks and cumulative effect. The risk level of executing one single task could be below the critical level, but it could be above the highest acceptable level if all the tasks which are executed by that particular worker are considered. The proposed program is applied to a TV manufacturing company. The results show that while one single risk assessment technique is not adequate for representing the real risk level, a combination of appropriate risk assessment techniques represent it appropriately.

Keywords: Ergonomic risk assessment, OCRA index, RULA, QEC, Assembly system

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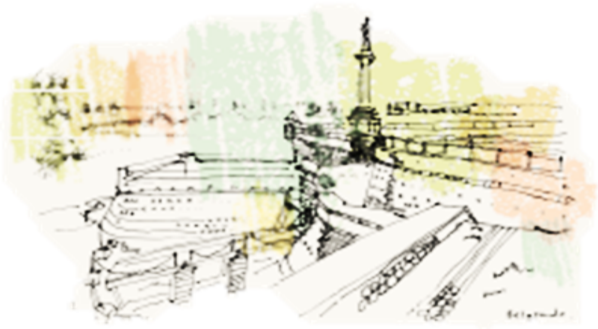

WOOD-BASED ENERGY PRODUCTION POTANTIAL AND ITS SOCIO-ECONOMIC IMPACT ON RURAL AREAS IN TURKEY

Hasan Tezcan YILDIRIM[1]

Purpose of using renewable energy resources are to create alternative energy resources and use local resources. Therefore, each country review its energy policy and evaluate the demand for bioenergy. However, these types of investments during the installation phase are expensive. In this study, socio-economic impact of wood-based energy as a one type of renewable energy resources was evaluated for Turkey. Logging restudies including branches smaller than seven diameter and firewood materials are major renewable energy sources for Turkey. Bioenergy from wood materials are generally used in rural areas. Although it is not used efficiently, there is 5 to 7 million tons of wood biomass production potential and the Law of Renewable Energy does not include any article regarding energy production from wood in Turkey. There are several investments about bioenergy in the country but there is no any measurable criteria for its impact on socio-economic results. Hence, there is a deficiency in legal regulation about establishment and operation for energy plants using wood-based energy. Moreover, it is possible to say that sustainability and public participation should be taken into account while enacting the laws and regulations. Also, energy forestry should be supported for energy production. Demands of companies for energy production from wood and its sustainability should be considered while planning wood production.

Keywords: Bioenergy, Biomass, Legal regulation, Turkey, Forest policy

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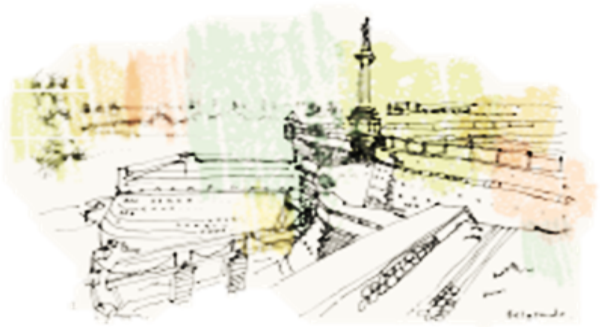

THE RELATIONSHIP BETWEEN MUNICIPAL ENVIRONMENTAL CAPITAL EXPENDITURES AND INCOMES IN TURKEY

Yavuz BOZKURT[1], Güner TUNCER[2] and Fazlı YILDIZ[3]

One of the main tools by which municipalities can produce services is to earn incomes and make these incomes sustainable. The aim of this paper is to analyze relationship between municipal environmental capital expenditures and incomes. The analysis is applied for 81 provincial level and 2001-2014 period in Turkey. Panel data analysis method is used as the analysis method. Unit root test, cointegration test, causality analysis of variables and panel data analyses with fixed effects model are applied in econometric analysis. The cointegration test results show the existence of a long-term relation between variables. According to the causality test of variables, bi-directional causality relation between municipal environmental capital expenditures and incomes has been determined. Moreover, the municipal environmental capital expenditures have affected the municipal environmental incomes positively statistically significant vis-à-vis regression results of panel data analyses with fixed effects model. These results show that local administration investments in environmental field are effective in increasing income generation capacity in the long-term.

Keywords: Municipal environmental capital expenditures, Municipal environmental incomes, Panel data analysis

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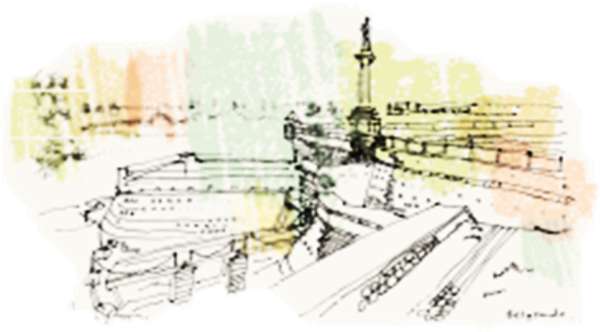

AN EMPIRICAL INVESTIGATION TOWARD EFFECTIVE FACTORS ON THE PURCHASE INTENTION OF GREEN PRODUCTS*

Aydın KAYABAŞI[1] and Yavuz BOZKURT[2]

This study examines the effect of environmental attitudes, environmental concern, and social influence on the purchase intention of green products. In recent years, environmental issues are of great interest among the researchers, countries and academics. In addition to this, climate changes, global warming, health concerns and environmental issues are expressed as factors that lead consumers to green behavior in purchasing behaviors. With the increasing environmental awareness of the consumers, it seems that they tend to purchase environment-friendly goods and services and support the companies which have conducted environmental applications. In the context of Theory of Planned Behavior (TPB), the research is structured on the basis of studies on purchase intention of green products and its determinants. The research was conducted as an empirical study with the help of the survey method to be tested hypothesis. Data were collected via face-to-face structured questionnaire technique from the consumers who are over the 18 years old. The empirical results show that environmental attitudes, environmental concern and social influence have a significant impact on purchase intention of green products.

Keywords: Planned behavior theory, Environmental attitudes, Social influence, Environmental concern, Purchase intention of green products

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65 YEARS WAGE AND COST: EXAMPLE OF TURKEY

Faruk DAYI[1] and Zeynep ARABACI[2]

World Health Organization, while taking into account the age limit at 60 years of age in the 1970s, today's retirement age is 65 years in industrialized countries, is considered as the age limit is 65 years. The number of people aged 60 and over in the world population is expected to be 590 million in 2000, 1 billion 100 thousand in 2025 and 2 billion in 2050. According to the projection of the Ministry of Health of our country, it is estimated that population 65 years and over will constitute 6.7% of the population in 2010, 8.5% in 2020 and 12.1% in 2030. The number of elderly people 65 year-old pension in 1977 was 363,747 while it increased to 797,426 in 2011. While the 65-year-old pension was paid 76,47 TL in 2007, it increased to 212,30 TL in 2016. Every year in our country, the elderly population has grown to become an aging country. Therefore, the aging of the population brings with it many needs. For this reason, it is necessary to develop social policies in order to meet the needs of the elderly and take part in active life.

Keywords: Aged care, Cost management, Public expenditure

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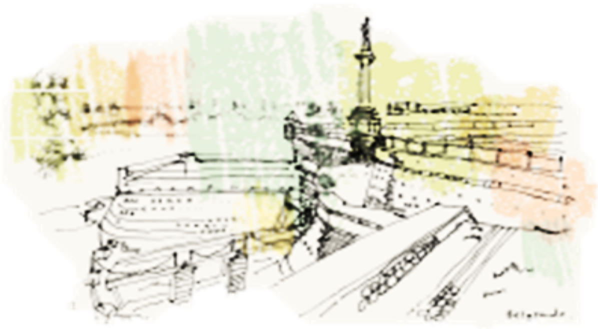

SIMULATION OF FACILITY LAYOUT FOR GLASS PROCESSING PLANT BY USING WINQSB

Birol ELEVLİ[1] , Sermin ELEVLİ[2] and Berkay KAVAZ[3]

Optimum design of the facility layouts have important effects on the operational productivity and efficiency of a plant. Facility layout design problems (FLDP) are the problems that should consider the flow among the departments (machines, etc.). The FLDP are known as NP-Hard problems in the literature and therefore it is very hard to obtain optimum solutions. Metaheuristics algorithms and simulations are widely used to obtain proper solution. It is widely accepted that simulation is an important part of any effective facility layout studies. Therefore, simulation approach has been utilized to solve facility layout problem of a glass processing factory in this study. The current layout of plant was analyzed, the flow among the departments have been determined and alternative layouts have been developed. The WinQSB program is used to determine the better layout in order to minimize the total flow among the departments. The selected layout is proposed the management of plant.

Keywords: Facility layout, Simulation, Optimization

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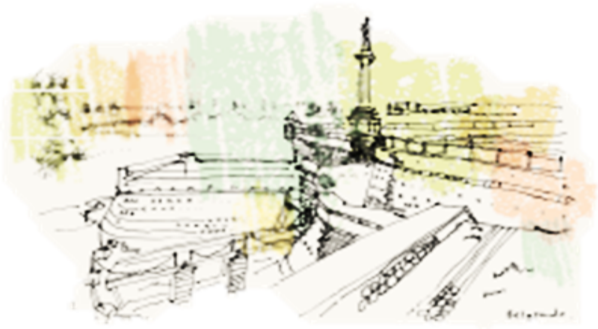

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EVALUATION OF DIFFERENT ORDER BATCHING STRATEGIES IN WAREHOUSES VIA SIMULATION

Nurhan DUDAKLI[1] , Adil BAYKASOĞLU[2] and Özgür YALÇINKAYA[3]

In recent years, competitive market conditions introduce new challenges such as tighter inventory control and shorter response time for warehouses. In this regard, more effective polices and strategies are required when order picking operations are conducted as this process is the most labor-intensive and costly activities in warehouses (almost 55% of the total warehouse operations). After all, as supported by numerous studies, there is no doubt that order batching is one of the powerful techniques, which improves the efficiency of picking operations. There are several batching strategies in the literature of which efficiencies depend on demand requirements and physical design of the warehouses. These batching strategies can be grouped in two main headings as capacity based batching (CBB) and time based batching (TBB). The other important point is that warehouse operations are carried out in fully dynamic and stochastic environment, that's why simulation is proper tool while analyze warehouse systems. In this study, a simulation model is developed for a specific warehouse and picking system with different picking strategies. These strategies are evaluated in terms of different performance measurements such as total throughput and response time of the warehouse. The results clearly show that order batching highly improve performance of the warehouse. Additionally, CBB and TBB strategies are compared with each other and even though their performances are so close TBB has slightly better outcomes.

Keywords: Warehouse operations, Order batching strategies, Order picking, Simulation

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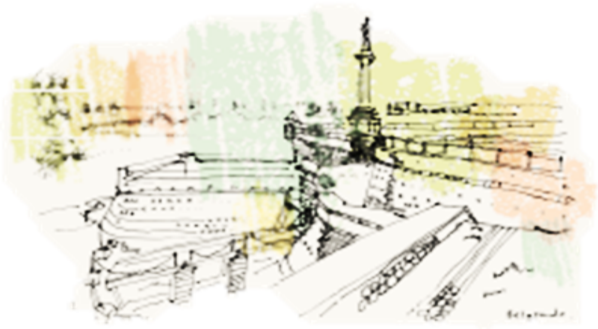

PERFORMANCE EVALUATION OF DIFFERENT ALGORITHMS IN SIMULTANEOUS OPTIMIZATION OF ORDER BATCHING AND PICKING OPERATIONS IN WAREHOUSES

Nurhan DUDAKLI[1] and Adil BAYKASOĞLU[2]

Warehousing is very expensive process conducted almost in every step of the supply chain. Despite many attempts to eliminate inventories and warehousing, it is impossible to completely eliminate warehouses due to their other important functions. On the other hand, competitive market conditions create pressure on warehouses to be more efficient and reactive at the same time. Efficient warehouses provide many advantages through whole supply chain such as less investment, more customer satisfaction etc. while ineffective warehouses cause substantial outcomes like redundant production, excess investment, and longer response time. One of the challenges of warehouse management is that warehouse operations contain highly dynamic and real time decisions. Order picking operation that composes 40%-60% of total warehouse operation cost is the most important problem needs actual time control. Order batching is one of the most powerful techniques, which improves efficiency of picking operation. In such situation, picking operation consists of two processes as order batching and sequencing (routing) which are need to be carefully considered and well controlled through an integrated planning approach. Even though there are several studies that solve the problem iteratively, the number of studies that address the problem in integrated and simultaneous manner is highly limited due to complexity of the problem. As supported by numerous studies, meta-heuristic approaches promise good quality solutions in reasonable time that is important issue for real time control. On this basis, this study investigates performance of different meta-heuristic algorithms in solving the order batching and picking problem faced in warehouses. Especially, it is aimed that to ascertain the performance differences between two type (constructive vs. improvement) algorithms in addressing the problem. The early results indicate that constructive algorithms are very suitable in modeling and solving such problems.

Keywords: Warehouse operations, Order batching and picking, Meta-heuristics, Constructive algorithms, Improvement algorithms

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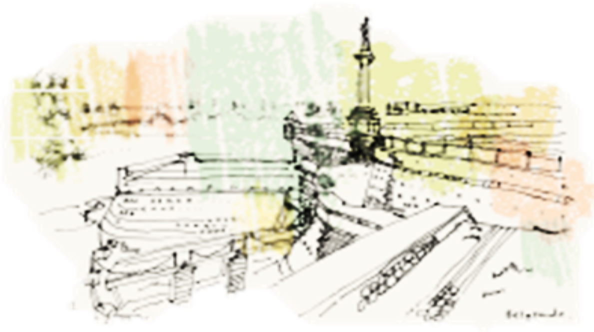

THE PREPARATION OF SOCIAL ASSESSMENT REPORT IN MEDICAL SOCIAL WORK SETTINGS

Ergün HASGÜL[1]

A social assessment report (often called a social history) focuses on and describes the social aspects of the clients functioning and their situation. Social workers are particularly concerned about the match between client needs and the resources available to meet those needs. Social assessment and reporting are taught in all social work schools that are at the level of bachelor’s degree and these are the important parts of the social work interview. An occupational activity is aimed such as acknowledging a client and the situation in which he/she is in that is consisting of direct or indirect systems, determining his/her patterns of relationship, evaluating him/her in psycho-social terms, and monitoring him/her in the environment he/she lives. Social assessment and reporting are effectively used in many fields of social work. The development of medical social work, its regulations in the ministry of health, the models used in practices of medical social work, and the content of the social assessment report filled by medical social work units are mentioned in this study.

Keywords: Social assessment, Social assessment report, Social work, Medical social work.

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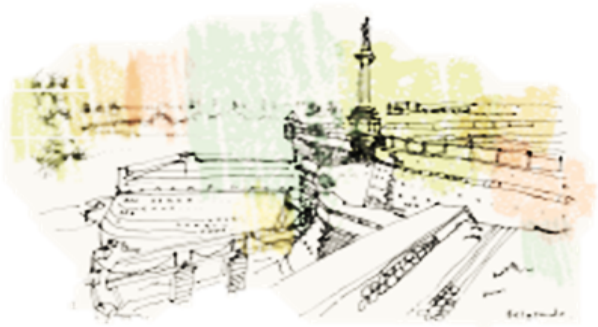

EXAMINATION OF CITY COUNCIL DECISIONS IN TERMS OF FORESTRY: SAMPLE DISTRICTS FROM ISTANBUL

Seçil YURDAKUL EROL[1] and Gizem ŞAHİN[2]

Participation is an essential component to maintain sustainable management of forest areas. This approach gains more importance for urban forest areas because of the variety of interest groups, increasing demands of society and growing pressures on these areas. Istanbul, as a metropolitan, has characteristics in terms of these multi-dimensional structures. Because there are significant changes in green areas, city population, the demands and attitudes of society, and also there are some public investments that have direct effects on green areas. In this perspective it is important to create a participatory mechanism both in decision making, implementation and controlling processes. Besides, city councils are voluntary and participatory tool in Turkey that has active role in management of cities. In this context the aim of the paper is to analyze the decisions of City councils of some selected districts of Istanbul in terms of forestry, nature and environment focused decisions. The districts with largest forest area are selected as research samples. In this context Çatalca, Sarıyer and Beykoz were chosen as the sample districts. The content and components of the city council decisions were examined regarding the relevance of forestry, nature and environment. It was found out that the content regarding these issues was very rare and superficial. Thus some further efforts should be made in terms of putting these issues in city management agenda and by this way it could be possible to make a sustainable and participatory forest management of forests in urban area.

Keywords: Forestry, Urban forest areas, Participatory management, City councils

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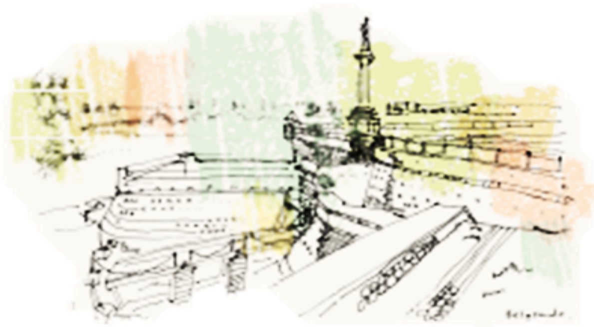

ELECTRICAL CONCEPT AND TRANSLATIONS OF SECONDARY SCHOOL STUDENTS ABOUT THOUGHT: THE EXAMPLE OF TOSYA

Samet KOYUNCU[1] and Gökhan BAHADIR[2]

One of the basic concepts that comes out most in daily life is electricity. Electricity is also taught in the science course. The topic of electricity is in the "Physical Events" learning field, which is one of the four learning areas of the science curriculum. The preliminary information in terms of students of the information to be shown has an important place in education. In order for the learning achievements to be the same as the targeted success, it is important to know the techniques and materials used as well as student opinions. In this study, middle school students not only observed in science courses, but also their thoughts about electricity used in everyday life. Research, was made by asking questionnaires and open-ended questions between 5th, 6th, 7th and 8th grade students of Imam Hatip middle school Mehmet Akif Ersoy of Kastamonu, Tosya. This study was completed with 124 students. Questionnaires were asked in the classroom environment in the form of question-answer interview with 16 volunteer students from 124 students. It has been found that subject approaches are close to the same age range and for students in the same class. Besides, it is understood that the information about the situation analysis in the electric circuits is not too bad.

Keywords: Electrical concept, Science curriculum, Electrical circuit

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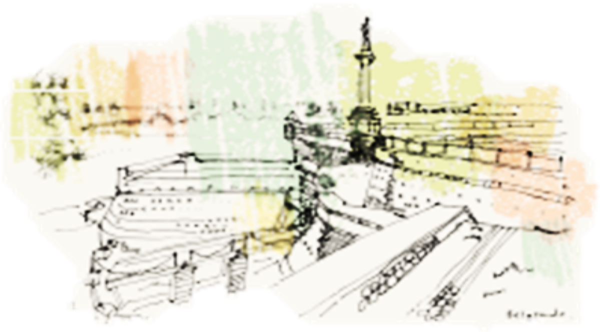

OPTIMIZATION OF WHEAT AND FLOUR BLENDING FOR COST MINIMIZATION BY USING MATHEMATICAL MODELLING

Birol ELEVLİ[1] , Hakan ÖZTÜRK[2] and Zafer KAÇIR[3]

Flour producer produce flour by mixing different wheat having different quality characteristics grown in different region. The wheat grown under different environmental conditions may have variable quality characteristics. This variation occurs on the basis of region and time period. However, producer must blend the wheat having different quality characteristics to produce flour with constant/standard quality in order to satisfy customer. In addition, it is necessary to blend different flours and add additives in order to provide specific flours. Although blending of wheat and flour is an everyday process for the flour producer to produce desired quality flour, the blending process is usually far from the optimization. It depends on mainly the experience of the flour producer. In other words, this blending process is carried out by trial / error method. However, the optimization methods providing optimum blending for cost minimization exist. In this study, the flour mill located in Samsun have been investigated and based on the mill working conditions, a mathematical model was developed for the wheat and flour blending problem. An interface has been developed to solve the developed mathematical model using MS Excel Solver. When the desired wheat and flour properties are entered to the created interface, the solution will be found with the established model and the lowest cost mixing ratio will be obtained. As a result of this implementation, it has been observed that this approach reduces the company's costs by 5-10% per day.

Keywords: Blending, Flour production, Integer programming, Excel solver, Optimization

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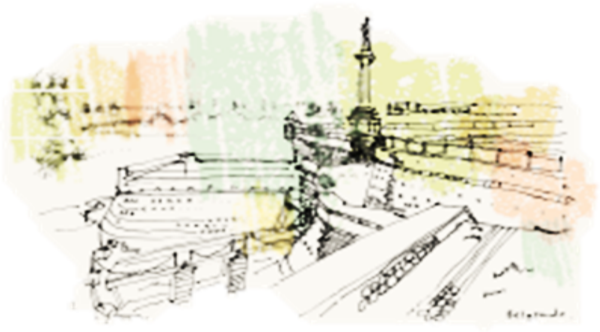

IMPROVEMENT OF AIR QUALITY IN DUSTY ENVIRONMENTS IN QUARTZ PLANT AND COST-BENEFIT ANALYSIS

Ali Kemal ÇAKIR[1]

As stated in paragraph 4 of article 10 of the 6331 legislation about the "Occupational Safety and Health Law" "Employers ensure required controls are in place for the measurement, analysis and research of the identification of risks which workers are exposed in terms of safety and occupational health". So, we have started our project. It is aimed to eliminate dust of quartz in the plant by using pneumatic transport in the study. So, the potential environmental problems and health effects are also minimized. The air quality was visible improvements a result of dedusting activity. The measurements of the air quality before and after dedusting system show that the project is successful. An important decrease was determined in dust measurements when compared to the previous measurements in Micronized and Mill Plants. The measurement before the project was 1961,50µ/ Nm^3 while afterwards the number came down to 204 µ/ Nm^3. This result is a support of the idea the purpose of system and the positive trend air quality. So now for our personnel who works for 7,5 hour per day, there is less possibility of developing occupational diseases like silicosis.

Keywords: Dust, Silicosis, Cost and benefit analysis

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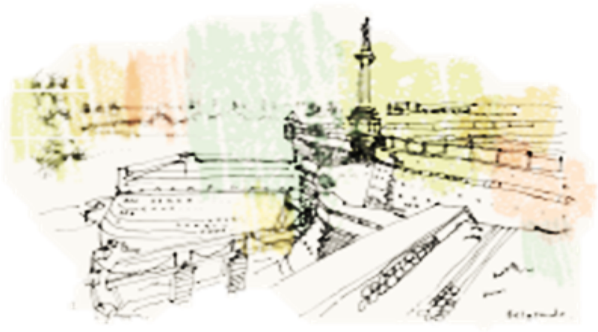

MODIFIED STOCHASTIC DIFFUSION SEARCH ALGORITHM FOR COMBINATORIAL OPTIMIZATION PROBLEMS

Mümin Emre ŞENOL[1] and Adil BAYKASOĞLU[2]

Stochastic Diffusion Search (SDS) is a multi-agent based nature inspired optimization algorithm that bases on one to one communication of agents. Differently from the other nature inspired algorithms, it has a powerful mathematical structure defining its behavior and convergence. Performance of the SDS algorithm was previously tested on several optimization problems. Due to its promising performance on solving complex optimization problems, we have motivated to modify SDS algorithm for enhancing its performance further. In this study, classical SDS algorithm is integrated with lox-crossover mechanism and some local search mechanisms. Lox-crossover mechanism serves to explore different search regions in the solution space while local search mechanisms are performed to acquire good solutions from the explored regions. The performance of the modified SDS algorithm is tested on several combinatorial optimization problems like single machine scheduling, resource constrained project scheduling etc. Preliminary results show that the proposed algorithm is superior to the classical SDS algorithm. Additionally, the proposed algorithm shows competitive performance with other algorithms in terms of computational time and quality of the obtained solutions.

Keywords: Metaheuristics, Stochastic diffusion search, Combinatorial optimization, Local search strategies

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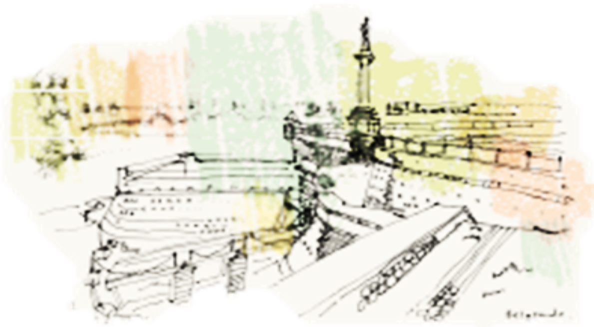

ANALYZING THE MAIN FACTORS AFFECTING THE DECISION OF MOBILE BANKING ADOPTION: PERSPECTIVE OF NON-USERS

Behice Meltem KAYHAN[1] and Burcu FELEKOĞLU[2]

Mobile banking is an important service innovation providing customers immediate and interactive banking services without time and place constraints. Therefore, it is becoming an important research area and there is a need to understand mobile banking adoption from the users and service providers' perspectives. In this study, it is aimed to define the main factors which affect the decision of mobile banking adoption and calculate the level of importance of these factors. For this purpose, a two-part questionnaire was designed. With the first part of the questionnaire demographic information including gender, age and education of respondents is collected. In the second part of the questionnaire, respondents are asked to evaluate various factors affecting the decision of mobile banking adoption, which are derived from the literature, by using pairwise comparisons. Fuzzy Analytic Hierarchy Process is utilized to determine the importance degrees of these factors. The results indicate that the top-three most important factors are perceived risk in mobile banking, complexity of mobile banking and complexity of encryption process in mobile banking, respectively. Another important result of the study is that 80% percent of the respondents have been using social media from mobile devices despite the fact that they do not use mobile banking.

Keywords: Mobile banking, Service innovation, Innovation adaption, Consumer Resistance, Fuzzy analytic hierarchy process

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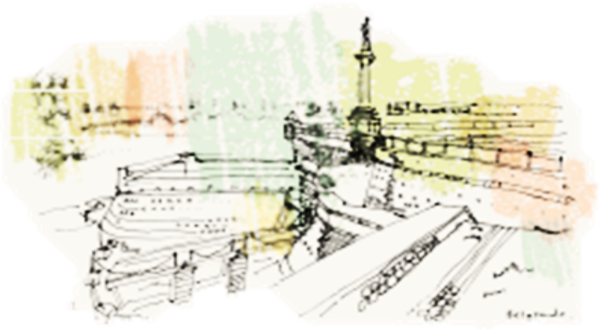

ANALYSIS OF THE SUPPLIER RELIABILITY WITH A MODEL BASED ON FUZZY INFERENCE SYSTEM

Behice Meltem KAYHAN[1] and Selçuk ÇEBİ[2]

Supplier selection is a comprehensive process in which lots of factors are being evaluated and it has a key impact on supply chain management. One of the strategic factors that affect supplier selection is supplier reliability. There are dozens of studies that use different models on evaluation of supplier performance in the literature which contain multiple parameters influencing the reliability of supplier. However, only a few of these studies, considers supplier's reliability as a parameter. Different from the research works in the literature, this study aims to determine the factors which affect the reliability of the supplier and calculate the degree of importance of them. In the scope of this study firstly the factors affecting the supplier reliability are detected by a comprehensive literature review. Then, experts from different sectors are surveyed to specify the degree of importance of these factors. As a result, the importance degree of these factors is obtained by using Fuzzy Analytic Hierarchy Process (FAHP). FAHP technique, which is frequently preferred in the literature, is utilized to determine the importance degrees of the parameters. Furthermore, importance degrees of the factors are analyzed based on the sectors and differences are discussed. Moreover, suppliers of a company in the field of defense industry are evaluated by using the risk assessment model based on fuzzy inference system

Keywords: Supplier reliability, Risk assessment, Fuzzy inference system, Fuzzy AHP

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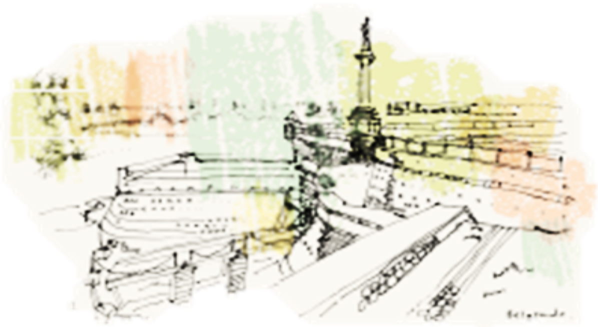

TRADE AND REVELEAD COMPARATIVE ADVANTAGE MEASURES: A CASE OF MAIN EXPORT CROPS OF BENIN REPUBLIC

Mouinatou ALIDOU[1] , Rahmiye Figen CEYLAN[2] and Eda İLBASMIŞ[3]

International trade is one of the key factors of macroeconomic prosperity for any country. It is generally recognized that trade is essential for growth and that growth is critical for poverty reduction. In many nations in Africa where agriculture constitutes the largest portion of the economy and agricultural commodities figure prominently among the goods traded, international agricultural trade has been a notable motor of development. Agricultural trade is a generator of income and welfare for the millions of people who are directly or indirectly involved in it. Comparative advantage, one of the most celebrated concept/theory of economics, has globally dominated the field of international trade especially agricultural trade not only in academics but also in economic/development policy circles. Benin is one of the developing sub-Saharan countries, of which the economic welfare depends essentially on agricultural trade. Agriculture contributes around 35 % in the country's GDP and 80 % in the income generated by exports. By analyzing the secondary cashew and cotton exports data retrieved from 1964 to 2014, three indices are calculated: the Revealed Comparative Advantage (RCA), the Revealed Competitiveness (RC) and Comparative Export Performance (CEP). In doing so, this study aimed to analyse the competitiveness of Benin's two main agricultural export commodities that are cotton and cashew. Accordingly, the position of Benin will be compared with West Africa international competitive markets, Nigeria for cashew and Burkina Faso for cotton watching the last 50 years (1964-2014). The analysis is conducted respecting data availability of the competing countries. This comparison of Benin and its major partners would provide an assessment of export specialization of Benin as well.

Keywords: Agricultural Trade, Comparative Advantage, Revealed Competitiveness, Comparative Export Performance, Benin, Nigeria, Burkina Faso

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SOCIAL WORK AND HELPING RELATIONSHIP

Ergün HASGÜL[1] and Ayşe Sezen SERPEN[2]

Social work is an academic and practice-based professional discipline that seeks to facilitate the welfare of communities, individuals, families, and groups. Social work is a helping profession that, as other professions working with people, aims to achieve social change by increasing an individual’s social functioning, enhancing and maintaining people’s well-being. Change and continuity is necessary for this improvement to be rendered possible. As social change agents, social workers need to possess special characteristics to implement their social work interventions. A social worker is a professional who takes responsibility, pays attention, respects diversity, has critical thinking, verbal and nonverbal communication skills, is able to understand a client’s emotions and empathize with others. By utilizing the characteristics mentioned above, a social worker initiates the helping relationship. This topic has been selected because of the limitations of current research on helping behavior of social workers.This study refers to the techniques that social workers need to use in help relationship.

Keywords: Social work, Helping, Helping relationship, Helping skills

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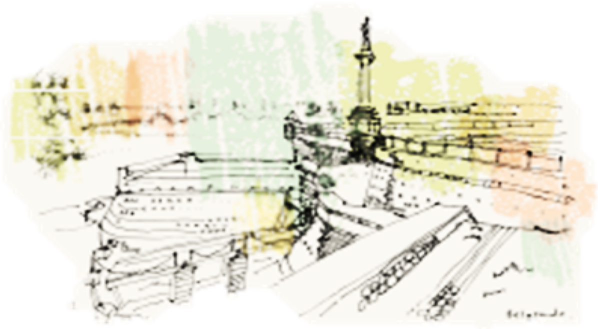

A GENERAL VIEW ON LOCAL GOVERNMENTS WITHIN THE CONTEXT OF 1982 CONSTITUTION: A CASE STUDY

Ahmet ÖZKAN[1]

The administrative structure of Turkey underwent a great transformation in 1920 with the opening of the Parliament and the announcement of the republic. The changing of the regime make many institution reshaped or even removed and many constitutions emerged after the tragic conjectural troubles. 1921 and 1924 constitutions failed to create the foundations of newly established state by means of extensive regulations. 1961 constitution as the product of a brutal military intervention as like the 1982 constitution. Nevertheless, the centralist body and its protection has been secured in this constitution. For this protection, the threat of distortion of unitary state structure and territorial integrity and the diversity of the political ideologies were very plausible excuses for the tutelage and permanent control mechanism. Under these information, in this study, we will elaborate the 1982 constitutional principles and its changing dynamics and the attitude of this constitution against the five-year development plans and local governments with the analysis of the existing situation in the correlation between the local governments and five-year planning economy.

Keywords: Local governments, Development plan, 1982 constitution, Unitary state, Reforms

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EU ENLARGEMENT TO WESTERN BALKANS AFTER BREXIT

Pınar YÜRÜR[1]

The UK’s decision of withdrawal from the European Union will have far-reaching consequences not only for the UK and the EU, but also for the countries of the Western Balkans in various stages of near-accession to the union. Western Balkans Balkans fear the risk that Brexit will block their efforts to get into the European Union. The EU accession process has been the key driver for political and economic reform in the Western Balkans for years. After Croatia’s accession in 2013, six more Balkan states are waiting for a similar fate: Montenegro, Serbia, Bosnia-Herzegovina, Kosovo, Macedonia, and Albania- – together home to around 20 million people. In these countries, European integration is the main focus of national policies. Serbia and Montenegro are in accession talks, Albania is a candidate, as is Macedonia—albeit with a question mark since the political crisis of the past year. Bosnia and Herzegovina submitted its EU membership application just a few months ago; Kosovo remains furthest way, but has recently concluded a Stabilization and Association Agreement. Particularly since UK has always been a strong voice that supports enlargement and in recent years played a rather constructive role in dealing with regional issues. The UK has been a valuable partner for the regional states – it helped Croatia's bid for accession, promoted Serbia's and, in a joint action with Germany, referred to as the “Anglo-German Initiative,” worked to boost Bosnia-Herzegovina's chances of accession. Brexit will be able to damage the EU enlargement process and therefore the development of democracy in the Western Balkans. At the same time, the future position of Western Balkan countries and the entire process of enlargement heavily depends on how the EU will respond to Brexit. This study is aimed to discuss different scenarious for how Brexit might affect the Western Balkans.

Keywords: Western Balkans, Brexit, EU enlargement

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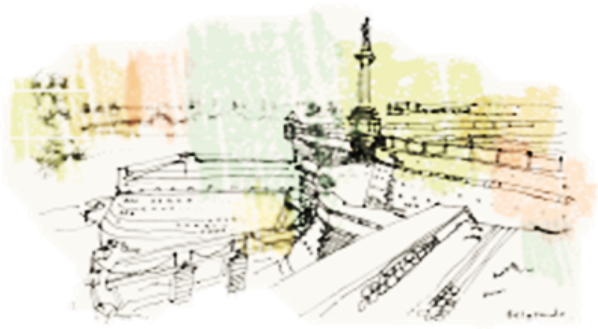

A CONSTRAINT PROGRAMMING APPROACH TO GENERALIZED ASSIGNMENT PROBLEM

Mümin Emre ŞENOL[1] , Adil BAYKASOĞLU[2] and Nurhan DUDAKLI[3]

The Generalized Assignment Problem (GAP) aims to minimize the total cost of assignment tasks to the workers under the constraints of capacity and assignment. Since it appears as a substructure in many opti-mization problems such as vehicle routing, resource scheduling, and plant location etc., it is considered as one of the most important problems in the optimization literature. Researchers developed both integer programming models and heuristic methods for solving GAP. Nevertheless, to the best of our knowledge, there is no constraint programming (CP) model in the related literature. In this regard, we motivated to propose a CP model for solving GAP. In addition to this, an integer programming (IP) model is also developed for performance comparison. The proposed model is also tested against existing benchmark problems from the related literature. According to the preliminary results, the proposed CP model is able to produce more effective solutions than IP model in a reasonable time. Moreover, the proposed algorithm shows competitive performance in comparison to some other heuristic algorithms and integer programming models in terms of computational time and quality of the obtained solutions.

Keywords: Combinatorial optimization problems, Generalized assignment problem, Constraint programming

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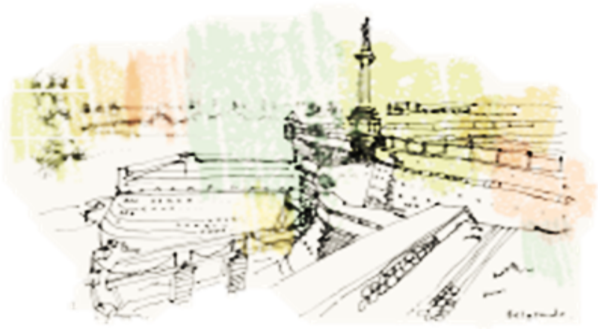

EVALUATION OF PRODUCTION PROCESS OF A FACTORY BY USE OF SIMULATION APPROACH

Hakan ÖZTÜRK[1] , Birol ELEVLİ[2] and Neslihan MALKOÇ[3]

It is very important to reduce costs and increase productivity because of increased competition in business life. In order to increase productivity, the process needs to be analyzed correctly. In this study, a company that produces solar energy systems is considered. Firstly, the process was analyzed using a work study. Process improvement studies were carried out on the basis of obtained results. There are two types of products namely “SEWHS (Solar Energy Water Heater Systems)” and “Boiler”. The system works as pull-out. The main problem is that when the order comes, they don’t know when to meet this demand. In order to overcome this problem, a simulation model has been developed. With the contend of study, the work flow diagram machine-equipment layouts have been formed. After that time studies have been carried out to obtained standard times for each process. Those are used in the ARENA 10.0 software and system is simulated. As a result of the simulation, the amount of products in the queue, waiting times and bottlenecks are determined. In addition, the company's ability to meet demands and the resource utilization rates of the machines while meeting the demands have been determined. By using simulation software, company started to determine the demand meeting time.

Keywords: Process analysis, Process improvement, Work study, Simulation

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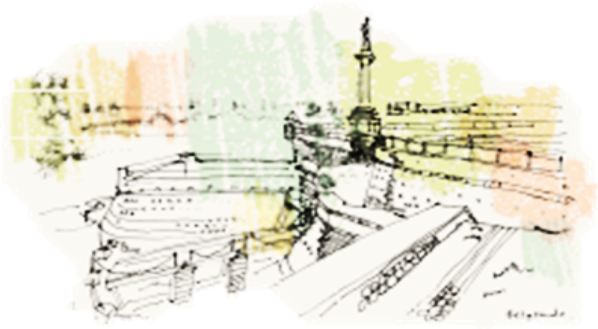

THE PLACE OF WATER IN THE PROVISION OF PUBLIC SERVICES: THE CASE OF KUTAHYA MUNICIPALITY

Yavuz BOZKURT[1] and Rıza ARSLAN[2]

Water is one of the indispensable basic needs of all living beings since the beginning of life on earth. Life began in water, life without water is unthinkable. Water is one of the basic factors that are also effective on the abiotic environment such as the rocks breaking and pedogenesis in the ecological system. Human beings have engaged in various activities to meet their need for water. These activities encouraged efforts for salutiferous use of water as well. With technological advances on a world-basis these efforts bring water our homes in its purest form possible. Being surrounded on three sides by the sea and with a favorite climatic conditions and geographic structure Turkey is among the most fortunate countries in terms of water resources. When investigated comparatively with other municipalities Kutahya seems to have gained a momentum in terms of clean water, water economy, infrastructure works, channeling rain water into waterways, waste water treatment systems, and maximum cost utility to customers.

Keywords: Public service, Public service in local governments, Kütahya municipality Water management

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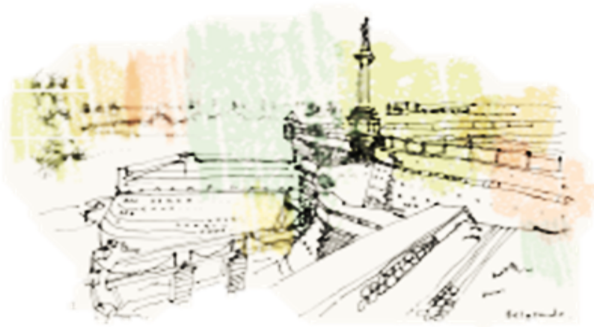

FOOD SAFETY POLICIES AND EXPORT RESPONSES: AN OUTLOOK ON ALMONDS AND HAZELNUTS IN THE EUROPEAN UNION MARKET

Muhammet Yunus ŞİŞMAN[1]

This study examines the factors affecting world exports to the European Union and the interaction between food safety regulations and export responses of world nut producers. The impact of domestic production factors, as well as natural and manmade trade barriers for bilateral imports to the EU were investigated in a dynamic setting. An important question to be explored is whether stringent food safety standards impede or stimulate the EU almond and hazelnut trade. The research is extended to examine the effects of foodstuff regulations on existing trade and new trade creation from developing versus developed countries. The study also analyzes the impact of harmonization of EU food safety standards on EU imports from EU exporting countries (i.e., intra-EU trade). The empirical findings suggest that stringent aflatoxin standards significantly reduced trade and impeded the establishment of new trade partnerships. The results further suggest that harmonization of food standards promotes market integration and intra-EU trade. In contrast to claims (Anders and Caswell, 2009; Disdier, Fotagne, and Mimouni, 2008), the present analysis suggests restrictive aflatoxin measures have a negative impact on developing countries, at least with respect to almond and hazelnut exports. Furthermore, the relative impact of stringent standards is greater (more negative) for exports from newly emerging economies. The results of this study should be considered in the establishment of new policies for other tree-nut industries (e.g., walnuts, cashews, and pecans) as, to date, the EU's food standards remain unchanged at more restrictive levels than international standards. Particularly, findings suggest that tree-nuts exports from developing and developed countries would significantly increase if the EU aligns its food standards at the international level for other tree-nut products. standards at the international level for other tree-nut products.

Keywords: EU, International trade, Food safety, Developing countries, Nuts

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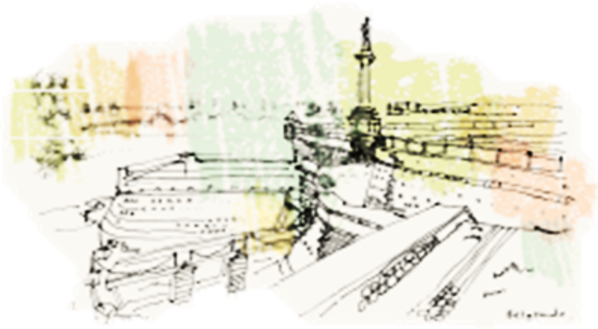

A REVIEW ON ELDERLY TOURISM IN TURKEY

Faruk DAYI[1] and Zeynep ARABACI[2]

Health tourism is defined as the whole of the services that include vacation, accommodation, and travel services, which are initiated to develop, protect and recover health in general. There are many reasons for health tourism and one of these reasons is elderly tourism. The population of the world and our country is aging every year. For this reason, the importance of health tourism is increasing every year for the elderly. One of the most preferred health services of the elderly is spa treatment. Our country has a rich infrastructure in terms of geothermal waters. The relevant ministries aim to get the necessary share of spa tourism in the economy in our 2023 targets with the necessary investments and incentives in the geographical regions where the spas are located. Establishments related to the care of the elderly in health tourism and the travels made for this purpose have started to take its place in tourism activities as a new type of health tourism for the aging world population. The increase in the absolute number and proportion of elderly people in the community is not only limited with Turkey, especially the elderly populations up to 20% come in to question in the developed countries such as the US and Europe. Besides, if we add millions of the elderly in the Middle East, Balkan and other neighboring countries, our country seems to be a very serious potential in terms of health tourism. Along with the our country's climate, geography, hospitality, regional proximity and potential of tourism, it is thought that providing various services by preparing projects with in the frame of the economic maintenance service and elderly holiday villagers for especially the European elderly (healthy) aged between 65-75 years will make an important contribution to the tourism incomes of our country.

Keywords: Elderly care, Health tourism, Health economics

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DESTINATION ATTRIBUTES IN THE EYE OF THE LOCAL PEOPLE

Berrin GÜZEL[1]

In a competitive destination marketplace, the destinations that aim to attract tourists should be aware of the attributes that are important for tourists. In literature the motivations that force tourists to visit a destination are widely explained by push-pull framework by Dann (1977). While push factors refer to the needs of the tourists to visit a destination, the pull factors are the features a destination have itself such as beach, sunshine, and sports. In literature push-pull factors are examined in the tourists' perspective as they are considered as the motivations of the tourists. The local people in a tourism destination should also take into account as they are the part of the pull factors. Their perceptions on why do tourists visit a destination is also considered as important in this study, not only in terms of their perceptions on the impacts of tourism but also, to find out their understanding on tourists' push-pull factors. For this aim, a survey is conducted and the data is gathered using questionnaire technique. The push-pull factors are listed according to the literature and these attributes are analyzed whether they differ according to the demographic characteristics of the local people. In this study, it is expected that the push-pull perceptions of the local people will differ according to their demographic characteristics.

Keywords: Push-pull factors, Local people, Destination attributes, Tourist motivation

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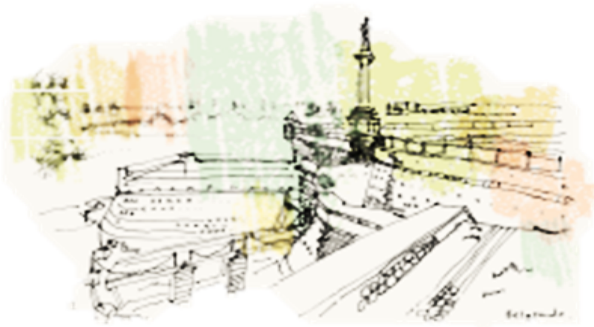

THE EVALUATION OF SOME INNOVATION MADE BY THE NEW TURKISH COMMERCIAL CODE

Ali ALTINBAY[1] and Ekrem BAŞYİĞİT[2]

The new Turkish Commercial Code has given a new dimension to commercial life rules. At the beginning of the innovations are the regulations on company law. Especially establishing a single partner company is now possible in Turkish law. Compulsory regulations in the establishment of a single-partner limited company and a single-partner corporation have brought an important point of intersection in terms of tax law. According to the new Turkish Commercial Code No. 6102, a limited liability company can be established for any purpose and subject that is not legally prohibited. In the new Turkish Commercial Code, a limited liability company has been approached to a joint stock corporation and some innovations and changes in the establishment of a limited liability company have been envisaged. One of the fundamental changes brought about by the new Turkish Commercial Code is the "Audit and Auditors".

Keywords: New Turkish trade law , New Turkish commercial code No. 6102

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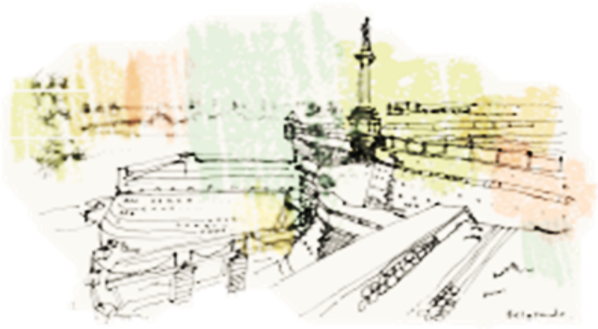

VALUE FLOW COSTING METHOD FOCUSED ON LEAN PRODUCTION

Ali ALTINBAY[1] and Büşra BAYHAN[2]

In a global competitive environment, firms need a flexible structure where they can adapt to ever-changing conditions in order to be able to manage their assets, stay strong against other businesses and differentiate from their competitors. However, the traditional mass production system is far from meeting flexibility expectations. For this reason, there is a shift from traditional mass production to lean thinking, which requires significant changes in the departments of the enterprises. The main purpose in lean production is to eliminate wastes. The goal is to achieve the highest output with minimum input. The firms which implement the lean manufacturing system to reach the right financial data at the same time accounting systems should also get lean. Better decisions are made with better financial decisions and better decisions bring profitability. In addition, time and cost savings are achieved by eliminating worthless transactions in traditional accounting. Lean accounting uses "Value Stream Costing" as the costing system. This system provides appropriate up-to-date information for management purposes in the decision-making process.

Keywords: Value flow costing , Lean accounting , Lean production

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A RESEARCH ON FINANCIAL LITERACY OF DUMLUPINAR UNIVERSITY'S ACADEMIC STAFF*

Hakan ÇELİKKOL[1] , Mediha Mine ÇELİKKOL[2] and Nasıf ÖZKAN[3]

Financial literacy is one of the most important issues emerging on the agenda of the economic literature in the aftermath of the 2008 global financial crisis. The lack of financial knowledge of both individuals and institutions play a major role in contributing toward the 2008 global financial crisis. In this study, the level of financial literacy of Dumlupınar University's academic staff was determined by the help of survey questionnaires. Accordingly, a survey form consisting of 40 questions was developed by using the scales of relevant institutions and researchers. Among 1.048 academic staff, the survey was applied to 734 academicians that work at Dumlupınar University as of January 2017 and among 734 survey forms, 505 of them were found to be appropriate to assess. All variables in the survey were in categorical form and the first level was taken as the "reference level". The obtained data were analyzed by "binary logistic regression analysis method". Some demographic characteristics, monitoring economic and financial developments, the level of knowledge on credit card details, budgeting habit, saving and investment ability, the level of general knowledge relating to banking regulations, and the knowledge of calculating the inflation rate and rate of return were among the factors that influence the level of financial literacy. The dependent variable of the study was "do you describe yourself as financially literate?" and 117 academic staff answered this question as "yes" (23.2%) and 388 "no" (76.8%). 51 of the academic staff who described themselves as financially literate cannot be considered as financially literate and while 24 of the academic staff who did not describe themselves as financially literate can be considered as financially literate.

Keywords: Financial literacy, Academic staff, Binary logistic regression analysis, Dumlupınar university.

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IS POVERTY A FAILURE OF HUMAN CAPABILITIES? A MALAYSIAN CASE SCENARIO

Parthiban S. GOPAL[1], Nor Malina MALEK[2], S.L. KHOO[3] and Zahri HAMAT[4]

A framework for poverty analysis must seek to reflect societal change and economic shocks, in distinctly human terms. For this, we need the right concepts and measures, associated with existing approaches that relies on a single indicator of well-being, namely income or consumption, to a broad measure of multidimensional poverty measuring living conditions, particularly based on human and capability deprivation approach. It is argued that the capability approach not only can provide a framework that can reflect the many ways in which human lives can be battered, and which thus offers some promise for poverty analysis but also a way to reconcile this tension between narrow (income) and broad (capability) conceptions of poverty, by respecting the former without losing sight of the latter. The capability approach focuses on what people are able to do and be, as opposed to what they have, or how they feel. The study undertakes an analysis of the capability development trajectory as the root cause of poverty among the urban poor Malaysian. Hence, this study expounds the capability approach from the central role often afforded to income in poverty measurement draws a distinction between the actual opportunities, or capabilities, a person has, which is intrinsically important, and his/her income, which is merely a means to such opportunities, and whose importance is thus both instrumental and contingent. The methodology that has been employed for this study relied both on conceptual and empirical field work that utilized both qualitative and quantitative approach. The paper concludes with measures to tackle the poverty issues from human development perspective vis-a-vis the conventional one-dimensional approach.

Keywords: Poverty, Capability, Human development, Urban, Multidimensional

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THEORY OF CONSTRAINTS WITH SIMULATION MODELING: CASE STUDY

Ebru PEKEL[1] , Gözde Nur ÖLÇERLER[2] , Rümeysa DEMİREL[3] and Sermin ELEVLİ[4]

The Theory of Constraints (TOC) is a methodology for identifying the most important limiting factor (i.e. constraint) that stands in the way of achieving a goal and then systematically improving that constraint until it is no longer the limiting factor. In manufacturing, the constraint is often referred to as a bottleneck. TOC takes a scientific approach to improvement. It hypothesizes that every complex system, including manufacturing processes, consists of multiple linked activities, one of which acts as a constraint upon the entire system. Simulation is used to gain insight into the operation of a system and to perform what-if scenarios to improve the system. Using simulation with TOC enables decision makers to identify and to eliminate current system constraint. In this study, a built-in & ovens factory was analyzed by using TOC with simulation modeling. At the end of the study, daily production was increased by improving the overall performance of the production process.

Keywords: Theory of constraints, Bottleneck, Simulation, Production

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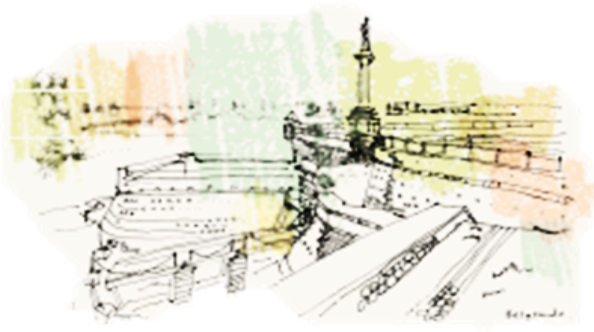

THE EVALUATION OF MANUFACTURING MACHINES BASED ON FUZZY AHP INTEGRATED FUZZY TOPSIS

Ebru PEKEL [1] and Sermin ELEVLİ[2]

While making decisions which contain more than one alternative and criterion, the quantitative methods are required to be used. Due to the complexity and uncertainty of real life decisions, these classical or crisp techniques may be inadequate. In order to overcome this, fuzzy extensions of these methods were developed to better represent the uncertainty. Fuzzy sets theory allows developing models which contain the complexity in real life situations and also allows the usage of linguistic variables. In traditional decision-making methods, the evaluations of experts on alternatives should be taken a value as 0 to 1(such as important and irrelavant), whereas the evaluation of alternative is taken a value of percentage of belonging in the fuzzy extended decision-making methods. For this purpose, the fuzzy extended multi-criteria method is used to get more realistic results. In this study, Fuzzy Analytic Hierarchy Process (AHP) integrated Fuzzy Technique for Order Preference by Similarity to Ideal Solution (TOPSIS) which can be named as fuzzy AHP-TOPSIS method is applied for the evaluation of manufacturing machines. While Fuzzy AHP provided the importance weights, Fuzzy VIKOR yielded the rank of the machines by using these weights.

Keywords: Production, Manufacturing, Fuzzy AHP, Fuzzy TOPSIS

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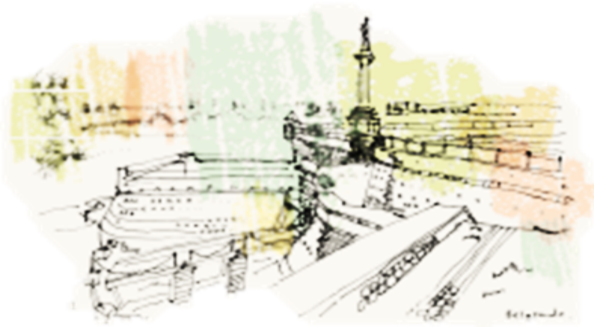

GENERATION DIFFERENCES: TURKEY EXAMPLE

Hatice ÖZKOÇ[1], Ali DEMİR[2] and Uğur DAMGACI[3]

Differences and the elements that reveal these differences have become a subject of academic work in recent years. It is seen that these differences, especially in terms of management, preferences, behaviors and habits, are tried to be explained with the intergenerational differences. Generation theory was originally proposed in a book written in 1928 by Karl Mannheim, a German sociologist. The periods of the generations, which are treated more sociologically than being a biological phenomenon, can differ according to the countries. In Turkey, the traditionalists from 1925 to 1945 refers to the Baby Boomer Generation from 1946 to 1964, the generation X from 1965 to 1979, the generation Y from 1980 to 1999, and the M or Z range from 2000 to later (Arslan and Staub, 2015: 6). The majority of studies revealing the distinctions between traditional, baby boomers, X, Y, and Z generation are based on limited field research and sample size. In this study, it has been examined whether there are any differences between the generations in terms of the way of life perception by using raw data of Life Satisfaction Questionnaire made by Turkish Statistical Institute. According to the results obtained, it was seen that there was a statistically significant difference between generations in the subjects such as happiness and hope levels. A similar distinction has also been found in the economic, political and religious perspectives of generations.

Keywords: Generations, Baby Boomer, Generation X, Generation Y, Life Satisfaction

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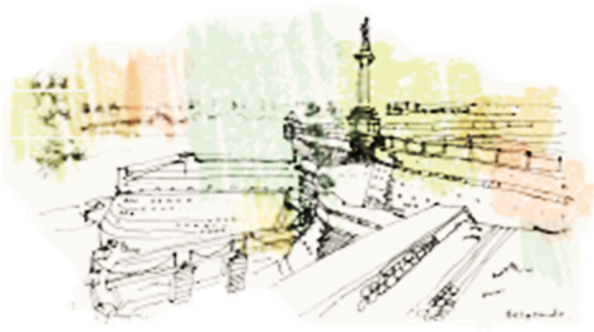

THE EFFECT OF PUBLIC EDUCATION EXPENDITURES ON HUMAN DEVELOPMENT IN TURKEY

Fatih ÇAKMAK[1] and M.Yunus ÇELİK [2]

Education expenditures are regarded as one of the main indicators of economic development. Improving their own education systems, all nations struggle to advance in both human progress and providing R & D and innovation. A dramatic increase has taken place in public education expenditure in recent years. In this study, it is examined by regression analysis whether there is positive effect rising public education expenditures on human progress. For this purpose, the figures belonging to the period between 1991-2015 such as the rate of public education expenditures to GDP, the number of people per teacher and the number of common schools have been utilized. It has been concluded that public education expenditure during the period had a significant impact on human progress and education organizations and education staff are more needed because both total education expenditure and public education expenditure are under the OECD average.

Keywords: Public education expenditures, Human development, Human development index

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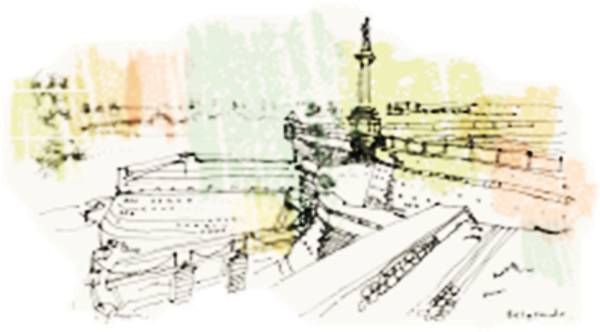

ECONOMIC CRISIS IN EUROPE

M.Yunus ÇELİK[1], Hasan USTA[2] and Alper Tunga ŞEN[3]

In our work, we will first briefly discuss the process of establishing the European Union from the reasons for the emergence of a union idea in Europe. We will explain the process of transition to monetary union and how the monetary union does what it means. Then we will examine how the global crisis that broke out in America in 2008 has progressed rapidly and has taken the whole world, especially Europe. According to many economists, we will try to examine what is the cause of this crisis, which is said to be the second largest global crisis after the Great War of 1929, the second largest after World War II. We will examine the effects of the crisis on the European Union rather than the impact on America. We will analyze the effects of the crisis on the euro area, which includes the monetary union. EU member countries, which are particularly affected by the crisis, will address the effects on countries such as Greece, Spain, Portugal and Italy. In the conclusion, we will evaluate the policies and results of the anti-crisis measures implemented in the EU. We will evaluate the results of the measures and practices specifically addressed to countries affected more by the crisis. In addition, we will try to predict the Brexit process, which is called the separation process of the European Union by the United Kingdom, the reasons leading to this separation and the possible effects of this separation.

Keywords: EU, Crisis, Monetary Union, Brexit, Crisis Policy

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INTERNATIONAL REGULATIONS ABOUT CHILDREN'S RIGHT DURING THE ARMED CONFLICT

Sakine Eylem USTA[1], Hasan USTA[2] and Alper Tunga ŞEN[3]

The children are damaged from the war that is began from adult. Today, under the changing conflict conditions, children are gotten the most harm. Especially in civil war, the problems that the children experienced are getting worse and worse. In UN report persons between 0 and 18 years of age are defined as a child. But in the regulations of humanatirian law, persons between 0 and 15 years of age are defined as a child. In this study, UN definition is accepted. Some of the problems that the civic and the children are faced in the war and armed conflict are below;

- Being from home
- Sexual abuse
- Slavery
- Deprived of education
- Unprotected and lonely because of the members of family are died
- Severe traumatic problems

There some regulations to protect the children whose ages are below fifteen in the humanataria law. In This study, it is researched that all the regulations for children are enough or not and also it is researched the content of these regulation.

Keywords: Humanitarian Law, War, Children Rights, Armed Conflict

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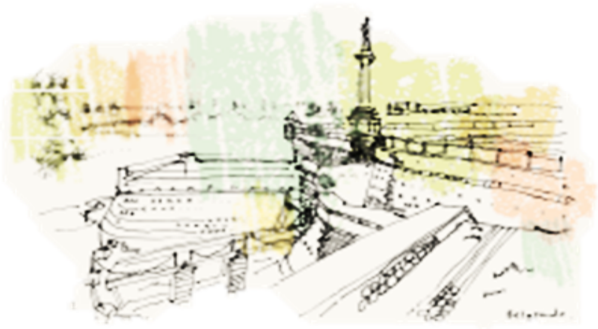

EFFECTS OF 2008 FINANCIAL CRISIS ON DOMESTIC PRICES IN EMERGING ASIAN MARKETS: A GLOBAL VAR ANALYSIS

Mahmut ZORTUK[1], Semih KARACAN[2] and Seyhat BAYRAK GEZDİM[3]

Macro-economic effects of financial crisis in 2008 were not limited to United States of America and other developed countries in European Union. Emerging Asian economies were severely wounded by the crisis mainly through their linkages with western economies. Shrank by an average of 6 percent, gross domestic product (GDP), economies contracted as heavily as the Asian currency crisis of 1997 – 1998. This paper studies the country specific effects of exchange rate pass-through on domestic prices in emerging Asian countries for the monthly period between 2004m1 – 2014m12 using Global Vector Auto Regression analysis. Results reveal that the pass-through effect on Consumer Prices Index is low in general and the emerging Asian markets recovered swiftly.

Keywords: Financial Crisis, East Asia, Global VAR, Domestic Prices

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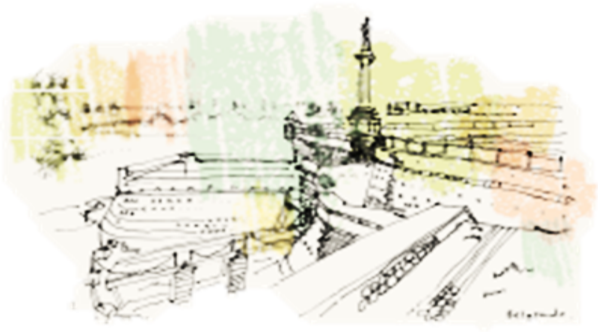

THE FACTORS AFFECTING PROFITABILITY OF FIRMS THAT IS IN THE BIST SME INDUSTRY INDEX

Mehmet BAŞAR[1] and Müge SAĞLAM[2]

In this study, were examined that small and medium-sized enterprises which is extremely important in terms of the place they have in the Turkish economy and we used 10 financial ratios which are profitability, activity, liquidity and debt ratios that financial users attention. Firms which in BIST SME Industry INDEX were analyzed and this study, based on data from the annual financial statements for the period 2012-2016. In this context, relation between variables revealed with panel data analyses. According to the study result, the liquidity ratios which are statistically significant especially in large-scale enterprises are not statistically significant on the asset profitability of SMEs. Active turnover and debt ratios were found to be positive and significant on equity profitability and negative and significant effect on asset profitability. One of the other findings of the study is if current ratio 1 unit decrease, equity profitability ratio will 13% increase. Finally, independents variable is explaining to 86% asset profitability and 88% equity profitability ratio.

Keywords: SME, Profitability, Panel Data Analyses

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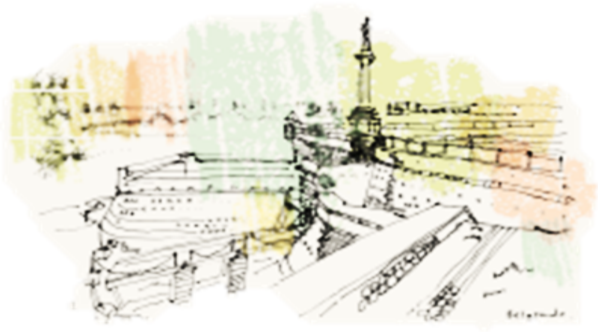

EVALUATION OF SELECTED EUROPEAN UNION COUNTRIES WITH REGARD TO EUROPE 2020 STRATEGY BY A MULTI-OBJECTIVE RANKING METHOD

Eylem ACAR[1] and Hasan Arda BURHAN[2]

Since the first attempts of integration which began in 1957, the main intention of the European Union (EU) can be described as forming a supportive background for the member states against other countries in a rapidly globalizing economic system. The economic cooperation nexus, which laid the foundation of the union among six countries, has become a powerful political and economic organization in years. It created a single market which enables economic development of 28 members by free circulation of services, goods and citizens, non-tariff barriers in trade and a common currency in order to eliminate exchange rate risks. For almost 60 years, EU has faced many social, political and economic challenges. Therefore, strategic plans and policies with regard to these complex issues have been put into practice. Such as its predecessor the Lisbon Strategy of 2000, the current strategy, namely Europe 2020 has set a goal of achieving a smart, sustainable and inclusive future for all members of the union. In this study, selected EU member countries were evaluated for all headline indicators of this strategy by using a multi-objective ranking method, MAPPAC. According to the obtained results, Lithuania, Estonia and Finland appeared as the most accomplished countries with regard to Europe 2020 targets among other countries.

Keywords: European Union, MAPPAC, Europe 2020 Strategy, Multi-Criteria Decision Making, Multi-Objective Ranking

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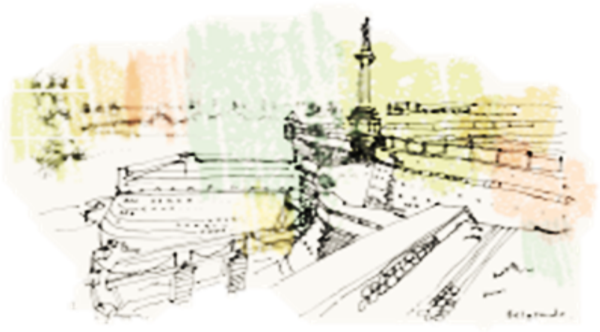

EXPLORING GOOGLE'S STRONG BRAND IMAGE VIA METAPHORS

Taşkın DİRSEHAN[1] and Sibel BARAN[2]

In today's technology era, information plays an important role in different areas around the world, such as education, healthcare, finance, and security. Clearly, Web portals have become one of the newest business models that present users a gateway to the Internet and have provided services such as e-mail, cloud storage, news, and search engines. Commonly, Internet users set portals as their home pages. Google has become one of the most commonly used and popular portals on the World Wide Web. Google performs more than 40,000 search queries every second, which translates to over 3,5 billion searches per day. In addition, Google's World Wide Web image has a strong market share, with over 90% of Turkey representing an emerging market driven by a youthful and tech-savvy population, changing and developing the information sector. Additionally, Google's strong brand image provides localization of global services in order to keep its market leadership. The aim of this research was to analyze Google's brand image and market leadership position, which have advantages and disadvantages in Turkey's competitive market. For this purpose, 20 participants who use Google were interviewed using the Zaltman Metaphor Elicitation Technique. The research findings help us understand insights about Google as a search engine in consumers' minds and to investigate the unseen reasons for using Google. The main contribution of this research is that, for Internet users, Google is not only a search engine but also perceived as a teacher, an assistant, a shortcut, or a similar space for everything.

Keywords: Web Portals, Brand Image Measurement, Exploratory Research

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REFLECTIVE AND FORMATIVE MEASUREMENT IN STRUCTURAL EQUATION MODELS

Noyan AYDIN[1] and Elif YALÇIN[2]

In some studies where structural equation models are used, the focus is primarily on the hypotheses on which the structural model relations are tested, however, it seems that not enough attention is paid to the relationship and its direction between the observed and latent variables in the measurement models. In this direction, reflective measurement models are often used by assuming that the observed variables in the measurement models or the items (questions) in the survey studies are a reflection of latent variables. Whereas, the use of formative measurement models will be more accurate in cases latent variables are variables in socio-economic characteristics such as index, perceived and expected service level and intelligence level. Because in such relationships, the variables observed in the measurement model or the answers given to the surveys are not the effects of latent variables but their causes. In this context, first of all, it is necessary to better understand the concepts of reflective and formal measurement. And then, some criteria need to be considered regarding which of the two measurement models should be preferred. Furthermore, especially in socio-economic research, researchers need to have sufficient knowledge about situations in which researchers will be faced with the right and wrong choice of measurement model and about estimation techniques that can be used in models with reflective and formative measurements. In this framework, it is hoped that this work will contribute to the relevant literature.

Keywords: Structural Equation Model, Reflective and Formative Measurement

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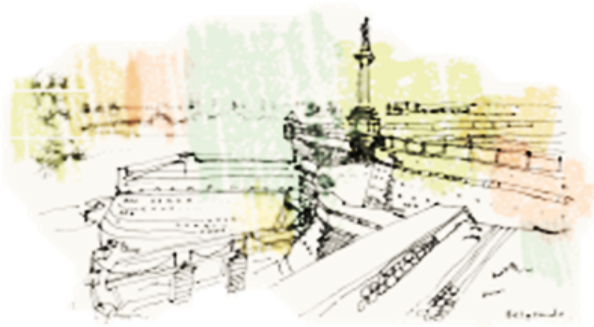

AN ASSESEMENT OF THE EUROPEAN UNION VIA STRUCTURAL INDICATORS: AN APPLICATION OF THE MULTIMOORA METHOD

Eylem ACAR[1] and Hasan Arda BURHAN[2]

Economic competitiveness in a rapidly globalizing world, including social, political and financial interactions presents a critical issue for all countries. In this context, as one of the strongest economic areas in the world, European Union (EU) have been adopted various strategies and reforms to ensure a stable structure and a durable economic growth. Although a significant decrease in its share of nominal global gross domestic product (GDP) in last ten years, EU still holds a considerable amount, 25% in the world economy. Therefore, building a more competitive and dynamic knowledge-based economy has been emphasized in recent strategies of EU in order to neutralize the negative effects of global crisis' such as in 2008. In this study, 28 member states of EU were evaluated with regard to the 12 main structural indicators by using MOORA and MULTIMOORA methods. After completion of the analysis, countries were ranked in accordance with the obtained results and the interpretation of the outcome was given.

Keywords: Economic Competitiveness, European Union, MOORA, MULTIMOORA

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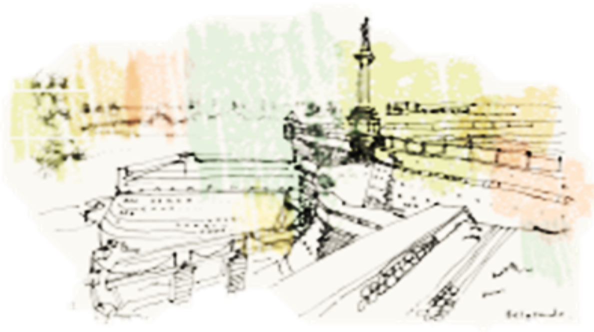

IN A "GREEN" RESTAURANT, WHAT MAKES THE CUSTOMERS SATISFIED? THE RESTAURANT ATTRIBUTES OF TRIP ADVISOR REVIEWERS

Ilgaz Feray TÜVER[1] and Berrin GÜZEL[2]

Sustainability, that can be defined as the use of resources efficiently and effectively not only in today but also in the future and to provide the continuity of them, has gained importance for the companies that use scarce resources. In today's' circumstances, sustainability is becoming significant in a world where competitiveness is increasing and companies are trying to differ themselves from their rivals. Yet, Green Generation Restaurant movement that is developed within the cooperation of WWF-Turkey and Boğaziçi University is one of these differentiating concepts. Being a green generation restaurant should not only be effective in terms of protecting the environment regarding the business but also, raising the awareness of the consumers. Thus in this study, six restaurants are examined that has the green generation restaurant certificate and, the attributes that cause satisfaction and dissatisfaction are determined. In the study, the comments of the consumers in Trip Advisor, which is the largest online social travel network are analyzed. According to the results, the factors for satisfaction and dissatisfaction for customers are food, atmosphere, location, staff, service quality and price.

Keywords: Restaurant attributes, Trip advisor, Green movement, Green restaurant

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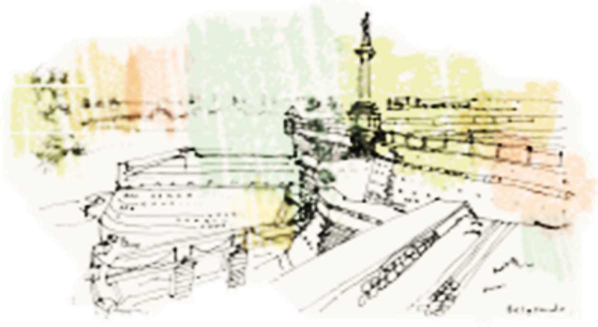

THE ANALYSIS OF THE EFFECT OF PISTACHIO PRICE ON THE DECISION OF PRODUCERS

Erdal KARACAN[1] and R. Figen CEYLAN[2]

Turkey is among the world's largest producers of pistachio. Due to its specific climatic requirements of pistachio can be cultivated in specific regions across the world. According to the United Nations Food and Agricultural Organisation (FAO)'s current data Iran is the world's largest pistachio producer followed by the United States of America and Turkey. Pistachio production in Turkey is mostly carried out in the south-eastern Anatolia region of the country. The contribution of Turkey to the world's pistachio production amount and area, to the Turkish economy, import export values and production inputs etc. will be examined. In this context, it is aimed to evaluate whether producer price (and the subsidized price) affect the production amount together with other non-price factors with respect to time, using secondary data between 1991 and 2014. The methodology followed will be time series supply response analysis of pistachio to its price and other non-price factors as mentioned. The outcome of this study will be useful in assessing the contribution and future expectations of pistachio for Turkish agriculture. The data of this study are obtained from FAO and TUIK (Turkey Statistics Institute).

Keywords: Turkey, Pistachio, Price, Supply Response

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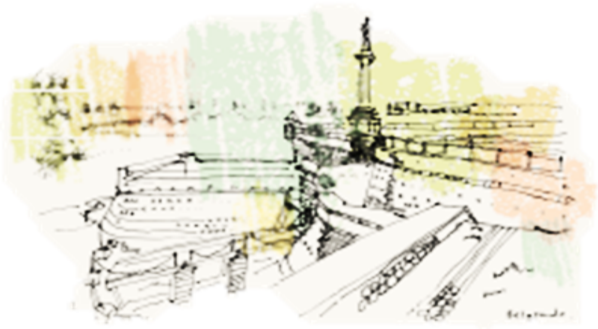

BIRD OF THE NEW TYPOGRAPHY DURING MODERNISM AND JAN TSCHICHOLD

Hakan MAZLUM[1]

The writing was pictures of cave walls in the Early Ages. Over time, it has transformed into letters, numbers and symbols that form the basis of communication, allowing information to be transferred without loss to generations. These signs, which are very important for communication, constitute the typography with the visual characteristics of the text. Graphic design is an art form that delivers its message to the target group by utilizing its own theories of visual communication tools. It is the typography that strengthens the expression in visual communication and constitutes the message which is desired to be conveyed by shaping the feeling and the idea in the design with the most appropriate content. From this aspect, typography, which forms the building block of written communication, has an important place in our lives. In order to understand some of the theories and trends accepted in the field of typography and to use typography as an effective means of communication, it is necessary to know well the typographic experiments in the early 20th century and the artistic thoughts behind these initiatives. This research was carried out by way of these thoughts; Jan Tschichold and typography contributed to the historical development of typography, to the birth of the New Typography Movement in the course of modernism and to the theories he has put forward.

Keywords: Modernism, Typography, Modern Art Movements, Jan Tschichold

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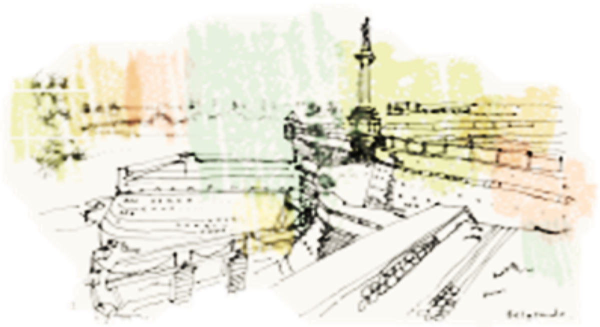

EXPLORING YANDEX'S BRAND IMAGE AS A MARKET CHALLENGER IN THE INFORMATION SECTOR

Taşkın DİRSEHAN[1] and Murat NALCI[2]

Due to developments in the internet and technology over the last decade, information has become the most important source of competitive advantage. Countries invest in information to accelerate their development in terms of economics, society, and culture. As a part of today's information society, web portals are designed with the aim of collecting data from different sources, analyzing them, producing information from these raw data, and then transferring the information over the internet. For example, 2,4 million searches are made, 1,75million applications are downloaded, and 642 new users are joining Google per minute according to the Exelacom Research Company. These large figures make the information market encouraging for countries to develop their local web portals such as Yandex (Russia) has reached 56 million regular users and took second place after Google in many countries despite its late entrance to the market. This is seen especially in Turkey. With its developing economy, Turkey has increased investments in the information sector and Yandex, which entered the Turkish market in 2011, settled recently in second place with a rate of 9% after Google in its short time. This study attempts to reveal the brand image of Yandex that has led to its challenging position. For this purpose, 20 participants using Google and Yandex were interviewed by using Zaltman Metaphor Elicitation Technique, an exploratory research technique based on metaphor analyses. The research findings show consumers' insights about Yandex's brand image embedded in their minds. For instance, Yandex's functional tools have an important role in this rapid development however, there are also some disadvantages compared to Google such as it being perceived as Russian.

Keywords: Information Sector, Web Portals, Brand Image Measurement, Qualitative Research

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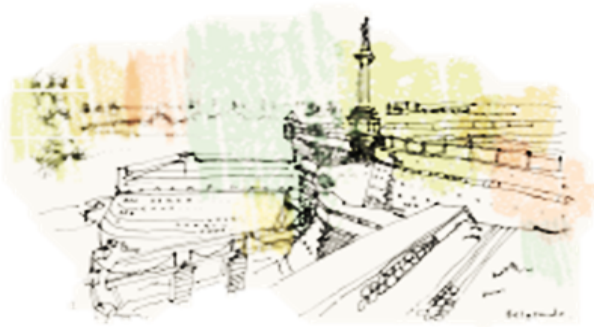

A HISTORICAL RESEARCH ON VIEWS OF FEMALE INTELLECTUALS’ ABOUT COEDUCATION

S. Tunay KAMER[1]

During the Ottoman period, coeducation was not a problem since girls could only attend primary education. With opening of the European based schools which provide separate education for boys and girls in Ottoman State, coeducation practices have come to the fore in Darülfünün with the argument that girls are educated with boys. Following the 1921 Maarif Kongresi, the girls want to register in the boy’s high schools in Tekirdag in 1924. Maarif Eminleri Kongresi in 1930 brought forward the debates about doing coeducation in high schools. This is a historical research regarding views of female intellectuals’ about coeducation. Coeducation practices and discussions on it were more widespread during and after The Second Constitutional Era. Coeducation became an issue and started to be discussed because of the increasing of the number of girls that are a part of education, different problems result from the building of only-girls of only-boys schools and economic problems. The role of intellectuals of the time is very important. We have reached the writings of important intellectuals of the time such as Halide Edip, Nakiye, Seniha Nezahat, Müfide Ferit, Sabiha Zekeriya, Emine Semiye ve Mükerrem Belkıs, in the newspapers and magazines. Most of the discussions and ideas that express the application of coeducation during The Second Constitutional Era result from the ideas that defend the necessity of education of women and coeducation is the modern educational approach. Therefore, we see writings of female intellectuals defending this. It can also be said that acceptance of the idea that women can participate in social life with men has affected coeducation to be on agenda. During the Second Constitutional Era, more female intellectuals’ views about coeducation were found. In the Republican Era, it was seen that only the views of Nakiye and Halide Edip were found.

Keywords: Coeducation, History of Turkish Education, Girls' And Women's Education, Female Intellectuals

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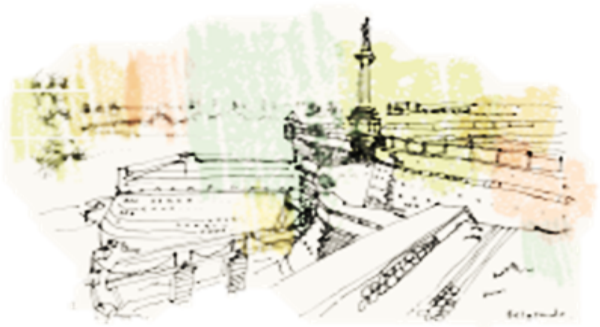

AN EMPIRICAL STUDY RELATED TO THE EFFECTS OF TURKISH CONSUMERS' ANIMOSITY LEVEL ON WILLINGNESS TO BUY US GOODS

Hakan KİRACI[1] and Aydın KAYABAŞI[2]

This study addressed the concept of consumer animosity which was a newly concept compared with consumer ethnocentrism. Meanwhile, voluminous studies proved that consumer animosity and consumer ethnocentrism are seperated constructs and have significant effects on consumer behaviors. It could be stated that one of the consequences of consumer animosity was unwillingness to buy from specific foreign country. Viewing the past results of studies in international marketing literature, it was seen that animosity feelings of people affected buying intentions of a specific country's products. The main purpose of this study is to determine the effects of animosity feelings related to six animosity type and ethnocentric tendency on foreign product buying intention. By being based on two classifications, investigating animosity types which present the reasons of animosity in a sense were economic, people, military/war, politics/governmental (classification 1), situational and stable animosity (classification 2). This study focus on views of Turkish university students toward U.S.A. and American products. Exploratory and empirical research was carried out in this study. Using easy sampling method, students (n=500) were asked for fill in the questionnaire form, regression analyse was performed and tested our research hypotheses as fulfilling our study purpose. As expected, results showed that consumer ethnocentrism tendency and consumer animosity feeling have significant and negative effects on buying intention of American products and the results support our hypotheses, in general. Data from our empirical study also demonstrated that research respondents showed high level animosity feeling toward U.S.A. Apart from the findings and results of the study, some of limitations could be stated as excluding in this study the certain antecedents and consequences of consumer animosity construct, determining the easy sample as sampling method, prefering the questionnaire technique as a data collecting method and only conducting this research on university students of Dumlupinar University.

Keywords: Animosity, Consumer Animosity, Consumer Ethnocentrism, Willing to Buy, USA

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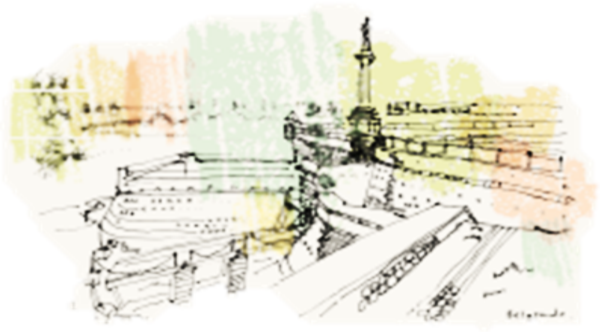

THE EFFECT OF BURNOUT ON WHISTLEBLOWING: A THEORICAL SETTLEMENT

Yavuz DEMİREL[1] and Sahra SAYGAN TUNCAY[2]

Whistleblowing can be defined as the expression of an illegal, immoral or illegitimate practice by organization members to the people inside or outside the organization whom are able to effect the act. The other concept of the study is burnout which is an extended response which results as exhaustion, depersonalization and decreased personal accomplishment to the stressors on the job. This study is designed theorically. In this theoretical study we focus on whistleblowing and burnout literature if burnout can be effective on whistleblowing. There are so limited studies searching the effect of burnout on whistleblowing directly. Literature show there are implications which show burnout can be effective on the act of blowing the whistle. While some studies assert burnout may cause whistleblowing in some degree, some show there is a significant relationship between burnout and external whistleblowing and burnout increases external whistleblowing. Based on these studies, we can propose that burnout is effective on whistleblowing.

Keywords: Burnout, Whistleblowing

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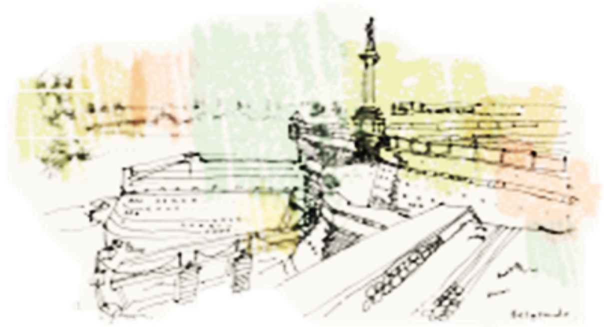

AN EVALUATION OF THE "MANDATORY MEDIATION" PLANNED TO BE INTRODUCED INTO THE TURKISH LABOUR LAW SYSTEM

Fatih GÜLTEKİN[1]

Increasing number of cases in labour courts have resulted in search for alternative solutions in disputes. The mediation solution is the most commonly used method around the world. In particular, in countries such as Germany and the United States, the mediation solution is successfully implemented. Mediation has been introduced to the Turkish legal system through the Act on Mediation in Legal Disputes No. 6325 dated 7.6.2012. According to Act No. 6325, application for mediation solution is not compulsory. In terms of labour judgment, there is no provision concerning mediation in the Labour Courts Act No. 5521. The current Labour Courts Act has been planned to change to meet today's needs. For this purpose, Draft Act on Labour Courts has been published and the "mandatory mediation" has been included in the draft. Although "mandatory mediation" seems to be a fairly positive arrangement and alleviates the workload of the courts, it will bring many problems with its inclusion in the Turkish legal system. In this study; It will try to address the drawbacks of compulsory mediation in the labour courts. Unlike other branches of law, labour law regulates relationship between unequal parties (weak side worker and strong side employer). Involving a poorly-placed worker in a secret mediation session with the employer, without taking protective measures, will interfere with with the rights of workers to seek rights. The worker who is oppressed against the employer will either renounce many things or will be forced to make an agreement by offering him little of what he deserves. This situation will be contrary to the purpose of business law. Therefore, we believe that the institution should be included in the legal system as a result of long discussions and exchange of opinions.

Keywords: Mandatory Mediation, Labour Court, Alternative Solutions

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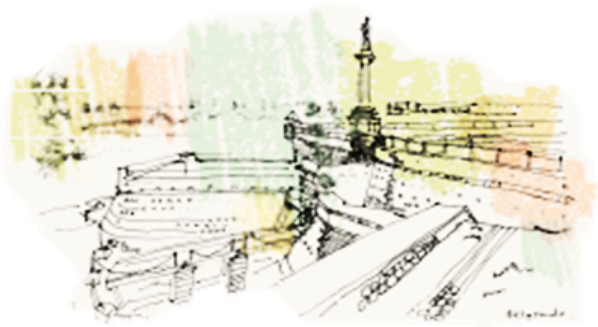

AN EXCHANGE OF OFFENSED PROJECTS AGAINST THE PUBLIC ORDER SUBSTANCE DEPENDENCE IN KUTAHYA[*]

Selami ERDOĞAN[1], Feyzullah ÜNAL[2], Yavuz BOZKURT[3] and Eray ACAR[4]

Substance addiction has emerged as a serious social problem both in the world and in Turkey. Substance dependence in Turkey is rapidly spreading especially among young people every day. Which threatens public order and leads to family drama. This, in turn, causes increased crimes against public order. Kutahya province which is a medium-sized province in Turkey is also affected by this negative situation. It seems that there is such a problem among young people in Kutahya. There are many factors that lead to substance dependence. Economic inability, inadequacy of education, inadequacy of knowledge, problems in the family are the first reasons to come to mind. In this context, the steps taken to resolve the problem of substance addiction are important both in terms of individual rehabilitation of the dependent individuals, and also of the protection and development of the social and public order In our study, substance abuse will be examined in Kutahya on the basis of these factors and a solution proposal will be presented.

Keywords: Key Words: Family Drams, Kutahya, Public Order, Substance Abuse, Violence

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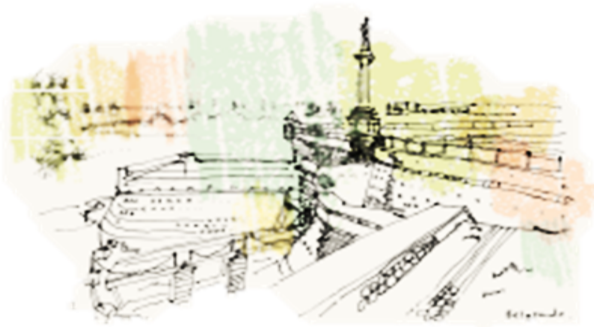

THE EFFECTS OF NOTIFICATION AND RECORDING SYSTEM OF OCCUPATIONAL DISEASES BASED SOCIAL INSURANCE ON OCCUPATIONAL DISEASE DETECTION PROCESS IN TURKEY

Yusuf ALPER[1], İlknur KILKIŞ[2] and Emre YAYIN[3]

There is a need for comprehensive and quality occupational disease data in order to establish a national occupational health and safety policy and to take pro-active preventative measures especially in occupational disease. According to the statistic of the year 2015, 16 million employees are covered by compulsory occupational accidents and disease insurance in Turkey. According to Social Security İnstitution's data of 2015 year, the number of work accidents entering the institution's records is 241,547, the number of occupational disease is only 510. However, any information of occupational accidents and diseases related to 2.1 million self-employed are reflected in the statistics. In terms of international standarts, the number of occupational disease expected in Turkey should not be less than 60.000. For this reason, ıt can be argued that aforementioned numbers for Turkey are not realistic especially in issue of occupational diseases. Turkey has not established a system of notification and recording for occupational diseases accordance with ILO strandarts, although it has achieved a certain standarts in establishing the necessary institutions and legal arrangements. The recording of occupational disease is carried out through the social security insurance system in order to compensate employees for the damages related to working conditions. This system which only prioritizes compensation, causes the number of occupational diseases to be very low. The solution point is to determine the Ministry of Health -in addition to SSI- as responsible institution in the system of notification and recording for occupatinal diseases and to reconstitute notification and recording system so as to enable to create OHS policy. For this purpose, tools of Law No. 6331 on Occupational Health and Safety, enacted in 2012, can also be used.

Keywords: Occupational Disease, Notification and Recording System, Occupational Health

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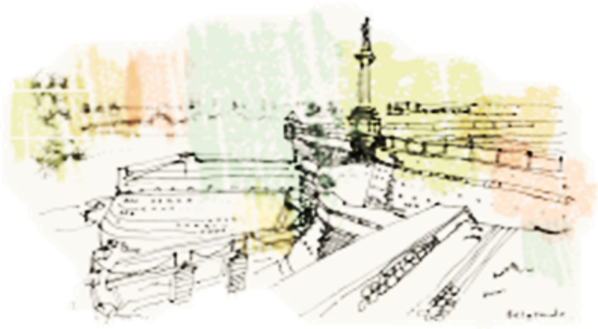

THE IMPACT OF FINANCIAL DEVELOPMENT, INCOME, ENERGY CONSUMPTION AND TRADE LIBERALIZATION ON ENVIRONMENTAL QUALITY: EVIDENCE FROM D-8 COUNTRIES

Mahmut ZORTUK[1], Seyhat BAYRAK GEZDİM[2] and Semih KARACAN[3]

Environmental degradation has become a major source of concern for the developing countries of the world during last decades. Economic growth-liberalization and environment nexus is well known but arguable and an open question in economic literature. Many studies of this subject investigated the relationship between economic growth and carbon emissions, but most of them do not take into account the effect of financial indicators on their framework. Therefore, in this study we employ new and robust estimation techniques of co-integration to provide more precise evidence on the relationship between environmental quality, economic growth, energy consumption, financial development and trade liberalization in D-8 countries for the period 1980-2013. And also, the causal relationships among the variables are further examined by using Granger causality test. Our empirical results suggest that the variables are co-integrated in D-8 countries except for Bangladesh, Indonesia and Nigeria. In the other words, there is long run relationship between carbon emissions, economic growth, energy consumption, financial development and trade in Egypt, Iran, Malaysia, Pakistan and Turkey. The Granger causality results show that unidirectional causality running from all variables to carbon emissions for Egypt; unidirectional causality running from energy consumption, financial development and trade to emissions for Iran and Malaysia. There is bidirectional causality running from energy consumption and trade to emissions for Turkey; two-way causality relationships between economic growth, trade and energy consumption to emissions in Pakistan.

Keywords: Environmental Quality, Carbon Emissions, Financial Development, Trade Liberalization

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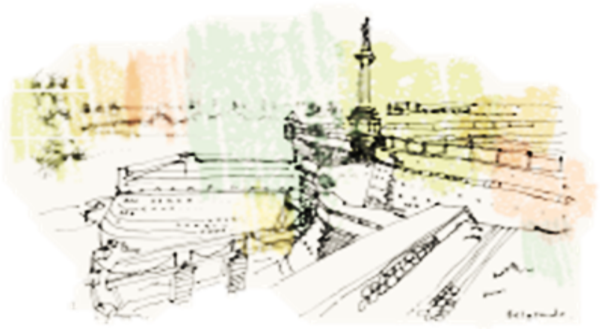

NATURE TOURISM IN THE NATURAL PARKS AND ITS ECONOMIC ANALYSIS

Emine UYDURAN[1], Sezgin AYAN[2] and Sezgin ÖZDEN[3]

In recent years, there has been a considerable increase in the demands towards the recreational use of forest resources, and nature-based tourism activities have been gaining more prominence among these user demands. It is also possible to make larger incomes in the areas where these activities are carried out on condition that a rational management strategy is implemented. The expenditures which are to be made for this purpose can be brought back in a relatively short time, which gives an advantage in terms of not creating an inflationary pressure. In addition, these activities have the potential to pose a positive impact on rural areas in terms of development.

In this study, Atatürk Forest and Çamlıköy Nature parks located within the borders of Tekirdağ province were chosen as the sample application area. Firstly, the profiles of the visitors benefitting from the above-mentioned natural parks were identified through questionnaires. Besides, the economic analysis regarding their area of use was determined by the "benefit/cost ratio" method.

According to the results of "benefit/cost ratio" analysis regarding the nature parks where the nature tourism activities take place, it was determined that the investment in nature tourism activities in these areas was economically viable. For a balanced development of nature tourism activities in Protected Areas, it is recommended that the master plans be completed, transportation facilities be improved, the pricing for the nature tourism activities be appropriately determined, and an effective advertising and promotion campaign be conducted. The meeting of both domestic and foreign demands on nature tourism, and the increase in the revenues shared between the country's economy, the local economy, natural resource management and private investors depend on whether these measures are taken.

Keywords: Nature Tourism, Protected Areas, Natural Resources, Benefit/Cost, Master Plan

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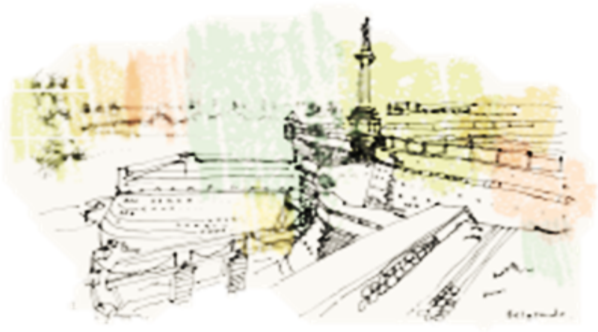

THE EFFECT OF INTERNAL CUSTOMER RELATIONSHIP MANAGEMENT ON INTERNAL SERVICE QUALITY

Yavuz DEMİREL[1]

The main purpose of this study is to determine the effect of internal customer relationship management on internal service quality by examining the connection between the two concepts. In the line of this purpose, a study was held on employees in public sector in “A” city. Internal customer relations management refers a strategy that improves the attitude of employees and managers against external customers by establishing social relations, promoting and sustaining the relations across the institution, and sharing the acquired data and information in the manner of cultural values within the institution.

Internal customer relations management aims employee empowerment, especially by supporting coordination and improving cooperation between employees and managers of different departments. In the study, internal customer relations, effective management, employee focused culture and behaviors, employee satisfaction, cooperation, communication and technological adequacy is held with their subtopics. Internal service quality refers whole of the values arose from the interaction between segments and departments that form the institution. It prioritizes the results within the boundaries of the institution rather than external results. In this paper, internal service quality is considered in three dimensions, which are the level of person, the level of segment or department, and the level institution. It is assumed that there will be a correlation between internal customer relations management and internal service quality, and dimensions of internal customer relations management will affect internal service quality positively.

Keywords: Internal Customer Relationship Management, Internal Service Quality, Public Institution

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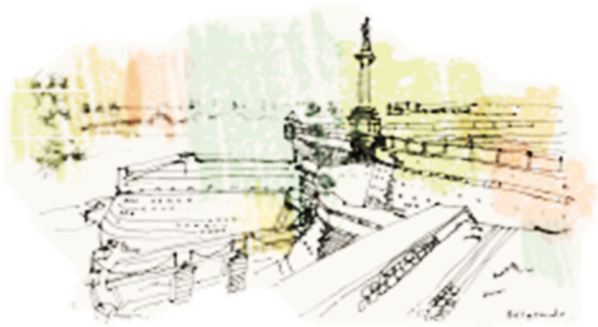

THE EFFECT OF BURNOUT ON ORGANIZATIONAL COMMITMENT: A STUDY ON NURSES IN A UNIVERSITY HOSPITAL

Yavuz DEMİREL[1], Enes Uğur TOHUM[2] and Özge KARTAL[3]

The main purpose of this study is to determine the effect of burnout on organizational commitment, by examining the relationship between burnout and organizational commitment. In this context, a study was held on 254 nurses in "A" University Hospital of Medicine Faculty. In this study, burnout is a psychological syndrome that arises as a result of negative changes in the physical, mental and emotional state of an individual's working life. Burnout is more widely seen, especially in the areas such as health, education, banking, security, which are the sectors that human relations are intense. Both national and international previous studies regarding the subject have shown that burnout process begins on the employees who work in the healthcare sector earlier. Burnout is a process and is divided into three main phases. The first one is the beginning phase, which is the feeling of decrease in personal success or performance, the second one is depersonalization in social relations, and the third one is feeling emotionally exhausted or meaningless. Another important concept, emphasized in the study is organizational commitment. Organizational commitment refers when a person fulfills his responsibilities in order to achieve goals and objectives, as he feels devoted to the institution, with its aims and values. In other words, it is the adaptation to the organizational culture, and playing an active role in order to represent it. Organizational commitment is examined in three main dimensions, which are emotional commitment, continuity commitment, and normative commitment. In the study, Maslach Burnout Inventory (MBI) is applied in order to measure the perception regarding the burnout, and Allen-Meyer Organizational Commitment Questionnaire (OCQ) is applied in measuring the perceive regarding the organizational commitment. Results have shown that burnout has an effect on organizational commitment.

Keywords: Burnout, Organizational Commitment, Nursing

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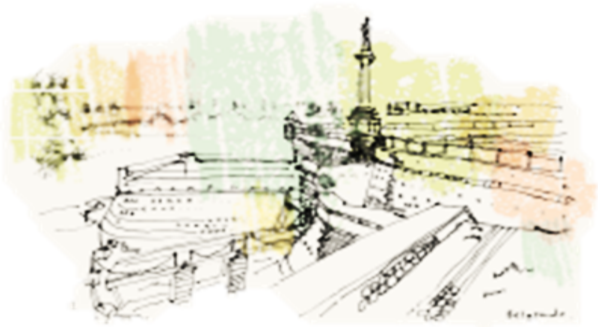

APPLICATIONS OF NEW RIGHT ECONOMY POLICIES IN TURKEY AND TURGUT ÖZAL

Selami ERDOĞAN[1]

In the post-World War II era, the ideology dominating the world was seen as the "welfare state". In parallel with the world, especially in the post-1960 welfare state implementations in Turkey. It has been argued that this model, which has been successfully carried out for a long time, can not be enough to solve some crises in economic, political and social structure. In this context, some radical changes have been made, especially in Britain and the United States of America. An understanding that will be called the "new right" at the point of solution of the living problems has been brought to the fore for this purpose. It is possible to say that the new right ideology in Turkey emerges almost simultaneously with the West. It is possible to say that this was an accurate assessment when the first signs of this ideology were thought to have emerged in Turkey with radical economic decisions taken on January 24, 1980, since the emergence in the West was regarded as the political power of Thatcher in 1979. Architect of these decisions was Turgut Ozal. Ozal, who will assume the post of prime minister since 1983, will be a person who firmly believes in new right-wing economic policies in Turkey and has made many applications for it. An analysis of these policies implemented by Ozal will be made and some criticisms will be brought to our work.

Keywords: New Right, Turkey, Ozal, Thatcher, United States

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THE EFFECT OF SOCIAL SUPPORT AND PSYCHOLOGICAL EMPOWERMENT ON EMOTIONAL BURNOUT

Yavuz DEMİREL[1] and Mustafa YÜCEL[2]

The main purpose of this study is to identify the effect of social support and psychological empowerment on emotional burnout by determining the relation between the two concepts. In the alignment of this purpose, a survey was held on 370 employees in various institutions. Social support states the assistance that a person obtains for his work or private life. The mentioned assistance is not for solving a problem, but for improving the quality of life. Especially, it is for contributing to the adaptation between work-person and person-environment. Social support helps employees to feel safe within the institution and provides adaptation with the social environment they participate. In the study, social support is considered in three main dimensions. First is family support, second is the support of someone who has a special value, and the third is the support of colleagues. Psychological empowerment refers helping a person to feel always in safe in his environment. It is the sum of all efforts made in order to increase self-confidence and motivation while fulfilling their tasks and responsibilities. On the other hand, emotional burnout means that a person accepts himself exhausted in his both work and private life; and acknowledge the life in this aspect. Emotional burnout disables person by isolating the person from his work and environment. In this case, the person becomes unable to fulfill his work responsibilities, unlike regular times. In this study, the relationship between the social support and psychological empowerment and the emotional burnout will be put forth depending on the analysis of obtained data.

Keywords: Social Support, Psychological Empowerment, Emotional Burnout

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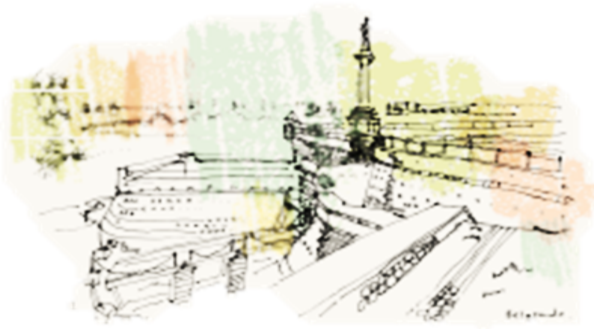

A COMPARATIVE ANALYSIS ON TURKEY AND SERBIA IN THE PROCESS OF RECRUITMENT TO THE EUROPEAN UNION

Mehmet Yunus ÇELİK[1], Alper Tunga ŞEN[2] and Hasan USTA[3]

This study will try to explain the politics, legal regulations and applications of the two countries in order to become a member of the European Union by a comparative analysis. Firstly, necessary literature studies will be done, information about European Union will be given and necessary adaptation processes and policies will be examined. It will be pointed out how the European Union can make its contribution to the globalizing world, about its general objectives, aims and future. Then the basic arrangements made by the two countries in the process of accepting them as member states will be mentioned and the advantages and disadvantages that will arise when these countries become members. We are working to explain the difficulties experienced by these two countries in this process and to identify common points. The main purpose of our work is to make a literature contribution in this direction and explain the problems experienced by these two countries with the help of analysis by establishing a common framework of causes and possible solutions.

Keywords: Turkey, Serbia, European Union

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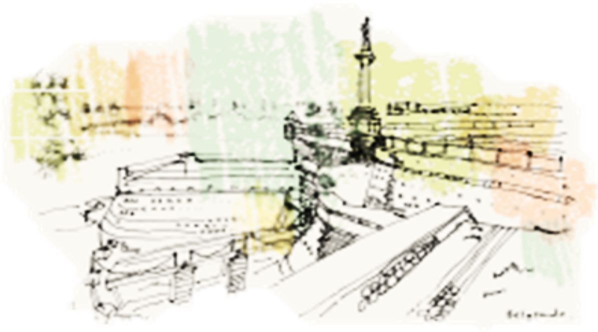

VEGETABLE GROWING ACTIVITIES IN TURKEY (1940-1950)

Nadir YURTOĞLU[1]

This study deals with the vegetable species grown in various regions of Turkey from 1940 to 1950, the cultivation areas of such species, and their effects on economy. The subject is limited to and discussed under the title of vegetable growing activities in Turkey from 1940 to 1950. Evaluations have been made based on numeric data in discussing the vegetable growing activities. The gap in the literature about the research subject has been filled through use of primary sources such as official publications, journals of official reports, proceedings of memorandum, statistical data, articles from various economy and agriculture magazines of the period, and books. The relevant evaluations have been made considering the different vegetable species grown in Turkey at that time. It has been found out that a considerable amount of the vegetable grown in different regions of Turkey depending on their climatic and geographical characteristics was put into consumption inside the country. The rest was exported to foreign countries, which led to the inflow of foreign exchange and so contributed to the national economy.

Keywords: Legumes, Fresh Vegetables, Vegetables in Season, Early Vegetable Growing

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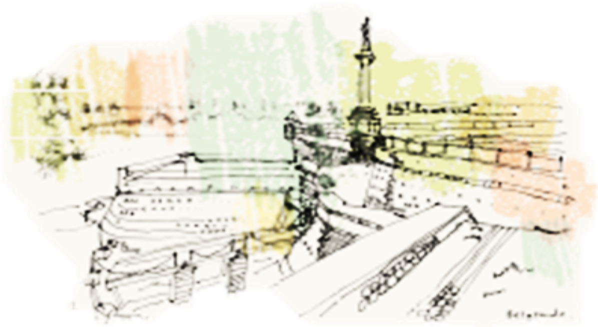

SALT PRODUCTION ACTIVITIES IN IZMIR ÇAMALTI SALTERN AND IN TURKEY (1923-1950)

Nadir YURTOĞLU[1]

This study deals with salt production activities in Izmir Çamaltı Saltern and in Turkey in the Republic period and their contributions to economy. The subject is limited to and discussed under the titles of salt production activities in Izmir Çamaltı Saltern in the period of Republican People's Party (CHP) (1923-1950) and salt production activities in Turkey in the period of Republican People's Party (CHP) (1923-1950). Evaluations have been made based on numeric data in discussing the salt production activities in Izmir Çamaltı Saltern and in Turkey. The gap in the literature about the research subject has been filled through use of primary sources such as Republic archive documents, official publications, laws, journals of official reports, proceedings of memorandum, official gazettes, statistical data, Ayın Tarihi journal (government's dating publication), and articles from the magazines of the period. The relevant evaluations have been made considering the production processes in Turkey and those in the leading countries in the world in the area of salt production. It has been found out that salt production, sales, and export were monopolized by the state with the General Directorate of Salt Monopoly set up on 1 June 1927 with its center in Ankara. With the modernization of Çamaltı Saltern and other facilities established from that date on, the amount of salt production in Turkey and salt export to other countries increased, thereby making substantial contributions to the national economy.

Keywords: Salt, Izmir Çamaltı Saltern, Monopoly, Sea Salt, Lake Salt

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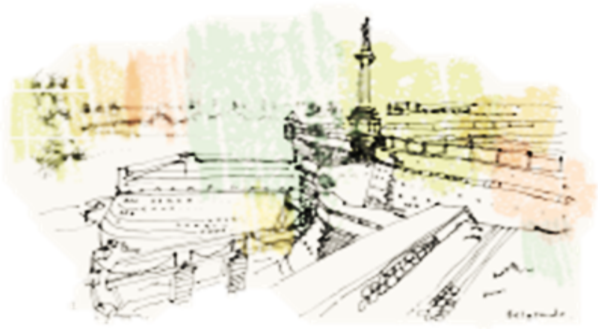

A RESEARCH ON ENVIRONMENTAL SENSITIVITY OF STUDENTS AT KILIS 7 ARALIK UNIVERSITY

Hüseyin KOÇARSLAN[1], Hacı Mustafa PAKSOY[2], Erhan KILINÇ[3] and İsmail KUTLAR[4]

Positive and rapid developments in the technology, communication and transportation sectors have led to a significant decrease in distances and the emergence of globalization. These developments have also brought about the fact that environmental pollution becomes an increasingly important problem as the level of industrialization and urbanization increase. As environmental problems, which were initially ignored, reached dangerous dimensions, more research was started on this area. This research aims to contribute to both the subject literature and all relevant stakeholders. The research was carried out with 400 students to determine the sensitivity of the students about environment who attended Kilis 7 Aralık University, Faculty of Economics and Administrative Sciences. This study investigates whether some of the students' personal characteristics (gender, age, income level, program and type of education they pursue (daytime education and evening education) make a difference in their perceptions of environmental sensitivities. A 22-question questionnaire developed through literature search was used in the research. Through this questionnaire, it was tried to determine the opinions of the students about the environmental sensitivity behaviors and the adequacy of the environmental education they had in the formal education institutions. For the validity of the questionnaire, expert opinion was taken and reliability studies were made and SPSS Data Analysis Program was used in the analysis of the data in computer.

Keywords: Environment, Environmental Sensitivity, University Students

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THE EFFECTS ON THE COMMERCIAL AND SOCIAL LIFE OF THE SYRIANS WHO ESCAPED FROM CIVIL WAR: THE SAMPLE OF KİLİS

H. Mustafa PAKSOY[1], Hüseyin KOÇARSLAN[2] and Erhan KILINÇ[3]

Due to its geographical and historical location, Turkey has been a country that has opened its doors since the past because of war, revolt, genocide etc. Participation in commercial and social life of the Syrians have a number of commercial and social consequences terms of indigenous people living in Kilis (tradesmen, businessmen, civil servants, workers, students, educators, households, etc.). For this reason, the commercial and social effects of the Syrians' on Kilis, who had escaped from civil war, were investigated. It was applied a questionnaire consisting of 16 questions to a total of 1036 persons who were residing in the province of Kilis and who were older than 18 years, artisans, businessmen, workers, civil servants, educators, health workers, retired, housewives and student. The research results were evaluated according to socio-demographic information and occupational groups and it was tried to determine whether there were any significant differences.

Keywords: Syrians, Commercial impact, Social impact

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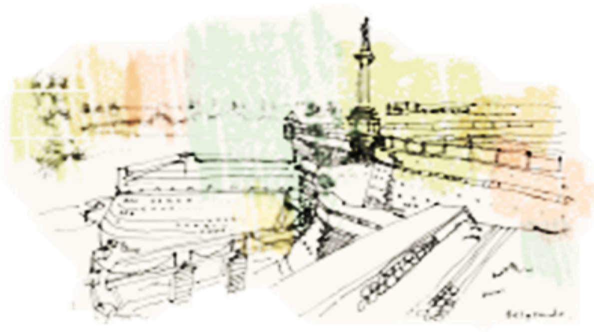

ENGLISH LANGUAGE AS A COMMUNICATION BRIDGE IN POST-WAR KOSOVA

Feride LOHAJ[1]

In Kosova after the war, Albanian and Serb youth have not had opportunity to learn the language of each other. They communicate in English language and thus this language has expanded throughout the region from its previous function – as a sign of prestige and necessity for people who want to get educated or work abroad – to the main tool of communication between the two ethnicities still distanced from each other. In this study, the English language students' books were analyzed in order to determine whether cultural features of the cultures of both ethnicities have been included, Serbian and Albanian, also if the students' books can be designed with many cultural features from this region, so that both communities can use them at schools. Only official students' books were analyzed, but not other teaching materials that might be additionally used by the teachers. Findings answered the study questions. They showed that there is a very little of cultural features of Albanians and Serbians covered in students' books and also that the students' books can be designed with many cultural features from this region, so that both communities can use them at schools. Serbian and Kosova curricula slightly differ from each other meaning the new designed students' books can meet expectation of both curricula, Serbian and Kosova's.

Keywords: Multiculturalism, Interculturalism, English language, Teaching, Cultural differences

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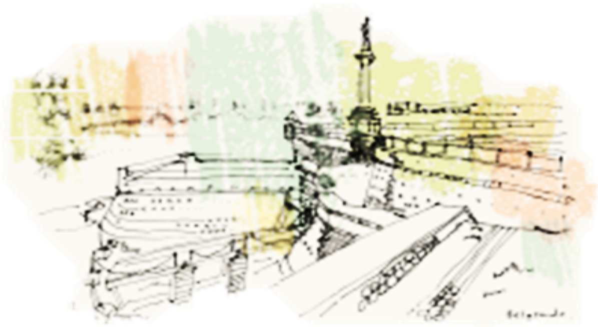

THE FACTORS AFFECTING THE DETERMINATION OF IMMOVABLE PROPERTY VALUE IN EXPROPRIATION PROCESSES IN TURKEY: THE CASE OF THE KASTAMONU UNIVERSITY CAMPUS AREA

Yavuz GÜLOĞLU[1], Nur BELKAYALI[2], Eray AKTEPE[3] and Alper BULUT[4]

Expropriation may be defined as the transfer of property under private ownership to public property by relying on public power and paying its price in order to carry out the public services of the State and other public entities. The administration can acquire goods by following private law procedures, and also has the possibility of forcibly acquiring the properties of private and legal persons, without their consent, in order to ensure that the public does not incurs losses due to the inability to buy the goods. The expropriation that has started with unilateral management of the administration has taken on different forms, such as identification of future expropriation valuable identification, keeping the boundaries of the place where the land is located and the parcelization process for zoning which has been done but the process has not started yet. In addition, different values arise depending on whether the land to be expropriated is situated outside the boundaries of the city boundary and whether the land is irrigated or dry land. Kastamonu University was founded in 2006. Many real estate located on the campus area of the university has been expropriated and participated in university ownership. In this study, the value of the university administration to determine the expropriation value of the land within the campus area of Kastamonu University and the change of the expropriation value determined by the court within the years will be discussed. In addition, the criteria used in the valuation by the court, the factors affecting the change in the expropriation value of real estates, the values determined for these expropriated real estates, the actual values of other real assets not subject to the expropriation process adjacent to the settlement will be examined in a comparative manner.

Keywords: Expropriation, Ownership, Public Goods, Expropriation Law

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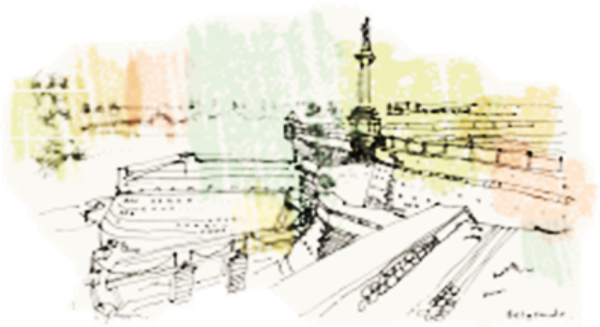

THE ROLE OF PROTECTED AREAS IN SUSTAINABLE DEVELOPMENT: THE CASE OF KURE MOUNTAINS NATIONAL PARK

Nur BELKAYALI[1], Yavuz GÜLOĞLU[2] and Eray AKTEPE[3]

From past to present, human beings have used natural areas to sustain their lives and to increase their prosperity. However, this form of use has raised the issue of protection of privileged and special natural areas, especially in order to reduce the pressure when natural areas are destroyed. Protected areas contribute to scientific research, conservation of wildlife, protection of species and genetic diversity, preservation of natural and cultural characteristics with their source values while they provide opportunities for tourism and recreation, thereby creating socio-economic alternatives and opportunities for local people living around the protected area at the same time. In 1992, it was stated in the UN Conference on Environment and Development (UNCED) held in Rio de Janeiro, Brazil that sustainability must be ensured in addition to protection and sustainable development, and the basic principles of sustainable development have been set. In this context the purpose of this study is to evaluate the contribution of protected areas to sustainable development. In this study contribution of protected areas to the development of the production, income and welfare of the local people in terms of socio-economic and cultural aspects while providing protection, was evaluated. Kure Mountains National Park, an important protected area both in the world and in Turkey, has been selected as the study area. In the Kure Mountains National Park, the first Pan Parks (Protected Areas Network) certificate in Turkey, the studies and projects carried out in order to support sustainable development were examined, and the contributions provided to local people and the area were evaluated on the projects of Zümrüt Village and Azdavay Yanikali Konagi.

Keywords: Sustainable Development, Protected Area, Kure Mountains National Park

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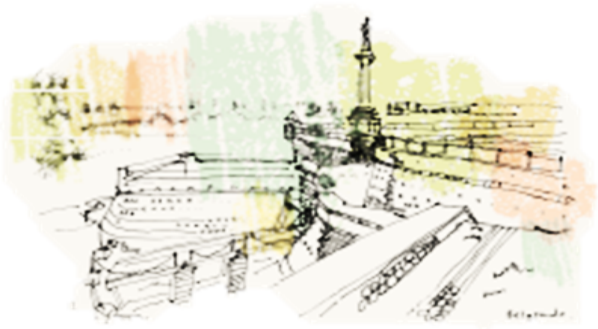

THE LANGUAGE IN VISUAL COMMUNICATION DESIGN OF DIFFERENT SOCIETIES AND CIVILIZATIONS

Uğur ATAN[1]

In addition to the designer's knowledge, worldview, understanding of design and experiences, from time to time personality traits are reflected in the design. In addition, the geography, the period of time and the technological conditions that the designer can use are also important factors in the definition of design language. The transformation of designer language into a symbol is possible with a new discourse developed by the designer. Thus the design and the designer become identifiable. Visual communication designers have also made special work that they have designed to show only by putting communication speed features on the second plan time to time. Especially in the 1980s, postmodernist designers consciously acted for communication and transformed the products they designed into an object of intellectual art, preferring to give messages to their philosophers and their identities. This preference has become the main element of the design language in the context of modern art movements. For this reason, it is important to investigate the graphic design reflections of the civilizations influencing the present day and bearing different cultural characteristics, to interpret the contemporary design language and to understand that it is unique. Therefore, this research aims to examine the relation between communication design and language of design of different societies and civilizations. The research is qualitative because it is based on literature review and document analysis. In this context, the designs produced by the Russian suprematism and the construcitivism line are limited to the designs made with Turkish-Iranian movie posters and the European western line.

Keywords: Visual Communication Design, Graphic Design

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CAPACITATED VEHICLE ROUTING PROBLEM: A CASE IN EMPLOYEE SERVICE BUS SERVICE

Ahad FOROUGHI[1], Birol ELEVLİ[2] and Hakan ÖZTÜRK[3]

Employee shuttle service is one of the important activities of an institution in managing its employees come to the work on time. Therefore, it is more important to determine the best route for employee shuttle services in order to minimize costs and travel times. In this paper, the problem of transporting employees is formulated into the form of Capacitated Vehicle Routing Problem (C-VRP) whose objective is to minimize the total traveled distance. It is tried to determine a suitable route for the vehicles used by a casting factory to transport its employees. First, the distance between the existing stops is calculated and the number of employee in each stop is determined. Second, an integer linear programming model is established for capitated vehicle routing problem. This model is formulated and solved using GAMS (General Algebraic Modeling System)-CPLEX solver. Numerical results are reported using data from casting factory in Turkey. It has shown to be effective with a saving of 26% in total traveling distance when comparing to current practice.

Keywords: İnteger linear programming, Capacitated vehicle routing problem, Shuttle service routing

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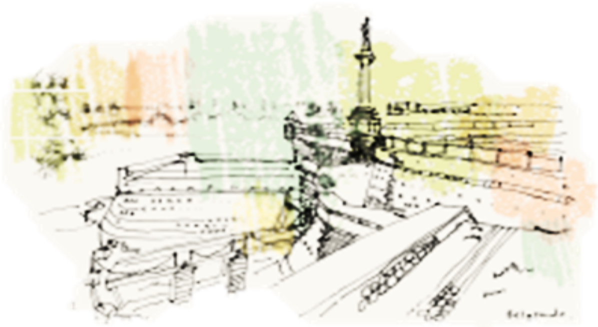

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CONSUMER ETHICS: A RESEARCH ON IMITATION PERFUME CHOICE OF CONSUMERS

Hatice Hicret ÖZKOÇ[1], Şeyma GÜN EROĞLU[2] and Ebru KAZANCI[3]

In modern times, consumers have stopped being a passive element of the market structure, and have become one of the active actors in the economy. The purchasing behavior of the consumers has been frequently investigated in the literature. In spite of this, it is observed that the research about the perception of consumers on ethics is rare. The consumer ethic is the collection of moral principles and standards which guide consumers in their purchasing and utilization behavior. The purpose of this study is to examine the tendency of consumers in the purchase and usage of imitated goods which is an ethical problem. In this regards, the universe of research is chosen as university students. On the other hand, the consumption behavior and the attitudes related to consumer ethics of the university students, who constitute a highly dynamic fraction of the society in Turkey, should be investigated more frequently. For this purpose, 250 university students were surveyed and their habits on imitation perfume usage were investigated. 60.4% of the participants reported that they use imitation perfume, and they ordered the reasons for this as smell, price and friend recommendation. Moreover, the students who have the habit of using imitation perfume, reply the questions regarding the healthiness of imitation perfume abstinently and it is partially observed that they have a bond to imitation perfume brand.

Keywords: Ethics, Consumer, Pragmatism, Imitation Perfume

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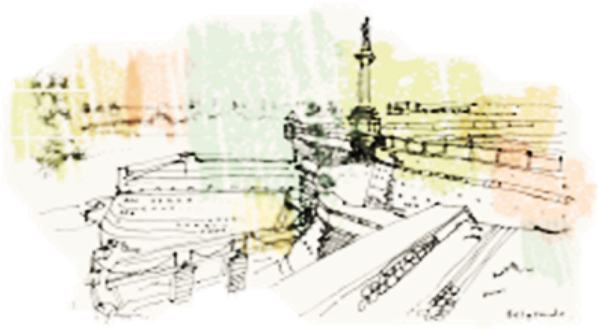

CONTRIBUTION OF LIVESTOCK COOPERATIVES ON RURAL DEVELOPMENT A CASE STUDY FOR PROVINCE OF AKSARAY, TURKEY

Mücahit PAKSOY[1] and Osman Doğan BULUT[2]

Increasing prosperity of people living rural areas, starting and maintaining production are main issues of rural development. Cooperatives related livestock have an important position especially in the areas where livestock sector is prevalent. In Turkey, projects of livestock cooperatives are substantially supported by Ministry of Food, Agriculture and Livestock and General Directorate of Premiership Social Assistance and Solidarity. There are 78 agricultural development cooperatives, which have totally 7350 members, in Aksaray province that is important city in terms of milk production capacity. In the years between 2000 and 2011, totally 56 project supports, 14 of which are supported by ministry and 42 of which are supported by Social Support Project in Rural Area (SSPRA), was given to partners via cooperatives. In this context, between the number of 2 and 6 cattle per farmer have been distributed and the total number of these cattle is 7000. In 2015, 323.000 tones milk was produced and 25% of that production, 78.000 tones milk, was marketed with cooperatives to companies. In this study, it is aimed to investigate current situation and milk marketing structure of livestock cooperatives within the context of rural development.

Keywords: Livestock Cooperative, Rural Development, Milk Production, Aksaray

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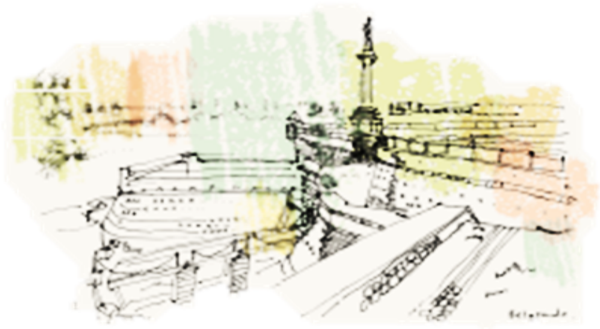

METHODS AND NEW TRENDS IN TEACHING ENGLISH AS A SECOND LANGUAGE

Alma LAMA[1]

The English Language as other languages is a mechanism that is used to communicate, to exchange ideas, to conduct information and feelings from one individual to another individual or to a group of people. According to the State Portal of the Republic of Kosovo www.assembly-kosova.org, in Kosovo, the English language is considered as an official language after Albanian and Serbo - Croatian language and that is why it is required to master at least four basic skills of language which include listening, speaking, reading and writing skills. As of this fact, we can see that without the English language there is no future in Kosovo or better say within the world. So, learning the English language has become a global interest. By this fact, learning the English language is considered to be as one of the greatest importance if you live in Kosovo or elsewhere in the world, I believe. In order to teach English as a second language, we have to consider different factors that play an important role. The role of teaching methods is one of the main factors in teaching a second language and this paper mainly will focus on deeper analyses of which methods are being used so far and the new trends of use and how to apply them so the learners can consider learning English language fun to be learned.

Keywords: Teaching methods, new trends, ESL

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SCIENTIFIC WORK: TEXT LENGTH AND PICTURE PRACTICE IN DEVELOPING READING COMPREHENSION IN PRIMARY SCHOOLS

Mirsad SUHODOLLI[1]

This paper investigated the effect of text length and pictures on reading comprehension of Albanian pupils who learn English as a second language. Therefore, the aim of this research was to bring forward the issue of the effect that text length and picture practice have on reading comprehension skills of 6th to 8th-grade pupils (aged between 11 and 13 years) from three primary schools: Eqrem Qabej, Anton Zako Cajupi and Migjeni, located in Mitrovica, Kosovo. The findings from this research will hopefully play an important role in the overall learning process and serve as a good ground for pupils in general on one hand and teachers, on the other, using the English language as a means for the flow of this research. Through this research, certain goals were set for the pupils, which varied in difficulty based on the pupils' abilities in achieving these goals. The reason behind this age-group being chosen for this study was that it was considered the most suitable age group for being neither too young nor too old. On the other hand, they were considered to have had experience, though not long enough, in English thus results will probably be more reliable and accurate.

Keywords: Reading Comprehension, L1, L2, Text Length, Picture

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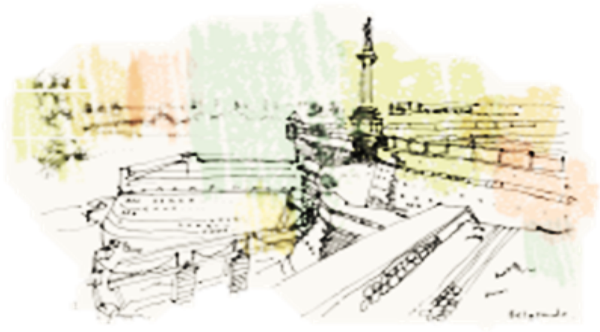

VIEWS OF MEMBERS OF THE PROFESSION TOWARDS TAX COMMITMENT

Funda KARAKOYUN[1]

Tax revenues are financial sources occupying the biggest share in the General State Budget. Tax commitment has been regulated in law in order to provide security in tax liens. The state holds some third parties responsible for tax dues in addition to taxpayer in order to accelerate and facilitate tax collection, and enables tax duties to reach the Treasury with accurate statement. Another payer of this commitment causing financial and formal burden is financial advisors. While taxpayers whose incomes are taxed present the applications reducing their tax load to the financial advisors, some taxpayers show a repressive approach in terms of paying less tax. In this sense, a charge-based relationship between financial advisors and the taxpayer is deemed as a paradox. On the other hand, financial advisors with heavy workload adopt additional workload due to their endeavours to conduct their taxpayers' advisory services. In this case, a financial advisor who is willing to reduce the tax load and please the taxpayer is likely to act in a way that will result in tax loss. It is not considered to be an efficient solution to provide tax claim security that the State lays commitment on the financial advisors through laws in order to secure the tax lien and imposes heavy sanctions. Legislative regulations are necessary in order to abolish the causes that direct financial advisors to result in tax loss by handling with their problems. For this purpose, a quantitative study was conducted to evaluate the profession in the dimension of tax commitment according to the statements of financial advisors of a union with 6938 members in total in Izmir and its surrounding in a survey.

Keywords: Tax Loss, Financial Advisor, Accounting Profession, Tax Commitment, Tax Claim Security

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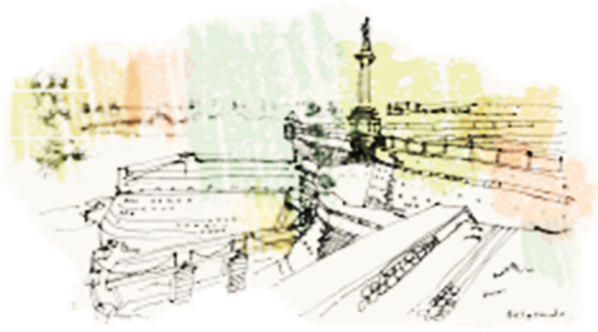

ANALYSIS OF FACTORS AFFECTING POTATO PRICES VOLATILITY IN TURKEY

Süleyman KARAMAN[1] and Mücahit PAKSOY[2]

Because of the fact that potato is the most important food in large part of people who live in Turkey, sensivity degree against price volatility is considerably high. In order to determine factors, which affect price volatility in potato, the prices of producer and consumer during 2003/01-2016/12 period was analyzed in terms of seasonal fluctuations, instability and marketing margins. For potato time series, autocorrelation tests were examined as well as structural break unit root and seasonal unit root tests. Potato prices reached maximum level in between 2014/01-2016/01 years and structural variation realized. In the later period, potato prices were decreased. Potato prices realized minimum in September and maximum in April. This situation shows seasonal fluctuations in potato prices. There are many factors causing price volatility in potato. These are ranked as unorganized producers, decrease of production, production costs, limitation of export and deficiency of storage. In recent times, because of the decrease in production, production is not able to meet the demand of consumption. In the others words, adequacy level dropped off 3%. When amount of supply reach maximum in September-October (harvesting period), prices are not able to meet costs. For this reason, produced potato has to be stored. But storage capacities conforming to standards are extremely inadequate and the cost of potato storage is very high. Besides, potato producers were ineffective on market due to insufficient organization. To eliminate price volatility, policies should be developed to supply potato to market regularly all the year and to allow consumers to benefit from price advantages.

Keywords: Potato, Price Volatility, Time series, Turkey

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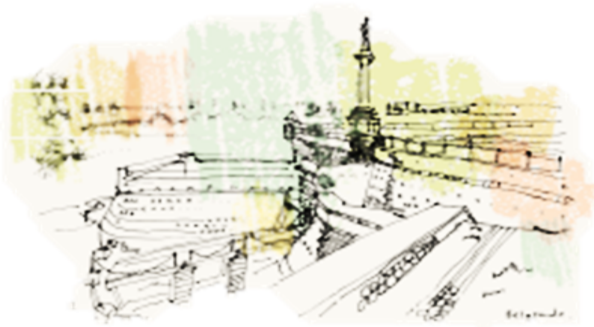

AGRICULTURAL LAND PROTECTION POLICY IN TURKISH LAW

Mehmet KILIÇ[1]

From the first years of the Turkish Republic; major reforms in agriculture and the introduction of a new agricultural order. Until the 1950s, no special legal arrangements were made in Turkish Law regarding the protection of agricultural land property. However, with the adoption of the farming law in 1945, important steps are being taken towards the protection of agricultural land property. Especially in 1970s, the Constitutional Court abolished the Law on Land and Agriculture Reform (No. 1757), which was adopted in order to carry out land and agricultural reform in Turkey, which resulted in the ineffectiveness of the initiatives in this area. From the years of 1990's; In order to ensure that Turkey complies with the Common Agricultural Policy in line with its membership plans to the European Union, it is necessary to make legal arrangements aimed at protecting agricultural land ownership. When these regulations are made; not the amendment of existing legal regulations; The adoption of the policy of special legal arrangements specific to the agricultural sector. For this purpose, the Law on Soil Protection and Land Use No. 5403 adopted in 2005 has become the basic law governing the principles for the protection of agricultural land ownership. Removal of the provisions of Civil Code in order to prevent the disintegration of private agricultural land by means of inheritance; This area is considered as an important reform. Therefore; In the communiqué, basic principles related to the protection of agricultural land property which are accepted in Law no. 5403 and other legal regulations will be examined and evaluated.

Keywords: Land use, Agricultural land, Land protection

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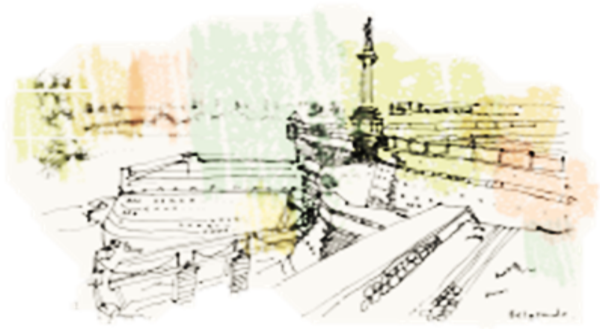

LEGAL RESPONSIBILITY OF BANKS IN TURKISH LAW

Mehmet KILIÇ[1]

Legal responsibilities of banks in Turkish law; Is basically based on the general principles accepted by Turkish Law of Obligations No. 6098 concerning liability law. Apart from this, the banks must be merchants; It also allows the implementation of the provisions concerning the legal responsibility of the traders under the Turkish Commercial Code numbered 6102. The acceptance of banks as trusting institutions in society; At the highest level of their field of activity; Have the obligation to show every kind of attention and care. Moreover, the fact that the banks are subject to the principles laid down in the banking law numbered 5411 and that they can continue their activities with the license granted by the Banking Regulation and Supervision Agency; They are responsible for the state in the first place. Indeed, banking activities can only be carried out with a license granted by the State; These activities can only be carried out by persons who have fulfilled the minimum requirements. For this reason, contraventions may lead to the withdrawal of the license to the bank (the cancellation) and the liability of the banks to the loss ratio. Legal responsibilities of banks; It is not limited to responsibility for the state alone. Especially against the customers of the banks; both the basic responsibilities arising from banking law and other legal arrangements. For this reason, in this paper, Their responsibilities to the state will be outlined; And their responsibilities towards customers will be examined and evaluated in details.

Keywords: Turkish Banking Law, Legal Responsibility, Banking Law

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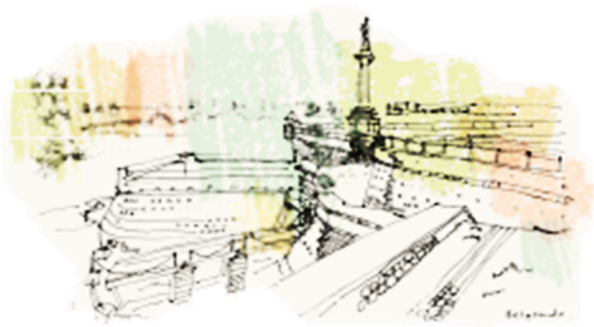

MEASURING THE SERVICE QUALITY OF ANADOLU UNIVERSITY CENTRAL LIBRARY*

Mesut KURULGAN[1], Fatih TEMİZEL[2] and İçlem ER[3]

Quality of services provided by university libraries in Turkey is frequently articulated by observational data or vested opinions and beliefs instead of evaluating them in a real sense. Consequently, the fundamental problem of user-oriented service quality measurement of university libraries is also a current issue concerning Anadolu University Central Library. Libraries in developed countries adopt a user-oriented approach like firms in order to resolve problems and challenges with their users in a collaborative manner. This approach is of capital importance for libraries, which operate in services industry, so as to develop user satisfaction and high quality service delivery elements. Therefore, the main objective of this research is to determine the extent to which the services delivered by Anadolu University Central Library meet the expectations of its users by using LibQUAL+TM Service Quality Scale and provide insights for for improving the service quality of the Central Library. Accordingly, a survey was conducted with 1000 users of Anadolu University Central Library. The 25 core survey items of LibQUAL+TM Service Quality Scale measure user perceptions of service quality in four dimensions: Affect of Service, Access to Information, Personal Control, and Library as Place. For each item, users indicate their minimum service level, desired service level, and perceived service performance. The findings reveal that there is a positive adequacy gap between the minimum and the perceived levels of service quality of Anadolu University, suggesting a user satisfaction for each of the four dimensions. On the other hand, there is a negative superiority gap between the perceived and desired levels of service quality for each of the four dimensions, indicating the paths for improving service quality provided to the users of Anadolu University Central Library.

Keywords: Service Quality, Library Services Quality, Measuring Library Services Quality, LibQUAL^{+TM} Service Quality Scale, User Satisfaction, Information and Documentation Centers, University Libraries

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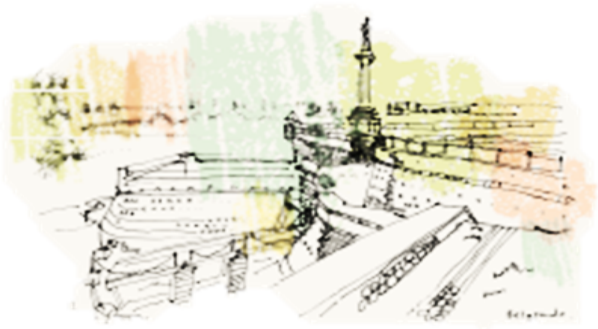

STRUCTURAL AND ECONOMIC ANALYSIS OF TROUT BREEDING FARMS IN KASTAMONU PROVINCE

Behzat KARABULUT[1], Adem Yavuz SÖNMEZ[2], Okan DEMİR[3] and Mehmet Yunus ÇELİK[4]

In this research, Kastamonu province in the net cages and to do enterprises in the pools of trout production of structural and economic analysis has been done. Data, with enterprise in 2015 were obtained by questionnaire. Average each Enterprise, production of trout in cages in the enterprises production 3.920 m3 and enterprises on land in the pool area is 1.124 m3. The amount of fish produced per enterprises fish net in the cage is 30 tons and 14,05 tons of land in the pool has been identified as. Juvenile fish production in net cages of those who buy the whole network by the production of trout. % 66.67 of enterprises engaged in production of the land by way of milking percent, %33.33 third of the young fish make by purchasing production. All of the enterprises engaged in the production of trout in cages and ponds, fish production-ready pellets (pellets) baits are used. All enterprises in trout average around 200-250 grams, and 7 - 14 TL/kg, is sold at. A Large-sized enterprise, all of gross output (portion) is the sales of fish. Trout in fishnet cages in enterprises to grow the enterprise in total assets per share of capital in the most important building-pool-cage in capital (%57.82) are. Land of the largest trout in the share of enterprises capital in building-pool-cage in capital (%40,14) belongs to. The largest share in gross revenues for enterprises large size (portion of) fish are selling. Feed costs, production of trout in the lattice fishnet of business enterprises and the highest share of production costs (respectively %55,81 and %53,67) has. The highest share of land in the enterprises to fry expenses (respectively %46,61 and %44,82) belongs to.

Keywords: Kastamonu, Trout, Business, Structural Analysis, Economic Analysis

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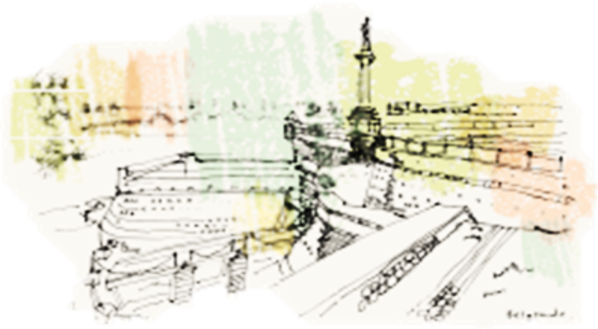

CURRENT APPROACHES TO FINANCING RENEWABLE ENERGY CENTRAL LIBRARY

Tolga ULUSOY[1]

The method used by our ancestors for centuries, a salvation for our world, the people who live in the future, windmills grind grain into flour would be a light of hope for our forefathers who brought water and the future of these methods in the more developed houses, workplaces and even entire cities could be illuminated that they couldn't even imagine. However, now these energies are renewable energy and energy sources have been one centuries ago, no one even you can't imagine. The probability of extinction of non-human genius, these resources will be increasingly in the hands of many groundbreaking innovations unlimited. In this study, the history of renewable energy, now we have the point where when referring to the future, where could it have come from this, and from the recent studies about renewable energy, fiscal and financial incentives, are mentioned in the world and in our country support program.

Keywords: Renewable Energy, Renewable Energy Funding, Post-Modern Finance

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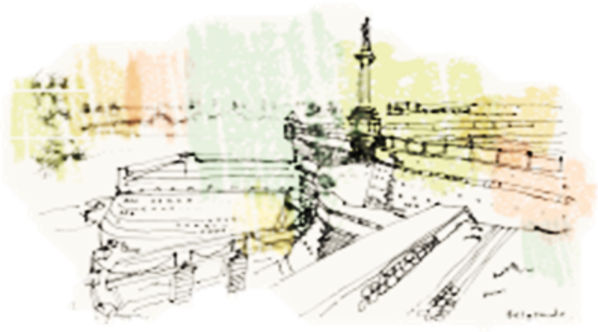

ECONOPHYSICS AND FINANCIAL ENTROPY

Tolga ULUSOY[1]

This paper investigates the relation between Entropy of the market, temperature and energy of stock markets, structural change and the size of the stock market investigations. It is a fact that the investors, in contrast to gas particles, have enough recall ability to modify their behaviors constantly. In this context, it is already unlikely to totally apply gas particle behavior to financial markets. However, it is more sensible to carry out trading possibilities and risk estimation through a prediction of the direction of the existing trend via modern physical theories called the statistical structure of quantumEntropy is not restricted to natural science, but is a function of mathematical and physical statistics. Econophysicists often use the concept of entropy to characterise the idea of uncertainty in Physical, Mathematical approach, economics and finance. As it explained, “entropy is a measure of dispersion, uncertainty, disorder and diversification used in a dynamic process, in statistics and information theory, and has been increasingly adopted in financial theory”. Our investigations that the diversity approach is more useful in the cases of new, unrecognised physical phenomena.

Keywords: Econophysics, Financial Entropy, Post-Modern Finance

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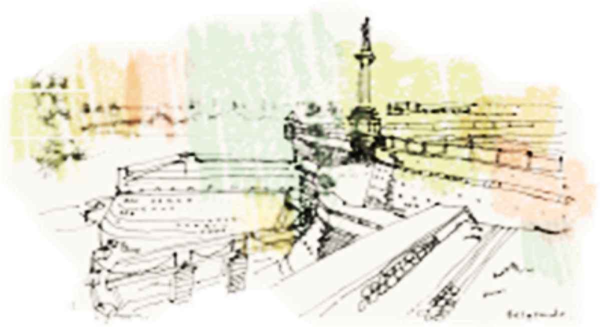

CAN CONSUMER SURVEYS TELL A CRISIS STORY? AN INVESTIGATION ON GERMANY AND TURKEY

Hatice KÖKDEN[1] and Çiğdem Berna KOCAMAN[2]

Consumer sentiment indicators are often accepted as valuable tools to see trends and turning points in household consumption expenditures by researchers and policy makers. Beyond this, there exist some studies showing the value of these in forecasting consumption expenditures– besides fundamental variables. Based on these, this report searched for a plausible story of household consumption and consumer sentiment indicators at both headline and sub-components levels during the global crisis and which sentiment indicators better lead consumption expenditures in different sectors in Germany and Turkey. Granger causality and cross correlations between consumer sentiment indicators and consumption indicators are looked at. Although the findings do not present a clear cut picture of consumer behavior, consumption in sectors with presumably higher elasticities seem to react to crisis conditions earlier than the others. Moreover, sentiment indicators related with labor market conditions performed much better than other sentiment indicators in both countries in explaining consumption behavior at the sectoral level. Nevertheless, this report stays silent in decoupling the effects of the crisis on household consumption from other factors and the effects of anti-crisis measured implemented in both countries, which may have modified the consumer behavior at that time.

Keywords: Consumer Confidence, Consumption, Turkey, Germany, Global Crisis

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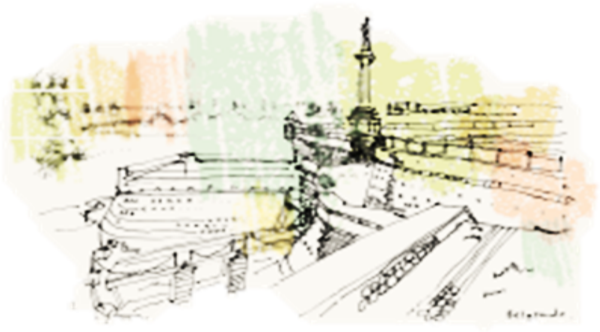

THE STATES OF BELGIUM AND THE OTTOMAN EMPIRE BETWEEN TRADE-RELATED CUSTOMS TARIFF BOOK (1862)

Murat FİDAN[1]

The Ottoman State wanted to change the customs tariff that it has put into practice during import and export with this state after 1840 signed trade agreement with the Belgian State, depending on the new developments in the economic conjuncture. Two important factors in the desire of the Ottoman Empire to change this are remarkable. The first factor appears to be the increase in the current value of product prices subject to tariffs and the decrease in the amount of customs taxation on these products. The second factor will attempt to change the concept of the economic policy applied by the Ottoman State depending on the economic and political developments in the world conjuncture. The Ottoman State has renewed its tariffs on imports and exports between Belgium and Turkey after the trade agreement of 20 March 1862. Customs tariff was prepared according to the Ottoman Turkic after the negotiations between the authorities of the two states. The authorities of both states have signed this recipe. In this study, while translating Ottoman State commodity commodities and Belgian commodity varieties in the tariff book from Ottoman Turkic to Latin alphabet, the original statements were true.

Keywords: Ottoman State, Belgium, Customs Tariff, Import, Export

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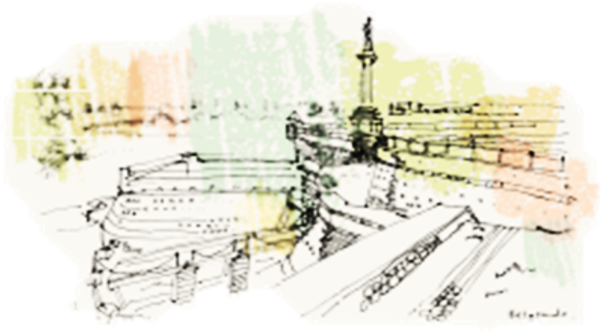

THE COMPARISON OF THE OTTOMAN EMPIRE IMPORTED BY THE PRODUCT STANDARDS IN GERMANY AND AUSTRIA STATES IN ACCORDANCE WITH THE 1862 CUSTOMS

Murat FİDAN[1]

The Ottoman State, the German State and the Austrian State, and the customs tariff book for the purpose of ensuring the coexistence of the tax amounts to be received from the products subject to importation and exportation in 1862 throughout the country. In this tariff book, the effects of attempts to change the economic policy of the Ottoman Empire depending on the economic and political developments in the world conjuncture are observed. In the tariff books, the products of the Ottoman State belonging to both states under the title of German waste and the title of Austria were prepared in a list. The customs tax amounts to be received from these products have also been expressed. The Ottoman Empire also imports products from both states as well as similar products in the product range are also available. This product variability will first determine the processes of serial production transition from the labor-intensive production conception of economic of both states after the industrial revolution. Another reason is thought to be production habits according to geographical differences. In this frame, the product which belongs to both states and which is subject to imports will be classified within itself. After the categorization, similar and different products in the products of the German and Austrian giants will be evaluated.

Keywords: Ottoman State, Germany, Austria, Customs Tariff, Import, Export

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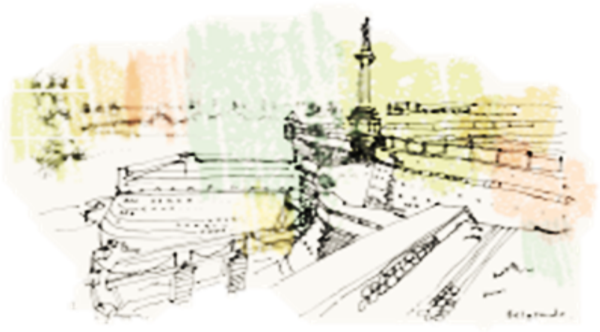

IS TURKEY A POTENTIAL MIDDLE INCOME TRAP CANDIDATE? AN EVALUATION IN TERMS OF VARIOUS INDICATORS

Metin BERBER[1], Mustafa Kemal DEĞER[2] and Muharrem Akın DOĞANAY[3]

Once an economy reaches a certain per capita level of income and become trapped there it is called a middle income trap. With the different definitions of the middle income trap, the most widely accepted is that stay longer than 28 years at the lower middle income level and 14 years at the upper middle income level. There are many factors that lead to the capture of countries in the middle income trap. Among these (i) low levels of savings and investments, (ii) slow development of manufacturing industry and low value added in manufacturing, (iii) low product diversity in the industry and (iv) labour market conditions showing poor growth. The aim of this study is to try to determine whether Turkey, which has been in the upper middle income level since 2005, will be caught up in the middle income trap. Therefore, the study will make comparisons in terms of middle-income trap indicators between the other upper middle-income countries in the same income group as Turkey and the countries which is in the high income countries group. In line with this goal, the countries will be evaluated with saving and investment rates, number of exported products, diversity indices in exported products, share of high value-added product exports, shares allocated to R&D, enrolment rates at university level, Human Development Index, indicators of corruption. Among the expected results in the study, Turkey is likely to have a middle income gap among the other middle income countries.

Keywords: Middle Income Trap, Upper Middle Income Countries, Turkey

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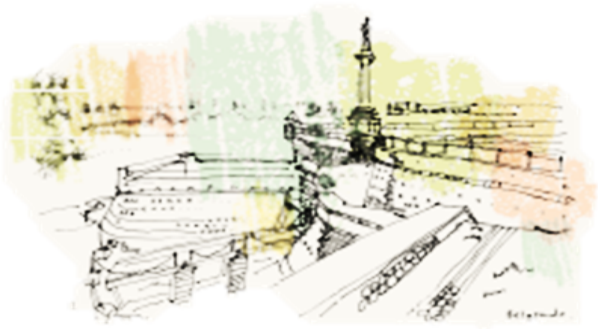

FOREIGN TRADE AND ECONOMIC GROWTH RELATION: COINTEGRATION AND CAUSALITY ANALYSES ON TURKEY (1980-2015)

Muharrem Akın DOĞANAY[1], Mustafa Kemal DEĞER[2] and Metin BERBER [3]

The effects of foreign trade on economic growth are one of the most discussed issues in the theoretical and empirical literature. While some research suggests that exports are the engine of economic growth, others are concerned with the composition and quality of exports. Similarly, some studies suggest that imports, especially intermediate and capital goods imports have significant implications for increasing economic growth. In this study, the effects of foreign trade on the economic growth of Turkey will be discussed. The Turkish economy began to pursue an industrialization policy based on exports with the decisions of January 24, 1980, and passed important liberalizations in foreign trade. Therefore, the annual data for the post-1980 period were taken into account in the empirical part of the study. The empirical portion of the study was derived from the World Bank's World Development Indicators database. The effects of exports and imports on economic growth in the study were examined by Engle-Granger cointegration test and Granger causality analysis. According to the findings obtained from the empirical tests, there are significant long-term relationships between Turkey's economic growth and foreign trade. Moreover, in the short term, there are two-way causality between GDP and exports; one-way causality from GDP to imports and one-way causality from imports to exports in Turkey.

Keywords: Export, Import, Economic Growth, Cointegration and Causality Analyses

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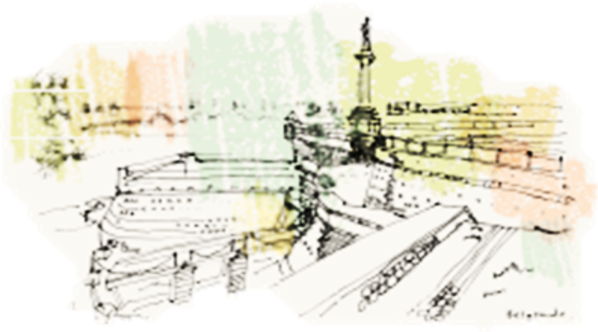

HUMAN DEVELOPMENT RANKING OF COUNTRIES BY MULTIMOORA OPTIMIZATION

Hasan TÜRE[1], Soner GÖKTEN[2] and Furkan BAŞER[3]

Endogenous growth models played an important role on the popularity of human capital concept. In other words, the recent paradigm on providing sustainable economic development based on efforts to explain the role of human capital accumulation which is backbone for innovation and technological improvement. Accordingly, Romer's (1990, p.98) expression – "what is important for growth is integration not into an economy with a large number of people but rather into one with a large amount of human capital" – is generally accepted by researchers and practitioners today. In this sense, human capital capacity of countries has become one of the most important indicators to make evaluations on their development levels. Human Development Index (HDI) of United Nations Development Programme (UNDP) is one of the widely-used beneficial tools to assess the development of a country. The HDI is the geometric mean of normalized indices derived from three pillars: (1) A long and healthy life - life expectancy at birth -, (2) being knowledgeable - mean of years of schooling for adults aged 25 years and more and expected years of schooling for children of school entering age - and (3) have a decent standard of living - gross national income per capita-. Nevertheless, the method of HDI calculation is criticized frequently because of considering only the average of this three indices. This study focuses on ranking countries based on the human development indicators by applying multi–criteria decision making method MULTIMOORA (Multi–Objective Optimization plus the Full Multiplicative Form). MULTIMOORA is useful method to compare multiple objectives defined by different measurement units due to the flexibility and robustness it introduces into the decision process. According to the numerical application carried out for 188 countries in the year 2015, it is determined that proposed method gives remarkable results.

Keywords: Multi-Objectives Decision Making, MULTIMOORA, Human Capital, Human

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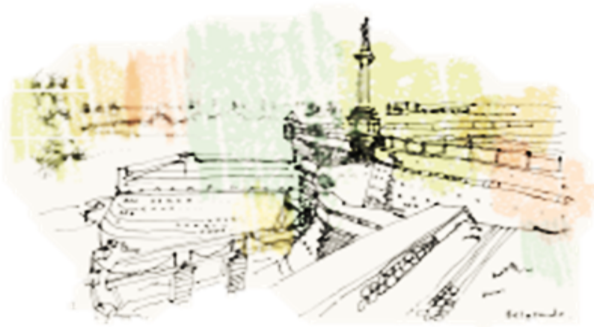

JOB SATISFACTION OF FORESTRY TECHNICAL STAFF: THE CASE OF REGIONAL FOREST DIRECTORATE OF ISTANBUL

Seçil YURDAKUL EROL[1] and Murat KÖSE[2]

Forests provide a wide range of economic, social and ecological functions and forestry is an integration of conducting activities for meeting the society's demands on forest resources in the context of forest functions while managing the forests according to principles of sustainable management and ecosystem integrity. As it is understood, forestry consists of many complex and interrelated activities, thus forestry technical staff has too much authority and responsibility in terms of decision making, application and controlling. Furthermore, the job satisfaction level of technical staff has relations with the success of forestry organization and management of forest resources. In this context, the aims of the study were to determine the job satisfaction level of forestry technical staff and also to investigate the effects of individual factors on job satisfaction. In order to achieve the aims questionnaires were applied to technical staff of Regional Forest Directorate of Istanbul. Minnesota satisfaction questionnaire short form and personal questions was used as survey instrument and 112 staff participated to questionnaire survey. The data were analyzed by descriptive statistics and comparative analysis. The initial findings showed that the expressions which have the highest satisfaction level are about the chance to do things for other people, the chance to be "somebody" in the community and the chance to tell people what to do. Also the lowest satisfaction level was regarding payment and the amount of work, working conditions and being able to keep busy all the time. In the light of the main findings local based decision should be taken and related application should be made to improve the job satisfaction level of technical staff and undoubtedly this approach will have direct positive impact on achieving the aims of forestry.

Keywords: Forest Administration, Job Satisfaction, Forestry Technical Staff

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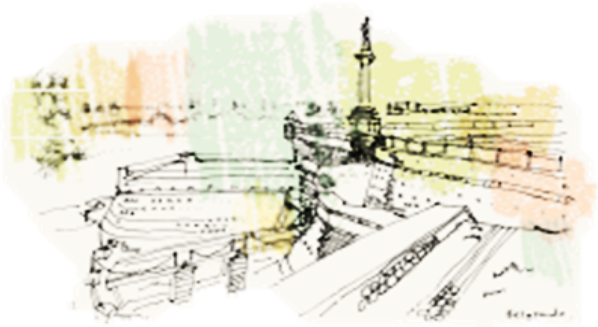

JANUS BIFRONS: AROUND THE WORLD IN EIGHTY DAYS IN TERMS OF POSTCOLONIAL THEORY

Gülmelek DOĞANAY[1] and Betül BAYRAKTAR[2]

Colonialism that based on the discovery of the American continent, became important in 18th century within the scope of searching market for the surplus production, low-cost labour and raw material after the industrial revolution. However, the claims of the Occident to bring civilizations to these countries, which he intend to exploit economically, shows that it is also a cultural project of colonialism. This happens with the orientalist perspective of the subject who constructs his identity positively and creates the identity of his other/object negatively. The Orientalist point of view, enclosing the Orient in a time behind the moment when the Ocident live and in a place far from himself, reaches nowadays by repeating itself for hundreds of years and this knowledge produced about the Orient is used as a fiction material in literary works. These literary works describe the Orient as bizarre and mysterious. At this point, just as postmodernism is the critique of modernism, the postcolonial approach involves the criticism of orientalism and colonial order. In this study, it will be examined Jules Verne's narrative of Around the World in Eighty Days in the framework of postcolonial theory as a critical theory. In this novel, the subject-object, power-other, master-slave, masculine-feminine connections are fictionalized with an Orientalist point of view. Via postcolonial theory, it can be seen that the image attributed to the Orient is portrayed as an object of desire in which the Occident can fulfill the feelings subconsciously repressed. So, no matter how far you go to the east, the world is round and you will be back to the starting point. Therefore, in the study, it will be emphasized that the Orient is lower-self/Other of the Occident.

Keywords: Orientalism, Postcolonial Theory, Otherness, Literary Works

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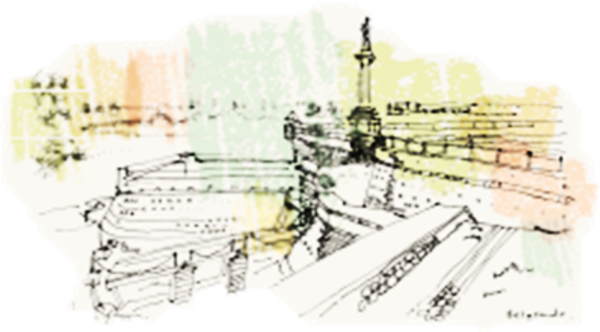

PURIFICATION OF POLITICAL SPHERE: TO THINK ABOUT HANNAH ARENDT AGAIN

Gülmelek DOĞANAY[1]

Hannah Arendt (1906-1975) tried to explain the concepts such as liberty, equality, violence, revolution, totalitarianism, mass society and politics, by looking at Vita Activa (active life), which she described as human condition. In trying to understand these concepts, the influence of her time and her identities is also strong. A philosopher who had seen the Second World War, Arendt tried to understand how the real political action, by questioning the cause of the demolition of the West during this period as an educated women and Jews living in Germany. Criticizing the great narratives of modern times (including liberalism and Marxism) and searching for the foundations of her philosophy of politics in Ancient Greece she re-defined the distinction between public and private sphere. This public sphere is the domain of political action. The aim of this study is to understand the political conception that underlies Hannah Arendt's intellectual action. More specifically, it is aimed to remind the definition of politics which Arendt made, in order to review the concept of political action in our time. In this study, by giving completely the place to her intellectual action, Arendt will be "secularized" in her own words; in other words "to be emancipated". Because being and emancipation are revealed in the thoughts of others about us. In this context, mass society which tries to make everyone smilar and to enclose the diffrences in private sphere, will be criticized. In other words, in this society the political sphere was occupied by the social, and behavior has taken actions' place. According to Arendt, the liberation of the humanity trapped in social also depends on the return of the political sphere. Thus, the purpose is to rebuild freedom and the freedom links to be visible in the public sphere.

Keywords: Hannah Arendt, Political philosophy, Mass society, Freedom, Political action

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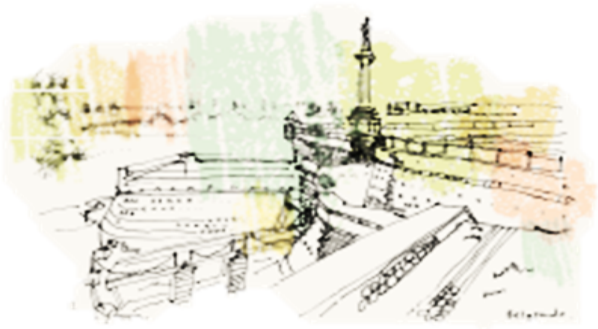

CONVERGENCE IN PER CAPITA NATURAL GAS CONSUMPTION AMONG G-20 COUNTRIES

Aycan HEPSAĞ[1], Özlem GÖKTAŞ[2] and Barış Erkan YAZICI[3]

The present paper investigates the convergence in per capita natural gas consumption among G-20 countries which are Argentina, Australia, Brazil, Canada, China, France, Germany, India, Indonesia, Italy, Japan, Mexico, Russia, Saudi Arabia, the United Kingdom and the United States, employing asymmetric nonlinear unit root test of Sollis (2009). The data set involves annual per capita natural gas consumption of G-20 countries for the period from 1965 to 2015 and per capita natural gas consumptions' differential series of each country is calculated in order to test convergence hypothesis of per capita natural gas consumption among G-20 countries. The empirical results suggest that per capita natural gas use in Argentina, Australia, Brazil, Canada, France, Germany, India, Indonesia, Italy, Japan, Mexico, Saudi Arabia, the United Kingdom and the United States has a divergent pattern. The results indicate that per capita natural gas consumption has diverged from the G-20 group average, implying that shocks to series are permanent. On the other hand, only two of G-20 countries, i.e. Russia and China are found to be converging. It is suggested that the G-20 countries which are diverging need to pursue policies to make their natural gas supply more stable. Thus, these countries may also move from being diverging to converging.

Keywords: Convergence, Per Capita Natural Gas Consumption, Asymmetric Nonlinear Unit Root Test, G-20 Countries

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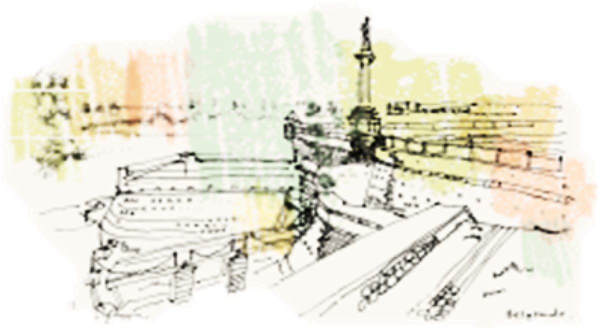

FINANCIAL KUZNETS CURVE HYPOTHESIS: THE CASE OF NORDIC COUNTRIES

Aycan HEPSAĞ[1], Beyhan İNCEKARA[2] and Barış Erkan YAZICI[3]

The present paper attempts to investigate the validity of Financial Kuznets Curve hypothesis that examine the relationship between financial development and income inequality for Nordic economies. We use Gini coefficients as a measure of income inequality and the credit to private sector (of GDP) as a measure of financial development. Towards to aim of the paper, we use annual data of Denmark, Finland, Norway and Sweden and employ the method of Dynamic Ordinary Least Squares (DOLS) developed by Stock and Watson (1993) and the cointegration test developed by Shin (1994). The empirical results will suggest that whether there exists an inverse U-shaped relationship between financial development and income inequality or not, for Nordic countries. We will also obtain empirical results about validity of traditional Kuznets Curve hypothesis that explore the relationship between economic growth and income inequality in Nordic countries. The results could present important policy implications about reducing the income inequality for Nordic economies.

Keywords: Financial Kuznets Curve, Nordic Economies, Dynamic Ordinary Least Squares

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AN INTERNAL SECURITY PUBLIC POLICY ANALYSIS: LAW NO. 6638

Çağrı D. ÇOLAK[1]

The Law no. 6638 “The Law about Amending Certain Law with Police Mission and Authority Law, Military Police Organization, Task and Authorisation Law” was accepted in 27 March 2015 and approved by President with publishing in 4 April 2015 at Official Journal. The Law no. 6638 has come in to public agenda as a “Internal Security Package” and caused important difference of opinion at Turkish Grand National Assembly. Subjected law which has caused strong difference of opinion in the sight of political parties, lawyers and society, has created a resolution in the form of “provision the public security” and “anxiety of threat the freedom”. The purpose of this study is to express the policy process about this law by means of separate specific chapters. In this context, the Law no. 6638 is evaluated with “process model” which is a kind of public policy analysis method. This study which analysed the law, becoming a current issue, formulating, legalizing, applicating and the process of evaluating, includes discussions about subjected process and presents data to literature and decision makers.

Keywords: Internal Security Package, The Law No. 6638, Public Policy

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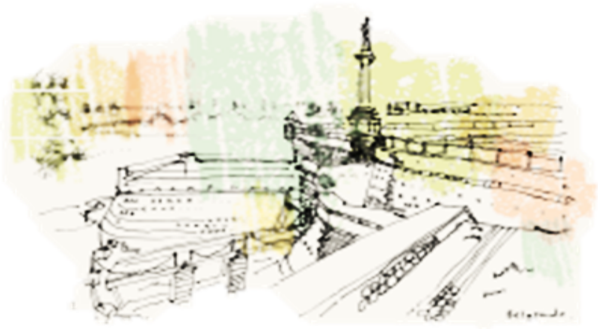

INTERNATIONAL TRADE AND ECONOMIC GROWTH: EVIDENCE FROM G-7 COUNTRIES

Kıvanç Halil ARIÇ[1] and Siok Kun SEK[2]

International trade provides with the allocation of resources efficiently, helps countries implement their “scale economies” in their production structure by accessing foreign individuals, promotes the dispersion of knowledge and leads technological progress in worldwide. Additionally, in the international markets, domestic firms meet with foreign firms and this process instigates the competition for both of them. Competition leads firms to optimize their production process and produce new products in order to maintain their position in the international markets. Consequently, all these factors of international trade point to the way to the economic growth of the countries. The Group of seven, named as G7 countries, includes Canada, France, Germany, Italy, Japan, the United Kingdom and the United States respectively. International Monetary Fund reported that G7 countries as seven major economies in the world. In this respect, economic implementations of G7 have direct effects on other developed and developing countries. It can be said that international trade movements of G7 affects other countries’ production and demand structures. This study examines the effects of export and import patterns on economic growth in G7 countries. Panel ARDL method is used in the period of 1992-2015. In the analysis process unit root tests, lag selection (Shwarz criterion), pooled mean group (PMG), mean group (MG) and Hausman tests are used respectively. According to the analysis results, in the long run, export has effects on growth positively (coefficient: 0.273) and imports has effects on growth negatively (coefficient: -0.322) in G7 countries. In the short run, one lag of import affects economic growth positively (coefficient: 0.840) in G7 countries.

Keywords: G7 Countries, International Trade, Growth, Panel ARDL

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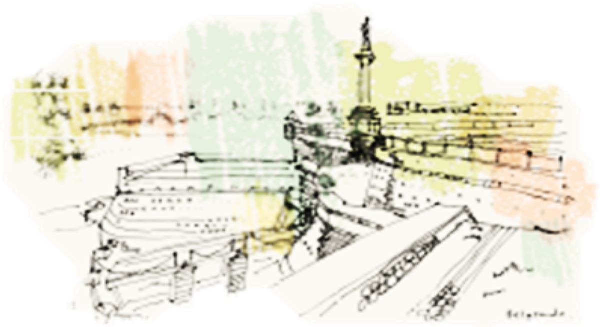

WHAT DRIVES CURRENT ACCOUNT IN EAST ASIAN COUNTRIES?*

Kıvanç Halil ARIÇ[1]

The world economy has experienced many financial crises since the 1990s. Globalization also stimulates the current account deficit as an important economic problem for many countries. The effects of globalization on current account deficits occur by the channel of international trade and capital mobility. Many studies have focused on current account balance in the respect of a single country or country group base. This interest comes from the importance of current account as a signal before an economic crisis. This study examines the determinants of current account in the East Asian countries (China, Hong Kong, South Korea and Japan). GMM dynamic panel data estimation method is used in the period of 1998-2015. Current account balance as a percentage of GDP (CA) is used as dependent variable. Independent variables are; GDP growth rate (GDP), exports of goods and services as a percentage of GDP (EXP), imports of goods and services as a percentage of GDP (IMP), foreign direct investment as a percentage of GDP (FDI) and general government final consumption expenditure growth (GOV) respectively. Data was collected from "World Development Indicators" in the World Bank website. According to the analysis results, GDP affects CA negatively and its coefficient is -0.18. EXP affects CA positively (coefficient: 0.90). IMP has negative effects on CA (coefficient: -0.90), GOV has positive effects on CA (coefficient: 0.07). FDI has a statistically insignificant effect on CA. Consequently, it can be said that trade patterns have considerable effects on current account in East Asian countries. Current account balance of these countries could be controlled by using intentive policy implications on trade process.

Keywords: East Asian Countries, Current Account, GMM Panel Data

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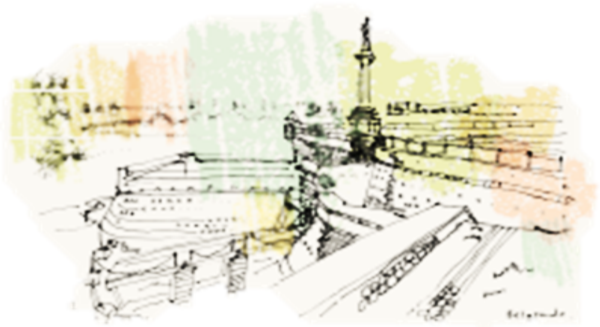

THE COINTEGRATION RELATIONSHIP BETWEEN STOCK MARKETS OF SELECTED COUNTRIES

Mehmet Akif ÖNCÜ[1] and Osman KARTAL[2]

In the globalizing world economy, as a result of increased financial liberalization, political and economic developments which are formed in the countries, may affect the associated exchanges in other countries in a very short period of time and even simultaneously. In portfolios which are generated to diversify in order to reduce risk in investments, investments are directing to different investment instruments or different securitiesin order to make this diversification. However, for international investments, it is possible to avoid the country risks by making this diversification. For this purpose, absence of the co-integration relationship between the invested stock markets while making the investments is important for investors to be protected from risks.In this context, the co-integration relationship between Turkey stock market (BIST) and developed stock markets has examined. Johansen co-integration test has been used in order to examine the co-integration relationship and the causality between stock markets has examined with the Granger causality test. In addition, the identifying statistics between the countries has been shown in a table.The purpose of this study is to examine the co-integration relationship between stock markets.

Keywords: Cointegration, Stock markets, Finance

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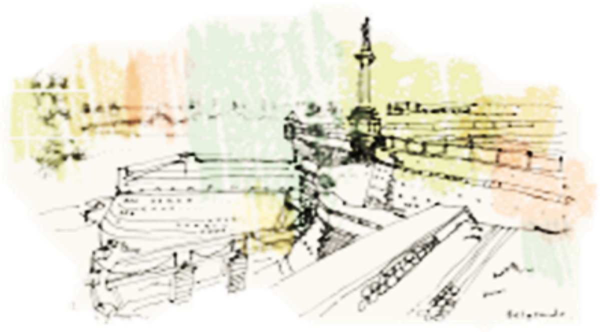

ANALYSIS OF AUTOMOBILE INSURANCE CLAIM OCCURRENCE WITH LOGISTIC REGRESSION AND ARTIFICIAL NEURAL NETWORK

Aysen APAYDIN[1] , Furkan BAŞER[2] and Hasan TÜRE[3]

The automobile insurance business as a non-life insurance branch is receiving increasing interest because a large number of situations with a wide range of risks are required to manage. In an insurance plan, ensuring fairness between different classes of policyholders and the contribution of each insureds to the mutual fund according to the extent of losses are of importance both in terms of insured and insurance company. The insurer seeks to maximize its premium income by accepting as many insurance applications as possible at the appropriate premium rates for the existing risks. Each individual has different risk characteristics that affect the occurrence of claim. In this study, standard Logistic Regression (LR) model and Artificial Neural Network (ANN) were used for automobile insurance claim occurrence prediction, and the results of the methods were compared according to the classification errors. Additionally, it was investigated which risk characteristics have significant impact on the occurrence of auto insurance claims. A data set of an automobile insurance portfolio of a company operating in Turkey was used. The policy information included gender of the policy holder, car age, sum insured, geographical region, provincial traffic intensity, and no-claims discount level. The results indicated that past claim record was very useful information for risk classification.

Keywords: Automobile insurance, Risk factors, Logistic regression, Artificial neural network

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TAXATION WITHIN THE SCOPE OF INTELLECTUAL PROPERTY RIGHTS: BRAND

Funda KARAKOYUN[1]

As a reflection of activities arising from and continually developed by information and technology field, various incomes appear for entities and institutions in terms of intangible rights. Furthermore, these above-mentioned incomes, qualified as intangible rights, obtained from cross-border digital economic activities include controversial implementations in scope of current tax law. Domestic legislation applications are likely to be deficient in terms of assessing the quality of the activity which is subject to taxation. Even though it is not possible that brand value the business has created on its own may be activated, in case it pays the price, it turns into an asset and becomes subject to binding rules of either tax law or accountancy. Our research takes two approaches to this issue. There is no single-method application form of intangible rights before international standards commission. Deficiency of application standards and notions in acquiring incomes is likely to result in preferences that will cause tax loss made by the taxpayer deliberately or inadvertently. On the other hand, process of the legislation and defined notions also influence taxation in determining the source the income is obtained from. In addition, acquisition of these rights plays a significant role in its capitalization and domestic and overseas tax regulations. Brand, which is the subject of our study, is given a place in rights category as a significant business asset as a monetary value but having no physical asset. Brand holds a value with high acquisition, which can capitalize a business in case this business needs financial sources, to be transferred or to merge with another business. The second section of our study composes of the value of this asset and its taxation based on the previous financial achievements of the business and its further growth.

Keywords: Intellectual property rights, Intangible assets, Brand, Post tax Royalty, Tax loss.

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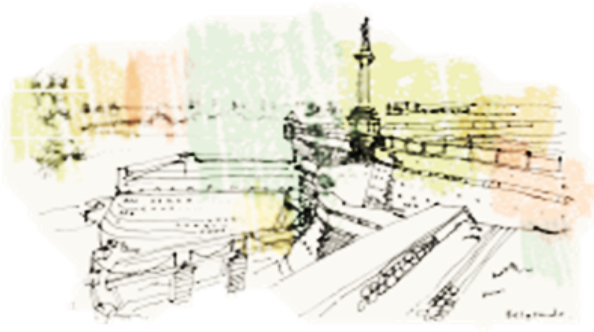

SOCIO- ECONOMICAL ANALYSIS OF TURKISH FURNITURE INDUSTRY

Emine Seda ERDİNLER[1] and Hasan Tezcan YILDIRIM[2]

Furniture comes up as a product having importance on society's daily life serving people's socio-economical needs and affecting their quality of living directly. Therefore, furniture industry is influenced by various dynamics of the society. The importance of this industry also carries some problems and deadlocks. Analysis of the important socio- economical problems of Turkish furniture industry and suggestions for solutions are the main contents of this study. Local or regional economical crisis, changing preferences of furniture consumers, inappropriate marketing strategies, and procurement of raw materials, commercial treaties, urbanization, and changes in life styles, certification and its reflections make up the main socio-economical problems of the industry. The basic solution is the development plan. The development plan in Turkey started in early sixties, however, aims and political changes put back the opportunity to apply the full plan. As a result, to be able to overcome the problems consistently would be possible by understanding the problems and by increasing the participation of the industry into researches. Furthermore, political supports of the government for the industry with high export values, elimination of the educational insufficiencies would bring solutions to both social and economical problems of the industry.

Keywords: Furniture, Development plan, Forest industry, Forest policy, Environmental

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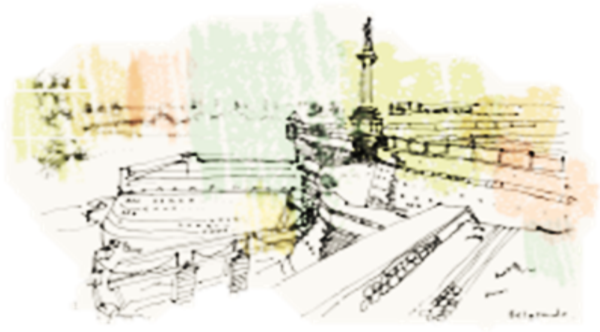

APPLICATION OF SOCIAL MEDIA IN MARKETING: A CASE STUDY

Müge KLEIN[1] and Ela Sibel BAYRAK MEYDANOĞLU[2]

The expanding use of social media applications in business entail a lot of benefits particularly with regard to enabling completely new marketing opportunities. Social media establishes a completely new communication form between companies and their customers as well as between customers themselves, where customers become a more active role in companies marketing strategies. Social media facilitates customers' involvement in product development and offers a platform for word-of-mouth advertising. On this account, nowadays companies consider strongly social media while developing their global marketing strategies. This work has the objective to discuss the using possibilities of social media in marketing first by providing an assessment of the potential contribution of social media to marketing mix elements, using the familiar framework of the four Ps (product, price, promotion, place) and the four Cs (costumer, cost, communication, convenience) and secondly to compare those theoretical expectations about using social media in marketing with the practice. In this context a case study analysis about the social media marketing activities of B/S/H/ Turkey (one of the leading electronic home appliances companies in Turkey) will be conducted.

Keywords: Social media marketing, Digital marketing, Marketing mix

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THE RELATIONSHIP BETWEEN FINANCIAL EDUCATION AND FINANCIAL LITERACY: A RESEARCH AT DUZCE UNIVERSITY

İstemi ÇÖMLEKÇİ[1]

The factors that constitute financial literacy are examined in three dimensions as financial knowledge, financial attitude and financial behavior. Financial knowledge is known as having basic financial information such as simple interest rate, compound interest, inflation, risk, return, investment, budget, planning. The financial attitude is defined as a regularly behavior which is the result of the experience that individuals have gained in using, spending and saving money. Financial behavior is defined as to follow personal financial situation, pay attention to purchasing processes, manage short and long term savings, investments and debts.Rational decision-making between payment and purchase alternatives, debt and saving management and financial planning are only possible with financial literacy. The purpose of this study is to examine the relationship between financial education and financial knowledge and also financial literacy. The universe of the research has been identified as students who have taken finance courses in Business Administration Department of Düzce University Faculty of Business Administration. A complete counting method was preferred in the research, and no sampling was done. 170 surveys were evaluated in the survey. The data was analyzed by the SPSS 18 program.As a result of the study, it has been determined that the Financial knowledge and the financial literacy levels of the students are generally moderate. In addition, it has been found that the Financial knowledge Level and Financial Literacy Level are statistically different according to gender and achievement status.

Keywords: Financial literacy, Financial information

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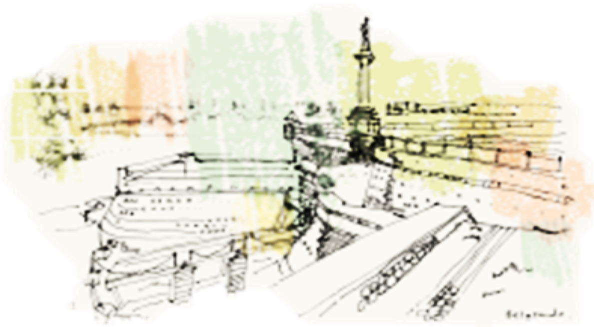

ANALYZING OF HOSPITAL TRIP DEMANDS IN TERMS OF SOCIOECONOMIC PARAMETERS

Çağdaş KARA[1] , Arzu ALTIN YAVUZ[2] , Şafak BİLGİÇ[3] and Barış ERGÜL[4]

By attaching great importance to human and developing health sector, sizable investments are made for hospital and transportation constructions in developing countries such as Turkey. Because investments for hospital construction and transportation planning occupy spacious place in country's economy, planning investments must be effective and accurate. In this study, by using surveys obtained from Transportation Master Plan Study for city of Eskisehir, Turkey in 2015. Home-based-hospital trip model was developed with a linear multi-regression analysis. Within this scope, 11144 valid household surveys and 16 zones selected from city center were used. Effects of three parameters (population, employment ratio and average of incomes) related to each zone, home-based-hospital trip demand were investigated. Least squares method was used for regression analysis. Visual and parametric tests were used to explore normality of data. The results of this study showed that effects of income and population trips are meaningful while effect of employment ratio are meaningless on home-based-hospital trips. However, the rates of explanation of established model is 87.3%. In other words, trip demands of home-based-hospital are explained with incomes and population by rate of 87.3%. This established model could be used on the purpose of inference because assumptions were validated.

Keywords: Mode choice, Urban transport, Sustainable mobility, Public transport

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APPLICATION OF FUZZY LOGIC FOR MODE CHOICE MODELLING IN URBAN TRANSPORTATION

Çağdaş KARA[1] , Hüseyin Onur TEZCAN[2] , Kadir Berkhan AKALIN[3] and Murat KARACASU[4]

Importance given to transportation investments increase in developed countries day by day. Therefore, effective planning plays a significant role either in new transportation investments or in improving present transportation system. To make well-conceived planning for urban transportation, mode choices (automobile, taxi or public transport) and travel demand must be analyzed and forecasted accurately. The aim of this study was to evaluate a mode choice demand model in an urban area by using fuzzy logic approach. In this way, a new kind of decision making system which could properly model the transportation mode choices was generated. Within this scope, so called, home-based-other trips that account for travels such as shopping, socializing, etc. in Eskisehir, Turkey were examined. The trip data were obtained from the household surveys performed as part of Eskisehir Transportation Master Plan in 2015. 20 zone were chosen for this study. By using socioeconomic parameters like employment ratio, averages of income and age, modal choices were modelled by fuzzy logic approach. The results were evaluated within the framework of effective planning of transportation investments and sustainable mobility in the urban context.

Keywords: Mode choice, Urban transport, Sustainable mobility, Public transport

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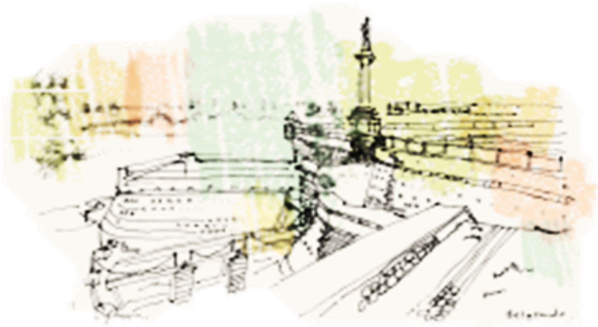

2nd INTERNATIONAL CONFERENCE ON ECONOMICS BUSINESS MANAGEMENT AND SOCIAL SCIENCES

UNTANGLING SECURITIZATION THEORY IN HYDROPOLITICS: THE CASE OF WATER RESOURCES DEVELOPMENT IN TURKEY

Ahmet CONKER[1]

Hydropolitics is relatively a new sub-discipline within the field of political science and international relations. In spite of being a recent area of research, a great deal of theoretical frameworks within theories of political science and international relations has been applied to discipline of hydropolitics in the literature. In this regard, given the fact that water resources development is inherently linked with different domains of security such as food security, environmental security, and energy security and so on, one of the key theoretical frameworks applied to hydropolitics is the Securitization Theory, developed by Copenhagen School. The Securitization Theory has been extensively applied by a great deal of academic works in order to understand the link between water and different aspects of security. However, the application of the Securitization Theory to the Turkish case has remained limited. This paper aims to cover this gap in the literature. The paper argues that Turkey's massive scale hydraulic development endeavours since its foundation are 'securitized' and 'opportunitized' by the ruling elites from various aspects. In this regard, linking water resources development projects with the energy security of the country constitutes important aspect of this securitization process. Based on gathering wide range of primary and secondary sources including institutional documents, discourses of key informants such as policy makers and activists, media outlets and secondary scholarly literature, the paper finds that securitization of water resources development has significantly enhanced discursive power capabilities of securitizing elites thereby enabling them to justify those hydraulic development projects. However, considering the recent controversy developed around constructions of hydropower plants, the paper also finds that civil society networks opposing these projects also conduct counter-securitization moves to curb these hydraulic development attempts led either by the state or the private sector.

Keywords: Securitization theory, Hydropolitics, Turkey

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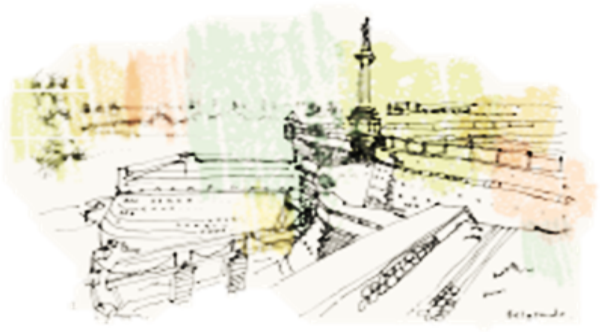

A REVIEW OF THE ARTICLES PUBLISHED IN THE JOURNAL OF RESEARCH IN SCIENCE TEACHING(JRST) BETWEEN 2006-2016: CONTENT ANALYSIS

Esra KABATAŞ MEMİŞ[1] , Elif SÖNMEZ[2] and Muhittin ÖZ[3]

The purpose of this study is to determine the common trends in science education by evaluating the articles published in the last 10 years in the Journal of Research in Science Teaching (JRST), a journal on learning and teaching science and science education policies. For this purpose, 556 articles published between 2006-2016 in the JRST were included in the evaluation. Each of the articles was subject to content analysis in contexts such as subject area, method, sampling, data collection tools, preferred teaching practices and statistical methods. The collected data is interpreted based on the frequency and presented through tables and graphs. The collected data showed that biology and mixed fields (Physics, Chemistry and Biology) are more preferred as disciplines. Furthermore; learning, teaching, teacher education and concept analysis are issues which are frequently researched. As methods, qualitative research methods are more preferred. The frequently used data collection tools are surveys, interviews, observations and documents. More studies have been conducted with undergraduates, students from secondary schools and teachers while the size of the samples were mostly chosen between 30-100. While content analysis is the most preferred method of data analysis, t-tests and ANOVA / ANCOVA analysis are more frequently used as parametric tests.

Keywords: Science education, Science learning and teaching, Content analysis

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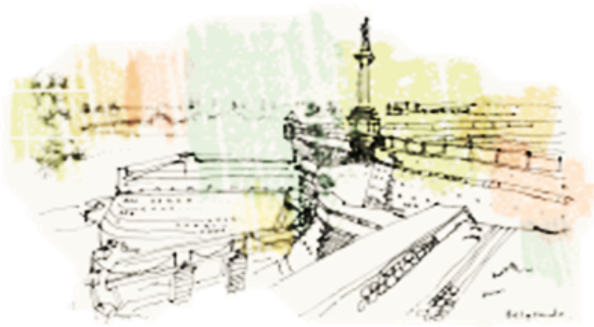

EQUILIBRIUM AMONG FINANCIAL INSTRUMENTS PARTICULAR TO TURKEY: BIST100-CDS PREMIUMS-INTEREST RATES

Engin KÜÇÜKSİLLE[1] and Sadık KARAOĞLAN[2]

The aim of this study is to examine the relations among Borsa İstanbul 100 Index, Credit Default Swap premiums and two year bond interest rates in the period of 2010:01-2016:11. GLS-Based unit root tests with multiple structural breaks developed by Carrion-i-Silvestre and structural break cointegration test developed by Maki are applied. According to the findings; it has been determined that there have been statistically significant structural breaks in the prices of related financial assets the months following Turkish parliamentary elections made at 2011 and 2015 June and 2013 May when Bernanke, the ex-Federal Reserve Bank Governor, declared that Federal Reserve Bank would decrease the amount of quantitative easing. The findings also suggested that CDS premiums and interest rates affect the Turkish Stock Exchange negatively both in the short and long term. Additionally, the changes in CDS premiums have higher negative effects on stock prices than the changes in interest rates. The deviations from the equilibrium on Borsa İstanbul 100 Index, CDS premiums particular to Turkey and interest rates in the short run, come back to the equilibrium approximately after 3 periods (months).

Keywords: Structural breaks, Cointegration, Borsa İstanbul 100 index, CDS premiums, Interest rates

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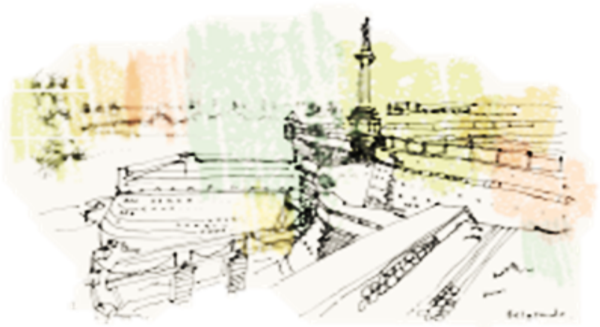

WINS AND LOSSES IN GAMES AND STOCKS: AN ANALYSIS ON A FOOTBALL CLUB'S STOCK PERFORMANCE

Muhammet Yunus ŞİŞMAN[1] , Meltem KESKİN KÖYLÜ [2] and Ahmet YÜCEL[3]

Football, one of the most famous sports in the world, attracts millions of fans as well as investors in stock markets once the club shares are publicly traded. We investigate the link between market and sport performance of a publicly traded football club (Galatasaray SK) by incorporating detailed game characteristics and sport performance measures into the analysis.

We applied pair-wise T-tests to explore whether the stock returns are significantly affected by game types (e.g., national versus international games, home and away matches) and game results. In addition, the analysis includes public announcements for transfers and cumulative team performance during the season. We then employ the Ordered Logistic Regression method to identify the extent of the impact of game characteristics and performance on stock returns.

Findings reveal that investors actively respond to game results if the team is in the title race either in national or international leagues. We find an asymmetric market reaction to the team's wins and losses during this period. Sport performance and stock returns have an insignificant relation once the team is eliminated from the international tournaments and missed the championship in the national league. At this stage, the club's stocks are only affected by the stock exchange index (BIST 100) fluctuations. Our model has 67 percent accuracy rate for predicting returns on the club's stocks. Incorporating the comparative sport performance of this team with respect to the two likely candidates for national championship significantly affects the estimates and improves the model accuracy rate to 78 percent.

Keywords: Ordered logistic regression, Stock returns, Sport performance

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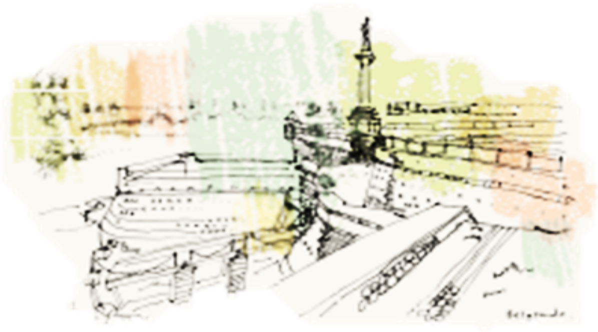

THE RISE OF INTERDISIPLINARY APPROACHES IN THE SOCIAL SCIENCES DURING THE TWENTIETH CENTURY

Fulya ÖZKAN[1]

This article emphasizes the importance of interdisiplinarity in the social sciences. It argues that different disciplines such as politics, sociology, history, anthropology, psychology and economics emerged during the nineteenth century as a result of the rise of positivist approaches in the social sciences. In order to attain objective knowledge, positivism divided reality into observable pieces such as the individual, the society, the state and the market each of which were examined by different social sciences such as psychology, sociology, political science and economics respectively. However, during the course of the twentieth century, interdisciplinarity, which argues for the interaction between different social science disciplines, gained more importance. Especially starting from the 1950s onwards, three developments contributed to this process: the emergence of area studies as a separate research field as a reflection of Cold War politics on the academia, new social movements such as the second-wave feminism which argued for the combination of the state and society in social research and last but not least, cultural studies.

Keywords: Interdisiplinarity, Social sciences, Area studies, Cultural studies, New social movements

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THE RELATIONSHIP BETWEEN FINANCIAL CRISES AND FINANCIAL INDICATORS: AN EVALUATION ON TURKEY

Seyfettin ÜNAL[1] and Hakan ÇELİKKOL[2]

Financial crisis has become an inevitable aspect of today's globally integrated modern economies. In contradiction to their unpleasant consequences, financial crises have attracted researchers' attention hence been continuously subject to numerous studies. This study examines the relationship between both domestic and global financial crises and selected financial data of Turkey. The period examined covers a fairly long-term of 23 years, which is between 1993 and 2015. The examination has been constructed in a manner of before, during and after reflections of financial crises on selected financial variables. They are stock market shares turnover ratio, stock market trading volume and interest rate. The study considers possible causal relationships of the financial indicators with financial crises. The preliminary observations reveal that with respect to the type of the crisis, whether it is domestic/global or economic/financial, relationships exist between the crises and all financial indicators. The most notable association is detected between the crises and stock market share turnover ratio.

Keywords: Financial crises, Stock market share turnover, Trading volume, Interest rate

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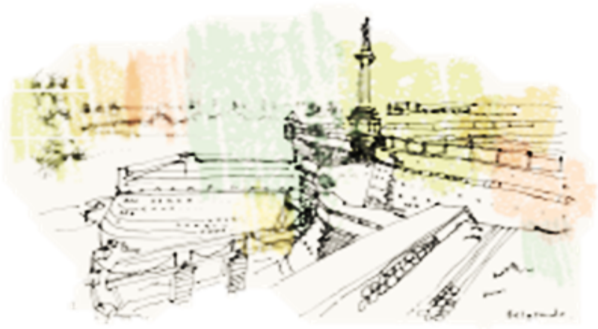

THE RELATIONSHIP BETWEEN CONFIDENCE AND ECONOMIC ACTIVITY: THE CASE OF TURKEY

Seyfettin ARTAN[1] and Selim Koray DEMİREL[2]

The science of economics is constructed upon human beings. In other words, the science of economics is unimaginable without human beings. As a matter of fact, economies are also administered by human beings. This reality reveals the inevitable relation between economic activity and confidence which is one of the most important feelings of human beigns. From a theoretical point of view, in the high condifence level economies willignes to buy increases, obstacles to innovations are removed and long run investment decisions could be made easily. In this context, the aim of this study is to reveal the relationship between confidence and economic activity in case of Turkey. Consumer confidence index is used as an indicator of confidence level. The relationship between consumer confidence index and the fundamental macroeconomic indicators are analysed with time series analysis for the period of 2005: 01 - 2016: 12. Obtained results show that there is a significant relation between the confidence level and fundemental macroeconomic indicators. These results proves the theoretical relation between the confidence level and economic activity in practice for Turkey.

Keywords: Consumer confidence index, Time series analysis, Macroeconomic indicators

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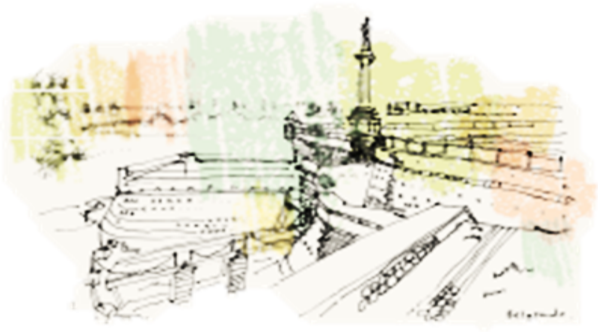

INTERNATIONAL TRADE FLOWS AND CORRUPTION: PANEL GRAVITY MODEL

Seyfettin ARTAN[1] , Pınar HAYALOĞLU[2] and Selim Koray DEMİREL[3]

The gravity model based on Newton’s law of universal gravitation is used in various fields of economics due to its success in practice, especially trade flows between the countries. In this study, the effect of corruption on bilateral trade flows is examined via panel data analysis for the period of 2003-2015 in cases of emerging economies. The findings show that differences in demand and supply conditions, institutional differences and corruption are the main factors effecting the trade flows between countries. This result reveals that implementation of anti-corruption policies have positive effect at trade flows between countries which have common language, history and frontiers.

Keywords: Corruption, The Gravity model, Emerging markets, Panel data analysis

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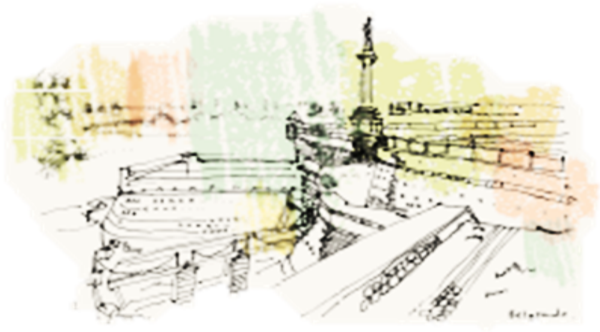

TURKEY-IRAN RELATIONS UNDER THE DAVUTOĞLU RULE

Atay AKDEVELİOĞLU[1]

Since the Islamic revolution in Iran, Ankara and Teheran have considered each other as antithesis in terms of their regime types. But when the JDP came to power, this somewhat hostile approach in bilateral relations has changed. Yet Turkey's Iran policy had its ups and downs, and both countries became rivals in some regional issues while cooperating on some others. Former Foreign Minister (later Prime Minister) Ahmet Davutoğlu argued that Turkey and Iran moved from conflict to cooperation because of the JDP government's new ideological/political perspective. Although Davutoğlu's influence over the JDP's foreign policy decision-making process has increased and the JDP government's power in Turkey has increased remarkably thereby enabling it to reflect its domestic power to foreign policy, paradoxically the relations between the two countries have been strained since 2010. The main reason for the collapse of the cooperation was the difference of approaches the two countries adopted towards the regional developments.

Keywords: Turkey, Iran, Turkey-Iran relations, Davutoğlu, the JDP

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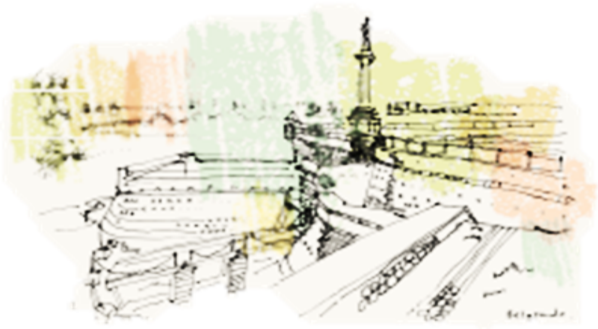

COMPARATIVE ANALYSIS OF THE TURKISH PRESIDENTIAL SYSTEM WITH GOVERNMENT SYSTEMS INCLUDING SEPERATION OF POWERS

Çağrı D. ÇOLAK[1] , Bülent ŞENER[2] and Muhammed Yunus BİLGİLİ[3]

There are many debates on the "presidential system" that propose radical changes in the Turkish administration system. Such discussions take its source from the dichotomies of the "powers union-powers separation" and the "presidential system-parliamentary system". Until the constitutional amendment proposal of 10 December 2016 in Turkey the debate on the government system in Turkey has been publicized by the name of "presidential" or "Turkish type presidential" system, leading to the fact that the Turkish presidential system is in the presidential system category in terms of government systems based on separation of powers. However, in the text of the constitution proposal, many articles on the relationship between legislative and executive reminiscent of the parliamentary system. The aim of the study here is to show in what category the presidential system is related to the legislative-executive relations, from the general literature of constitutional law and politics.

Keywords: Turkish presidency system, Presidency system, Parliamentary system, Turkey

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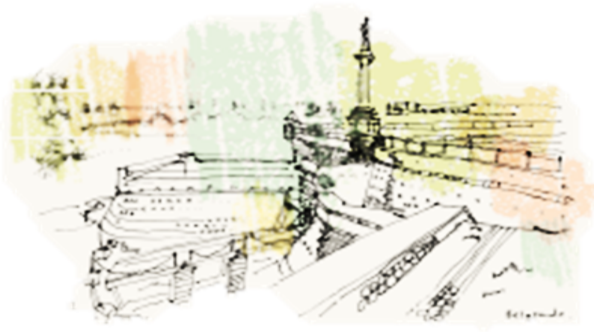

PARENTS' OPINIONS ON VIRTUAL MANIPULATIVES

Zeynep GECÜ-PARMAKSIZ[1] and Ömer DELİALİOĞLU[2]

Today's technology provides lots of opportunities for preschool children. Especially the mobile devices like tablet PC, smart phones etc. provide ease of portability and access for users in the real-world environments. These potential technologies could be part of education to provide learning environments for children. This paper introduces the impact of virtual manipulatives in the development of spatial skills of preschool children in terms of parents' opinions. During the study, augmented reality (AR) application was used as a virtual manipulative to introduce two and tree dimensional basic geometric shapes to preschool children. Preschool children used tablet computers with AP applications for four weeks. At the end of treatment, the parents asked to respond a few short-answer questions related to study. The results showed that most of the parents have positive thoughts about the treatment. The parents shared not only their ideas but also their children's experiences about virtual manipulative activities.

Keywords: Preschool children, Virtual manipulatives, Geometry learning, Augmented reality

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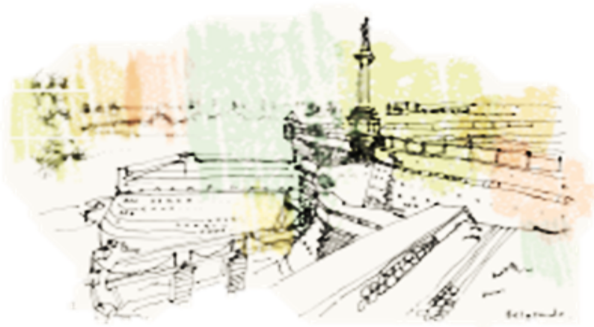

GENERATING A SITUATION ASSESSMENT MODEL FOR MUNICIPALITIES

Ercan ÖZTEMEL[1] and Semih ÖZEL[2]

Non-profit organizations such as municipalities has to operate under limited amount of resources but provide most appropriate services with maximum benefits. It is vital for them to understand their capabilities and competencies and match these with the services needed by the society. There has to be a balance among the services needed, the competencies possessed and resources available. The organizations shall therefore, carry out self-assessment time to time in order to develop and sustain organizational capabilities. A good self-assessment highlights the possible areas need to be improved. The organizations not only improve their deficiencies, but also focus their attentions for the technological, social and political progress of the society. Since performing the assessment requires a huge amount of effort and time, it is important to follow a systematic way and methodology to be implemented for the sake of better achievements in understanding the real situation in the organization is running. This study presents a model for self-assessment of the municipalities which is particularly designed to highlight the needs for the improvements in Başakşehir Municipality of Istanbul. The assessment is based upon the mission of the organization and the municipal needs of the town as well as operational competencies owned. The model focusses the attention of the assessors to the following; Performing the operations in an integrated manner, implementing effective monitoring and control continuous improvements. The assessment is carried out under the following views: Technology view, Managerial and administrative view, Finance view, Stakeholder view, Service Management view, Project View, City View. Note that a set of criteria under each view are established in such a way that they highlight the respective situation and related competency of the municipality under assessment. The model is successfully implemented in Basaksaehir Municipality of Istanbul.

Keywords: Assesment, Municipality, Self-assessment,

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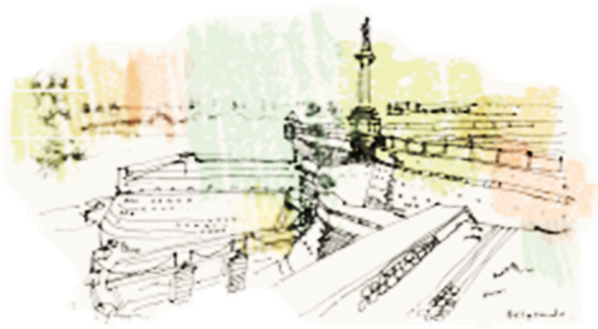

EVALUATING THE EFFECTS OF LEAN PRODUCTION TECHNIQUES ON THE STRESS LEVELS OF THE EMPLOYEES VIA STRUCTURAL EQUALITY MODELING WITH AN APPLICATION IN TEXTILE SECTOR

Naci MURAT[1] and Sermin ELEVLİ[2]

Lean manufacturing technology has become globally one of the most effective management forms in recent years. The utilization of lean production techniques have gained significant improvement in production efficiency in several case studies, method studies, time studies, in-house settlement level studies. Besides the benefits of the lean production techniques, the integration process causes the increment of the stress levels of the employees in firms. The effects of lean production on the job stress of employees are limited to case studies. These kinds of case studies have received much attention in last ten years. In this paper, we investigated the stress effect of the lean manufacturing process on the employees via structural equality modeling (SEM). We preferred to apply classical SEM with LISREL software. The data set of this study was collected using Turkish version of Swedish Demand Control Support Questionnaire. The questionnaire forms were asked to 70 personnel in a textile company. The survey is performed in a textile company. According to SEM analysis results; workload, decision - making and social support dimensions were found to be effective on stress levels of the employees.

Keywords: Lean production, Job stress, Structural equation modeling

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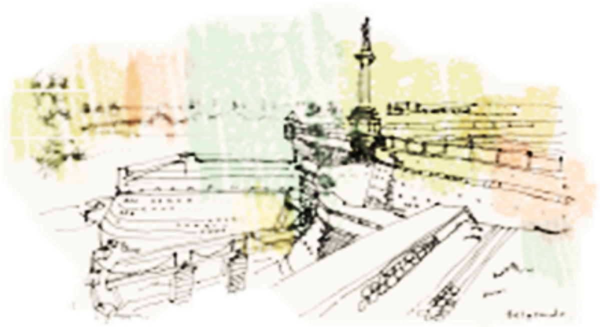

ANALYSIS OF TRADE DATA OF JEWELERY SECTOR BY TURKEY'S BALKANS GEOGRAPHY

Haldun ŞEKERCİ[1]

The Turkish nation, which has a long history, continues its vital process with the Republic of Turkey on the basis of the state. Since the time of the nation known as the Nation, they have succeeded in bringing further information to the region that has been reached. In every archaeological finds and works, it is seen that Turks are advanced in metal processing according to their contemporaries. By following the same technological development of the times as the world without losing these virtues which they have ever tended from the past, they have risen to the rank of the country in the order of the countries having this territorial word in the world. It is thought that it would not be wrong to say that the Balkan countries naturally put Turkey in the position of Hinterland because of the deep associations we brought from the Balkan countries with the history. In this context, the trading data in the Balkans region countries and jewelery area were analyzed and analyzed. Finding literature is limited to trading data of TUIK, Ministry of Economy and other related institutions. This area is unique because there is no work available. It is aimed to analyze the jewelery trade made with the Balkan countries and to guide the increase of export potential to the field which is not yet fully utilized in the field of jewelery and to create data for this field workers. Within the scope of the study, Turkey was informed about the current state of jewelery in the past and the general economic data. In the continuation of the study, the results obtained by obtaining trade data of jewelry products made with the Balkan countries of Turkey were tabled and analyzed. The results obtained from the obtained data were tried to be discussed.

Keywords: Handicrafts, Jewelery, Gold, Silver

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A RESEARCH ABOUT AUTOMOBILE COMPANIES' USAGE OF TWITTER

Mehmet Yalçın PARMAKSIZ[1] and İbrahim KIRCOVA[2]

Social media sites allow brands to establish and manage their social connections and relations with their current and prospective customers. Thanks to social media sites, brands can increase their awareness, let their followers know about their product and services, announce different types of campaigns and pitch their corporate messages. The purpose of this paper is to analyze social media usage styles of brands on Twitter, one of the most popular social media sites globally. In order to reach this goal, firstly, the social media term, its characteristics and features have been examined. Afterwards, brand communications concept, and the importance of social media usage on brand communications have been discussed. Renault, Hyundai and Fiat are among the best selling car brands of Turkey according to Automotive Distributers' Association Turkey. That's why those brands' twitter accounts were chosen. The tweets posted from December 1, 2016 to February 28, 2017 of the specified automobile brands have been analyzed with content analysis.

Keywords: Social media, Twitter, Brand communications, Automobile

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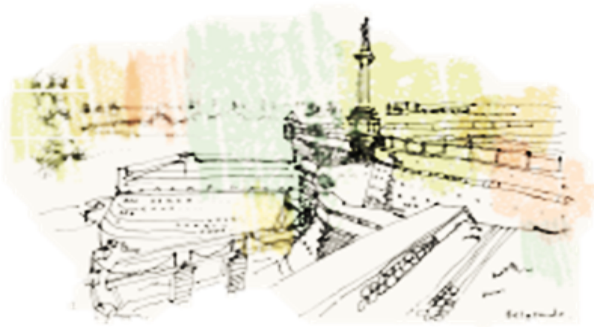

THE EFFECT OF SOCIAL MEDIA MARKETING ON CONSUMER PURCHASE DECISION: CASE OF UNIVERSITY STUDENTS IN TURKEY

Muhammed Talha NARCI[1] and Erginbay UĞURLU[2]

The rise in internet usage and development in internet technology have created new places of social media. Individuals can share their knowledge, opinions and experiences with one other in terms of not only communication but also purchasing. Then products have been promoted using social media platforms thus social media marketing was born.

This study aims to investigate the factors affecting social media marketing on consumer purchase decision. In this context the questionnaire is used to collect the data about the social media marketing behaviour of undergraduate students in Diyarbakir and Kars. The survey questionnaire consists of 28 questions and four sections. The first section comprises of questions related to the demographics attributes, section two covers questions that address social media marketing perception scale third section consists of the questions related with purchasing behaviour scale. Finally fourth section covers post-purchasing behaviour scale. In the empirical application part at first descriptive statistics of the variables are interpreted. Then the hypotheses are tested using Mann Whitney U Test, Chi Square Test, Kruskal-Wallis Test and Correlation Analysis. The results show that the opinions about social media marketing are different between male and female students. The opinions about the social media marketing do not vary across time spending of customers in social media. Also, it is found that there is a positive correlation between purchasing behaviour and marketing in the context of the marketing product's currency.

Keywords: Social media, Social media marketing, Consumer, Consumer behaviour

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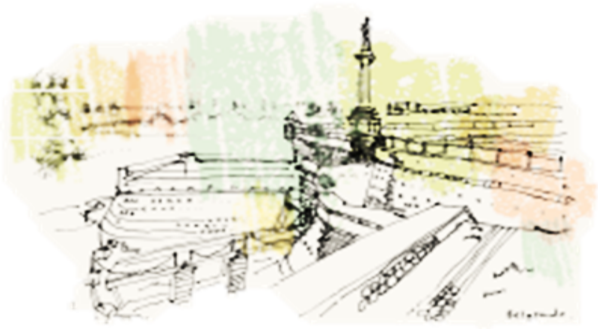

THE MOSQUES AS AN AESTHETIC FACTOR FROM ANATOLIA TO THE BALKANS AND THE ECONOMIC DIMENSION OF INTERIOR ARRANGEMENTS

Nurettin GÜLAÇTI[1] and Arzu Emel ALTINKILIÇ[2]

Seljuks XII. In the 19th century, they started to build the first tiles architectural structures in Anatolia (Aslanapa, s.101, 1989). In the historical process, the ever-increasing ceramic production, application and usage areas are developing (Cobanli, Okur, s.64, 2006). In today's Turkey, produced in the ceramic sector and exported to different countries of the world, except for the exports of floor and wall, especially produced in Kutahya and exported to tiles, many different architectural works are adorned. It is also important to have Mosques. In this research, ceramics and tiles were exported as universes. As a limitation, the soil products and exports of the Kutahya ceramics industry were dealt with in 2016. Among the findings of the research, it is seen that the export of the tile sector abroad is developing every year. It is thought that decorative handicrafts made abroad will lead to recognition of our traditional handicrafts in the world and thus to increase domestic production. In 2016, exports to Kutahya were determined as 198 million 526 dollars. The use of architecture and aesthetics in one of the aims of this research is to make the new civil and religious architectural structures attractive with visuality, aesthetics and interior decoration. It is thought that Istanbul Sultan Ahmet Mosque (Blue Mosque) is a good example in this direction. The literature review was carried out within the scope of this research. The literature review was carried out within the scope of this research. It is envisaged that the re-evaluation of interior design as an aesthetic element in these mosques will increase the mental and physical effect.

Keywords: Ceramic, Tile, Architecture, Tourism, Restoration

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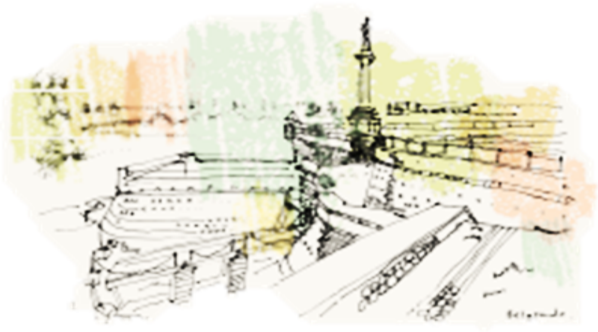

AN APPLICATION OF TOURISM PRICE INDEX FOR THE TURKISH ECONOMY

Abdurrahman KORKMAZ[1] and Sabriye ÇELİK UĞUZ[2]

In this paper, we aim at constructing a Tourism Price Index (TPI) for the Turkish economy. The main motivation behind the paper is that the Consumer Price Index (CPI) that is generally considered as price indicator in the literature related to the tourism economics is not a good measure of price movements in tourism sector. This is because the expenditure propensity of a tourist visiting a country is highly different from that of a consumer settled in the country. Hence, it is necessary to revise the CPI for thoroughly understanding the effects of price movements on tourism expenditures. After analysing the Tourism Income by Type of Expenditure Survey 2002-2016 we determine that the following components have a special importance of tourism expenditure: Food and Beverage; Accommodation; Clothes and Shoes; Package Tour; Souvenirs; Transport; Carpet, rug etc.; and Health, Sports, education and culture. To capture the exchange rate movements in the TPI, we subtract the log differenced TPI from the log differenced exchange rate. Finally, we investigate the relationships between our TPI and the CPI for further evaluation.

Keywords: Price index, Tourism demand

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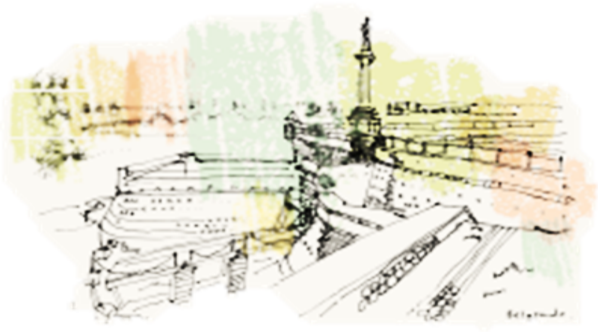

USING ENTROPY WEIGHT AND MOOSRA TO SELECT THE BEST BANKER FOR A BANK

Alptekin ULUTAŞ[1] and Ahmet Murat ÖZKAN[2]

Personnel selection is an important problem for organisations as the qualifications of personnel, such as their business skills and their ability of developing strategic decisions have a significant impact and share in the success of organisations. Owing to many criteria involving in personnel selection problem, this problem is a multi-criteria decision making (MCDM) problem. There is a vast amount of literature proposing MCDM methods to cope with this problem. In this study, it is aimed to use entropy weight method (EWM) and multi-objective optimization on the basis of simple ratio analysis (MOOSRA) to select a proper banker for a bank. Weights of criteria will be obtained by using EWM to identify the importance degree of criteria. After obtaining weights of criteria, MOOSRA method will be used to rank banker alternatives and to identify the best banker for the bank. This study contributes to existing literature by combining these two methods (EWM and MOOSRA) for the first time.

Keywords: Personnel selection, Multi-criteria decision making, Entropy weight method, MOOSRA

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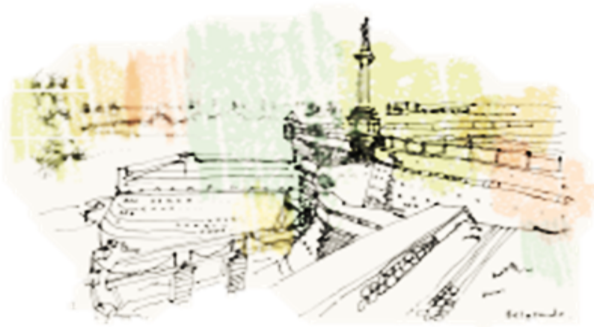

THE MACROECONOMIC AND QUALITATIVE/INSTITUTIONAL DETERMINANTS OF FDI IN BRICS COUNTRIES

Mustafa Erhan BİLMAN[1]

The effects of the foreign direct investments (FDI) on the macroeconomic performance, especially in emerging markets, are one of the most controversial debates in the literature. Hence, to determine the main drivers of the FDI is of crucial importance. The purpose of this study is to explore the macroeconomic and qualitative/institutional determinants of FDI in BRICS countries, i.e. Brazil, Russia, India, China, and South Africa; in the Euro Zone; United States; United Kingdom and in Turkey. The macroeconomic determinants of FDI inflows are trade openness, exchange rates and volatility in exchange rates, inflation, money supply expansion rate, interest rates, stock of FDI, and real GDP growth rates. The qualitative determinants are as follows: labor market flexibility (hiring and firing cost index), infrastructure quality, financial depth, rule of law, political stability index, and enrollment at tertiary education. The abovementioned determinants will be investigated by using common correlated effects estimators in panel data methodology. Then, some robustness checks will be performed to evaluate the sensitivity of the empirical results.

Keywords: FDI, Macroeconomic determinants, Institutional determinants

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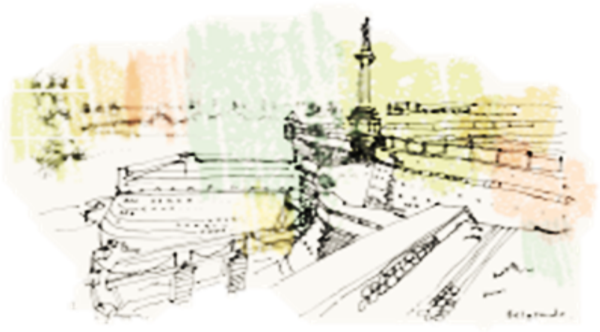

ACTUAL DEVELOPMENTS IN TURKISH ENERGY LAW

Mustafa BAYAZIT[1]

One of the most important problems of our century and our foreseeable future is the securing of sustainable and accessible energy resources. The identification of energy sources, the production of usable energy, and the passage of every phase from this stage to the delivery of the consumer as a special necessity to enforce principle and rule. Law called energy law; Is a dynamic legal discipline aiming to regulate each phase of the individual from the identification of energy sources to the presentation of the consumer to its own legal rules and to develop solutions to any legal problems that arise in this process.In Turkish law, the principles and principles related to energy law have shown a tendency to develop in recent years in accordance with legal regulations that are accepted. Turkish energy law, mainly electricity market; Natural gas market; Petroleum market and LPG market. Studies on nuclear energy; Suggesting that this energy source is no longer under legal regulation in the near future. In this paper, the legal arrangements to be accepted in recent years regarding Turkish Energy Law will be discussed with the main lines, and the evaluations will be made about the extent to which these regulations will respond to the energy problems.

Keywords: Energy resources, Energy law, Turkish energy law

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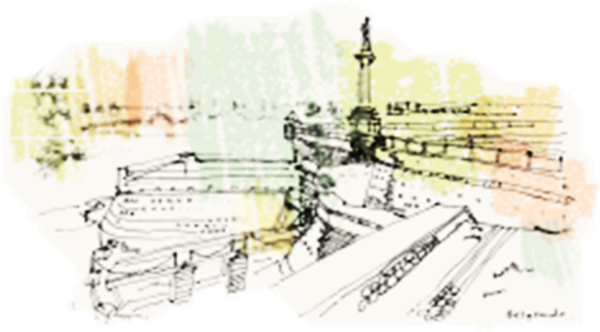

THE USE OF RELIGIOUS ICONS ON TURKISH HORROR MOVIES AND THE EFFECT ON THE AUDIENCE

Tolga GÜROCAK[1] and Ceyda TOPAL[2]

Fear consists of a real danger or a possibility of danger and worries caused by the thought. Fear is one of the most basic feelings of mankind. Fear in cinema language has become an effective genre of the cinema industry itself. The genre of horror has long been a good place in the cultural and intellectual world of Western cinema, in Turkey, however, after 2000 original samples were able to be given. Yet over time they repeated themselves as subject, visual effect and technique. When the movies in the Turkish horror cinema are discussed, it is seen that the genies are infested, hell, spirits, magic. In this research, at first, the development of world cinema and Turkish cinema will be examined and the effect on the audiences of the religious-icons-predominated movies will be analysed and the effect of the visual effects, make-up and technologies in the films will be investigated. Survey method is used as a research method in this study.

Keywords: Horror genre, Religious icons, Audience

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A CONTENT ANALYSIS ON THE PRESENTATION OF CONSUMPTION AND LIFE STYLE CONTENTS IN THE HIGH SOCIETY TELEVISION SERIALS

Tolga GÜROCAK[1]

This study aims how is expanded the global consumer culture by the television serials examining the representation of the lifestyle and consumption phenomenon on the television serial ‘Gossip Girl’. Ideology and theoretical approaches of ideology are examined on literature part of the study. Then focused on the relationship between the ideology of consumption, consumer society, consumer culture, culture industry, modernism, postmodernism and life styles. Content analysis method was used to examine the presentation of lifestyles and consumption and tried to make a case study on this research. 8 different categories were determined to examine the cases of the lifestyles of the 9 main characters which are included in the selected 6 episodes on the 6 seasons of ‘Gossip Girl’ section and the consumption facts in the serial. These categories which consists of demographic and sociological characteristics, use of leisure time and leisure activities, use of space, shopping events, product and service consumption, consumption of clothing, use of technological products and use of transportation vehicles is examined and filled the coding forms by the researcher. According to the results obtained from the survey data, consumption and lifestyles started becoming independent of time and space and being dominant in the all walks of life.

Keywords: Presentation, Consumption, Life style, Gossip girl, Content analysis

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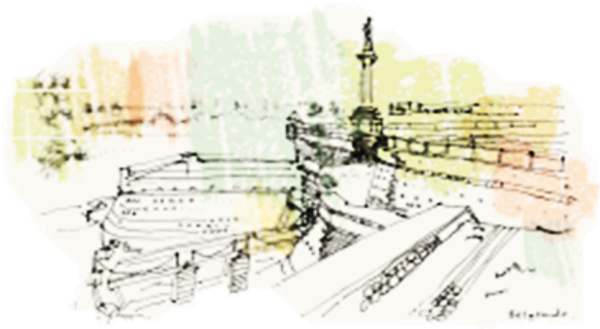

COMPETITION DYNAMICS IN VIDEO GAME INDUSTRY: WHAT ARE THE CHALLENGES AND OPPORTUNITIES FOR TURKEY?

Cansu DURUKAN[1]

Digitalization has not only boosted the gaming market but also introduced new platforms; which imply promising developments for independent production. However, indie developers seem to achieve a limited success. Although they outnumber the conglomerate companies, indie developers have to challenge them to find a place in the value chain. Yet, indie companies need to compete with each other both during the production of games (for fund seeking) and in the marketing phase (to get the attention of customers). In addition to the resource constraints, indie game developers often produce under the limits of local capabilities, yet they have to compete in global terms. This study aims to identify and critically discuss the main competition dynamics that prevails in the industry by focusing on the systematic factors in Turkey. The study holds the national innovation system (NIS) approach, which provides a useful framework for understanding the effect of institutions, culture, market conditions and governance for innovation. Under the NIS framework, the study examines the current challenges and explores for future opportunities with an interdisciplinary view.

Keywords: Video game industry, Indie game developers, National innovation system, Turkey

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EXAMINING THE COGNITIVE STRUCTURE OF PRESERVICE TEACHERS CONCERNING THE CONCEPT OF SCIENCE VIA WORD ASSOCIATION TEST

Sümeyra Zeynep ET[1] and Mehmet Nuri GÖMLEKSİZ[2]

The objective of this study is to reveal the cognitive structure of preservice teachers in the departments of science and social studies teaching concerning the concept of science via Word Association Test (WAT), which is an alternative assessment and evaluation technique. Key concepts chosen for the WAT are: science, scientists, scientific method, scientific research, theory, law, hypothesis and scientific knowledge. According to this objective, qualitative research method was used. Participant group of the study consisted of different departments of Kastamonu University, Faculty of Education in the spring term of 2016- 2017. Participant group of the study was determined by using purposeful sampling method. The study data were collected via word association test. 300 preservice teachers from different departments were given the key concept of science and then they were asked to write the responses evoked by these key concepts within a certain time. A special attention was paid to giving the students enough time and explaining them the complicated points during the application of the aforementioned assessment instruments. Acquired data were analyzed by using the content analysis method. The findings will be evaluated in terms of class and department variables and some findings will be given as a result of these findings.

Keywords: Science, Word association test, Preservice teachers

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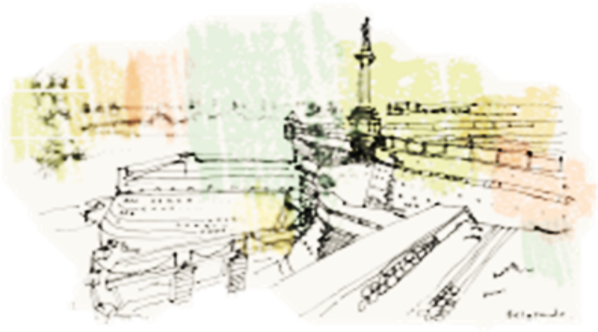

CONSUMER PRICE INFLATION AS AN ELEMENT OF REAL INCOME INCREASE: FOOD PRICE INFLATION

Meltem ARAT[1]

In this study, consumer price inflation is discussed as one of the elements in increasing wages. Purchasing power depends wholly on real income for the workers. Primarily, nominal income should be increased to provide an increase in real income. Nevertheless, there are microeconomic and macroeconomic obstacles in increasing nominal income. Reducing wage cut could also increase real income; on the other hand, it is not preferred on account of fiscal discipline. In this regard reducing consumer price inflation could be taken as a factor to increase real income. Decreasing the index of the using up of goods and services increases the purchasing power of consumers moreover it creates an effect like an income increase. Accommodation expense and food expense have the biggest share in consumption basket of the wage earners. In this study, food price inflation is analyzed as having an increasing proportion in consumer price inflation because of global crises of food prices, fluctuations, and upward movement in food prices. In this respect factors causing food price inflation, national and international samples for controlling and preventing food price inflation are searched by literature review. The Preventive measures which are taken to control food price inflation and their effects accordingly are researched in reference to the works of “Food and Agricultural Product Markets Monitoring and Evaluation Committee” which had established for monitoring food prices and evaluating the causing elements of food prices, in 2014 in Turkey. In this study, the subject of creating an increase in real income by food price management is completed with conclusion and suggestions.

Keywords: Wage earners, Purchasing power, Consumer price inflation, Food price inflation, Food and agricultural product markets monitoring and evaluation committee

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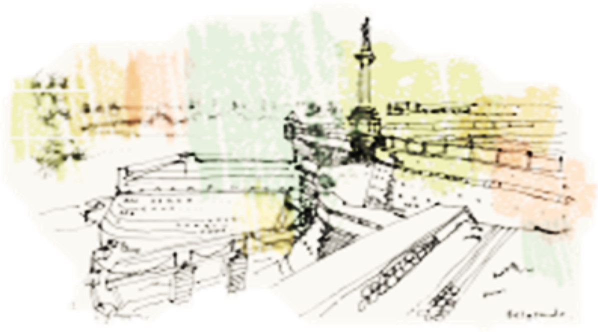

AGGLOMERATION PRODUCTIVITY RELATIONS AND REGIONAL DIFFERENCES IN BASIC METAL INDUSTRY

Necla AYAŞ[1]

Developments in the literature on economic development differences; focuses on geographical position of economic activities and its importance in terms of economic development. According to the Geographical Economy Approach, impacts of geographical location on economic performance are divided in two categories such as regional advantages and agglomeration economies. Regional advantages mean the natural advantages of the area for economic activity while agglomeration economies are the result of concentrated economic activities in certain regions. The aim of this study is to investigate the productivity of basic metal industry firms regarding agglomeration and region factor. The data obtained by applying the questionnaire to the basic metal companies, operating in the three regions (TR42, TR63 and TR81) analysed by using appropriate statistical methods. According to the empirical findings of the study, there are significant productivity differences among the basic metal industry firms and productivity of firms in the sector is influenced by position of the organized industrial zone (OIZ). The average efficiency level of firms in OIZ was found higher than the firms out of the OIZ.

Keywords: Agglomeration, Productivity, Basic metal industry

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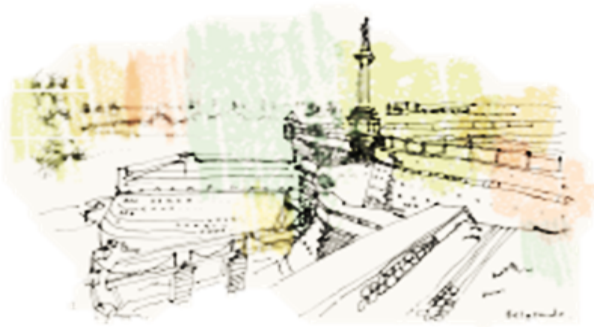

LOCALIZATION PHENOMENON AND INDUSTRIAL AGGLOMERATION IN ECONOMIC ACTIVITIES: SAMPLE OF BASIC METAL INDUSTRY

Necla AYAŞ[1]

One of the important findings of recent studies on economic development is that, economic activities tends to agglomerate in certain regions and the rapid development process has taken place in these regions. Agglomeration and agglomeration economies are at the center of the debates on manufacturing industry. In these discussions, it is suggested that there is a positive relationship between the performance of economic activities and the agglomeration level. In this study, the distribution of economic activities of basic metal industry activities among regions was analyzed according to employment, salary and fees, sales, investment and number of firms. The localization coefficient method was used to determine the distribution of basic metal industry activities among the regions. Whit regard to research findings, the metal industry has been agglomerated in a few regions in terms of employment, salary, sales and investment criteria. According to the number of firms, it is determined that sector activities are more balanced among the regions. The empirical results also show that, labor costs are very high in regions where the basic metal industry is highly concentrated. This result reveals negative externalities in terms of labor force in regions where the base metal industry is highly agglomerated. High labor costs in the areas where the main metal industry is agglomerated show that negative externalities emerged in the sector.

Key Words: Agglomeration, Localization, Basic Metal Industry

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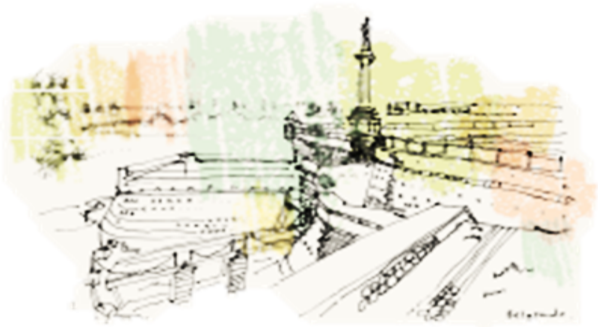

THE MEDIATING ROLE OF JOB DISSATISFACTION ON JOB INSECURITY AND EMPLOYEE SILENCE RELATIONSHIP

Emre SEZİCİ[1]

The aim of the study is to analyze the effect of job insecurity on employee silence and to reveal the mediating effect of job dissatisfaction in this relation. Hypothesis and research questions developed in this context tested with the data obtained from small and medium size enterprise in Kütahya. The required data was obtained by surveys. In this study measured the job insecurity by a scale developed by Özçay (2011), and employee silence by a scale developed by Erenler (2010). In addition to a scale-reversed version of Rokhman (2010) Job Satisfaction measure was used to assess participants' of job dissatisfaction. Totaly 412 workers have participated in study. Convenience sampling that is among the non-random sampling methods has been preferred to obtain data in this study and SPSS 21 and LISREL 8.51 software packages have been used for data analysis. The findings of the research demonstrate that job dissatisfaction has a partial mediating effect on the relationship between job insecurity and employee silence. According to the results it is determined that composed structural equation model's goodness of fit values are at the reasonable level and the composed structural equation model is proper for data. It is believed that the findings to the partial mediating of job dissatisfaction contribute to literature.

Keywords: Job insecurity, Employee silence, Job dissatisfaction

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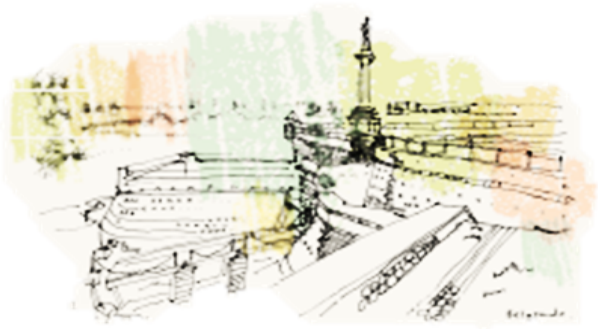

THE MEDIATING ROLE OF PERCEIVED EMPLOYABILITY ON CRONYISM AND ORGANIZATIONAL COMMITMENT RELATIONSHIP

Emre SEZİCİ[1] and Bora YILDIZ[2]

The aim of the study is to analyze the effect of cronyism on organizational commitment and to reveal the mediating effect of perceived employability in this relation. Hypothesis and research questions developed in this context tested with the data obtained from small and medium size enterprise in Sakarya. The required data was obtained by surveys. In this study measured the cronyism by a scale developed by Turhan (2016), and organizational commitment by a scale developed by Toklu (2016), and perceived employability by a scale developed by Seçer (2007). Totaly 451 workers have participated in study. Convenience sampling that is among the non-random sampling methods has been preferred to obtain data in this study and SPSS 21 and LISREL 8.51 software packages have been used for data analysis. The findings of the research demonstrate that perceived employability has a partial mediating effect on the relationship between cronyism and organizational commitment. According to the results it is determined that composed structural equation model's goodness of fit values are at the reasonable level and the composed structural equation model is proper for data. It is believed that the findings to the partial mediating of perceived employability contribute to literature.

Keywords: Cronyism, Organizational commitment, Perceived employability

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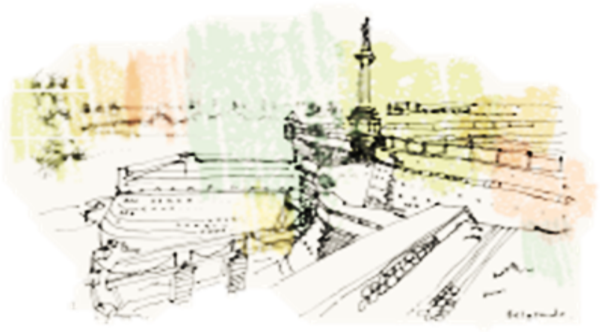

THE MEDIATING ROLE OF ORGANIZATIONAL IDENTIFICATION ON ORGANIZATIONAL CRONYISM AND TURNOVER INTENTION RELATIONSHIP

Emre SEZİCİ[1] and Harun YILDIZ[2]

The aim of the study is to analyze the effect of organizational cronyism on turnover intention and to reveal the mediating effect of organizational identification in this relation. Hypothesis and research questions developed in this context tested with the data obtained from small and medium size enterprise in Sakarya. The required data was obtained by surveys. In this study measured the organizational cronyism by a scale developed by Turhan (2016), and organizational identification by a scale developed by Mael and Ashforth (1992), and turnover intention by a scale developed by Meyer et. al (1993) and Moore (2000). Totaly 510 workers have participated in study. Convenience sampling that is among the non-random sampling methods has been preferred to obtain data in this study and SPSS 21 and LISREL 8.51 software packages have been used for data analysis. The findings of the research demonstrate that organizational identification has a partial mediating effect on the relationship between organizational cronyism and turnover intention.

Keywords: Organizational Cronyism, Organizational Identification, Turnover Intention

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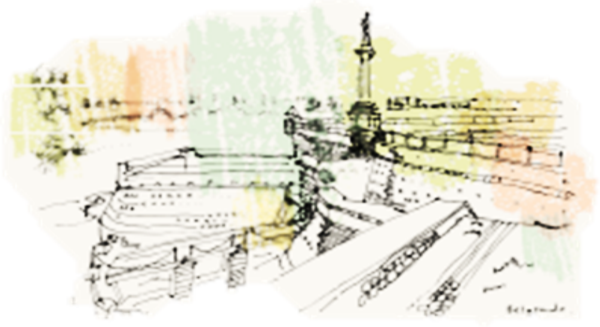

TAXATION IN AGRICULTURAL MARKETS ANTALYA GREENHOUSE PRODUCTION

Cengiz SAYIN[1] , R. Figen CEYLAN[2], M.Nisa MENCET YELBOĞA[3], Meral ÖZALP[4], Eda İLBASMIŞ[5] and Oya SAV[6]

Taxation of agriculture has long been discussed with reference to response of production to the charges. As agriculture can only respond price based factors with periodic delays, analyses focusing on the impact of taxation system are both important and require precision. Due to the recent changes in taxation system of agriculture in Turkey, the researchers intended to conduct a field survey in 2016 among greenhouse and glasshouse producers of Antalya, the city which is well known for its greenhouse production and export potential. With this study, it is aimed to portray the feedbacks received from 281 greenhouse and glasshouse producers in the centre, west and east ends of the city. The responses received from the producers with regards to the considerations on the current taxation system and expectations awaited for higher productivity and efficiency of the sector. The outputs demonstrated are the findings of the survey study conducted in the scope of agricultural research and development project funded by the Ministry of Food, Agriculture and Animal Breeding of Turkey with reference no: TAGEM_14ARGE_63

Keywords: Greenhouse, Production, Taxation, Producer, Response

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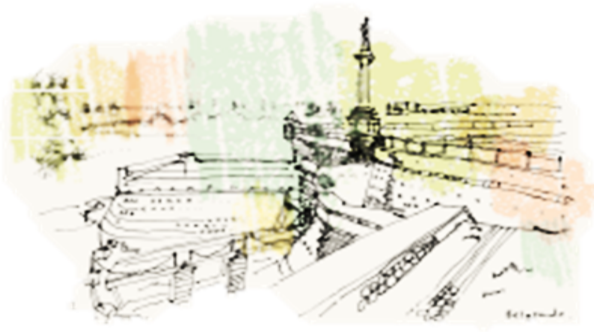

2nd INTERNATIONAL CONFERENCE ON ECONOMICS BUSINESS MANAGEMENT AND SOCIAL SCIENCES

WORKERS AND MANAGERS POINT OF VIEW ON PROMOTIONAL FACTORS: ETHICAL QUESTIONS REGARDS PROMOTION DECISIONS

Moshe SHARABI[1], Javier SIMONOVICH[2] and Ofer ARIAN[3]

Promotions are a sensitive, emotionally loaded subject and the use of non-rational decisions regarding promotions can cause wide negative outcomes to organizations. This study, compare between perceptions of employees from the high-tech (n=180) and the public (n=166) sectors, regarding to a varied promotional factors. The findings reveal that the differences between the high-tech and the public sector workers are much greater than between the managers from the two sectors. Managers and workers from the high-tech sector and managers from the public sector perceive success in projects/missions as the most important factor in promotion decisions, while the public sector workers perceive organizational politics as the most important, followed by pressure on the supervisor (which also, partially, characterizes organizational politics). High-tech workers rank organizational politics second and pressure on the supervisor third. Managers from the public sector attribute higher importance to tenure in the organization, politics, age, and gender in promotion decisions, while high-tech managers attribute higher importance to education and success in projects/missions. Using these characteristics in the promotion process does not support "Diversity Management" and legal/ethical norms, or CSR (Corporate Social Responsibility). HRM (Human Resource Management) professionals have to assimilate equal opportunity policy on the promotion decisions, and support the advancement of discriminated groups.

Keywords: Promotions, High-tech sector, Public sector, Business ethics, Human resources management

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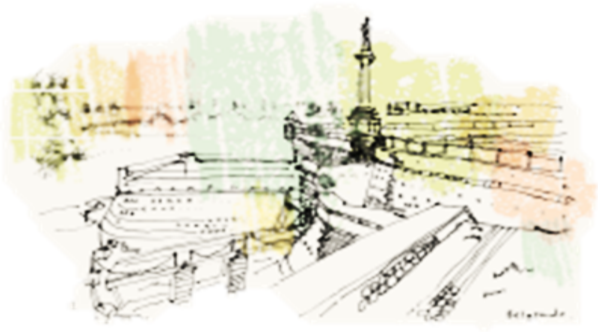

THE EFFECTS OF GASTRODIPLOMACY ON NATIONAL BRAND VALUE, FOREIGN RELATIONS AND SOFT POWER

Özge DEVRAVUT[1]

The aim of this study is to investigate the issue of gastrodiplomacy which emerged as a subfield of public diplomacy. Countries are using food culture as a diplomatic tool; to compose brand value, develop their foreign relations, build up communication and ensure economic benefits. About obtain these gains regularly; they have developed food policies to attract the attention of other countries. This culinary diplomacy as called soft power is one of the most important means of influencing the leaders of international countries and the population of that country. In this study; content analysis method which is a qualitative research method was used and all data related to gastrodiplomacy area in our database and the researches were examined. Data on strategies, investments and branding activities in France, Peru, South Korea, Malaysia, United States of America, Thailand, Haiti, Canada, Japan, Taiwan, Philippines, China, Indonesia and Ireland were obtained. The slogans, strategies and gastronomic elements used by countries to configure national brand values were listed by table method. As a result, although our country has a very rich and deeply rooted culinary culture, it has been found that the research and applications made on this area are quite inadequate. For development of national culinary culture; gastrodiplomacy strategies need to be included in the public policies. It is thought that participating in other countries that move with the principle of "winning hearts and brains through gastrodiplomacy" will develop our country in terms of soft power, tourism, international relations and national brand value.

Keywords: Gastrodiplomacy, Food policy, National brand value, Soft Power, Content analysis

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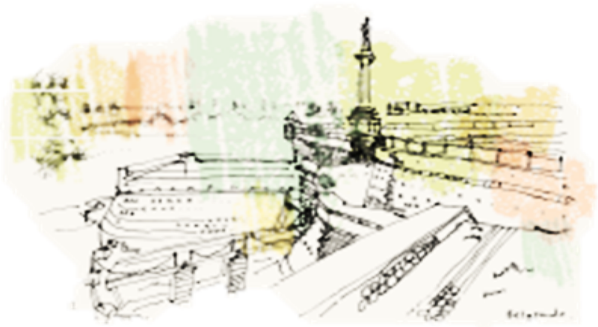

A NEW CONCEPT OF FOOD SOCIOLOGY: GASTRO-SOCIOLOGY OF SUSTAINABLE TURKISH CULINARY CULTURE

Özge DEVRAVUT[1]

Aim of this study is to investigate the cultural interaction of the culinary which is included in the concept of Gastro-Sociology. That combines the concepts of sociology and gastronomy and the importance of maintaining the Turkish culinary culture in the coming years as a cultural heritage. Despite the fact that meal has a fundamental role in the sociological society, the studies about the effects of sociology and gastronomy are quite new. As globalization increases, countries that cannot protect their identities will lose their food culture, one of the basic building blocks that make up a nation. For this reason, many societies are making great efforts to research and rediscover their cultures and traditions. The most important thing that mirrors the culture of a society is the food culture of that community. Qualitative research method which makes thoughts and perceptions easier to be learnt uses qualitative data collection methods like observation, interview and document analysis and makes it possible to reveal perceptions and events in their natural environment in a realistic and holistic way. In this study; qualitative research model was used and Word Association Test (WAT) was applied. The universe of the application comprises to 100 employers working at Turkish Restaurants. The participants of this test were interviewed face to face and were informed about the WAT. The findings of the research found keywords aimed at strengthening the culture of sustainable Turkish culinary. Gastro-sociology research and practices are thought to contribute to the development of Turkish cuisine culture.

Keywords: Sociology, Gastronomy, Food Culture, Turkish Culinary, WAT

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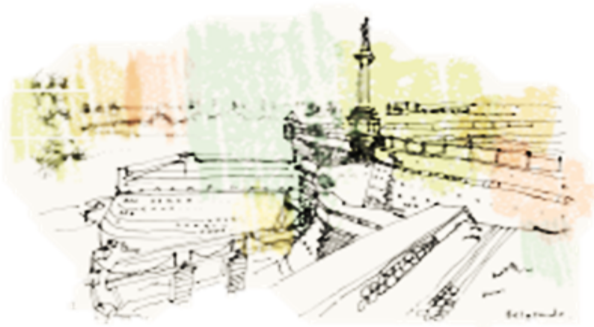

HARMFUL TAX COMPETITION AND TAX HAVEN

Berna HIZARCI BEŞER[1]

Tax haven countries emerged via increased tax competition as a result of harmful tax competition. Although there is no universal definition of tax havens, it can be defined as special places that offer various opportunities for enterprises and individuals to avoid taxation in international competition conditions which are generally arranged to address foreign investors with very low tax rates and some other tax-related facilities. In this study, tax haven concept is explained in the context of harmful tax competition, and some findings of the tax erosion caused by tax havens are presented and the results of harmful tax competition are summarized. The study also examines new ideas, such as the need to combat tax havens that undermine democratic regimes and the removal of the financial cadastre of the world by applying an automatic flow of information between countries.

Keywords: Tax Havens, Tax Competition

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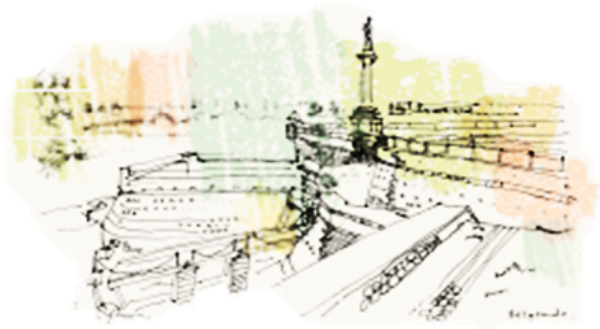

THE RELATIONSHIP BETWEEN ENERGY CONSUMPTION, CO_2 EMISSIONS AND GDP PER CAPITA: A REVISIT OF THE EVIDENCE FROM TURKEY

Berna HIZARCI BEŞER[1] and Mustafa Kemal BEŞER[2]

In this study, the relationship between total energy consumption and CO2 emissions is measured in the Environmental Kuznets Curve (EKC) framework. Based on the data in Turkey between the years of 1960-2015, the relationship is analyzed for long term through ARDL-bounds test. In this context, CO2 emissions, gross domestic product per capita, total energy consumption and some other related variables such as capital, labor, openness and population are considered. In the long-run equilibrium CO2 emissions and energy use appear to be both output elastic where the results indicate that output is a significant determinant of emissions and energy use. In accordance with these results of the inverted U-shaped relationships of both emissions–income and energy consumption–income imply that both environmental damage and energy consumption firstly increase with income, then stabilize, and eventually decline. Various policy recommendations about the estimated income elasticity of carbon emissions and energy consumption are presented with additional analyses of adverse effects. The overall results indicate that EKC is valid, besides, energy conservation policies and controlling CO2 emissions, are likely to have adverse effect on the real output growth of Turkey.

Keywords: Carbon dioxide emission; Energy consumption; Environmental Kuznets Curve

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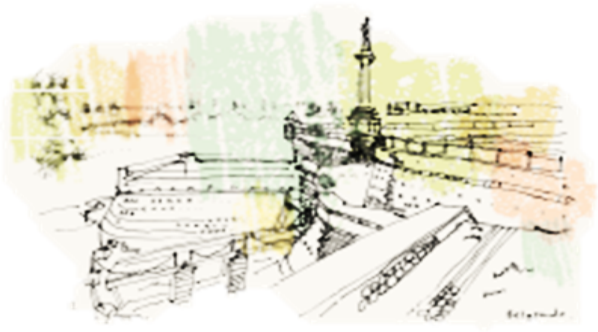

ESCALATION IN BARGAINING

Ichiro EBINA[1]

The Two-Level games model was introduced by Putnum and has been developed mainly in the context of international negotiations. In this presentation, we expand the Two-Level game model with Nash bargaining solution, which enables quantitative analyses and simulations. First, we will examine how implications of the Two-Level game model should be modified. Among some of the findings, the most interesting implication is the escalation of conflict. When each player negotiates to maximize his/her payoff by sending a message of his/her preference, he/she chooses the message strategically taking advantage of imperfect information. When the expression of the preference deviates from his/her true preference, gains from a bargaining will decrease for each. Nevertheless, each player has the inclination to express stronger preference to gain profit from a bargaining, and an escalation of conflict occurs. Interestingly, the higher the subjective probability for achieving a settlement, the more likely an escalation occurs in the process of a bargaining.

Keywords: Game Theory, Negotiation, Bargaining, Simulation

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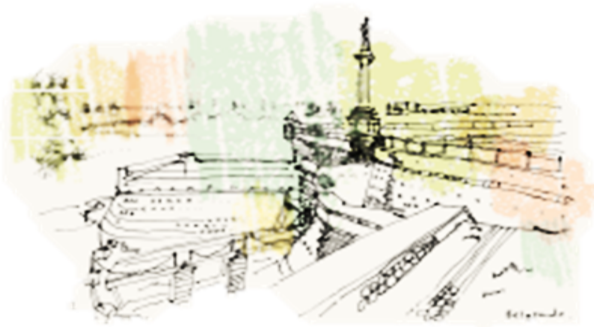

ANALYSIS OF FACTORS AFFECTING AIR POLLUTION IN OECD COUNTRIES: A MIMIC MODEL APPROACH

Ayşegül YILDIZ[1], Erkan ARI[2] and Noyan AYDIN[3]

The life on the earth is affected negatively by polluting the air layer with the wastes generated as a result of the production and consumption activities of the people. Nowadays, the share of rapidly industrializing and developed countries in air pollution is increasing considerably. In this study, the effects on the air pollution of macroeconomic variables in OECD countries were analyzed using the Multiple Indicators and Multiple Causes Models (MIMIC) within a Structural Equation Model framework. The cause variables used in the study for the period of 1995-2012 are defined as GDP per capita, GDP per capita square, population, industrialization, energy intensity, foreign direct investment, population density, services, etc., value added percent of GDP, and the share of earnings from international tourism over GDP. In addition, carbon dioxide (CO_2) sulfur dioxide (SO_2) and nitrogen dioxide (NO_2) are used as indicators of air pollution. According to analysis results, it is concluded that higher levels in GDP increase air pollution. Besides, the estimated coefficients on foreign direct investment, population and industrialization have statistically significant and positive effect. Regarding the indicator variables; CO_2, $SO_2$and NO_2 emissions are positively correlated with the latent variable of air pollution.

Keywords: OECD Countries, MIMIC Model, Structural Equation Modelling, Air Pollution

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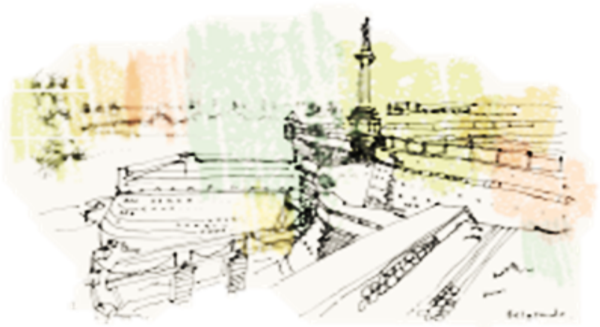

"GIVE ME ONE REASON TO STAY HERE"- BUILDING THE WAY TO CONQUER CUSTOMER'S HEART

Pelin ÖZGEN[1]

Firms are currently faced with a fierce and ruthless competition more than ever. To win this challenge, companies not only have to prove themselves by means of performance, but also they have to treat the customer in a special way that he is connected to the brand with all of his heart. With such a connection, he will be loyal to the company. However, it should be noted that loyalty has multiple dimensions, and sometimes get mixed up with habitual buying. The companies require customers who are loyal to them by all means- behaviorally, attitudinally and emotionally. In creating such a strong loyalty, branding and effective positioning backed up with intensive communication are needed. An effective branding strategy creates expectations about the product/service in the consumer's mind, and differentiates it from the competitors. Eventhough a strong branding strategy may help creating both attitudinal and behavioral loyalty, it is seen that this strategy falls back in creating the emotional aspect of loyalty. At this point, the new concept of "Lovermark" is emerged. A "Lovemark" is a brand that creates loyalty beyond reason and is based on the high level of love and high level of respect for the brand. To become a lovemark, the company needs to get attention with using some tools such as social media and make a difference from the other brands in the market. In this study, the "Lovemarks of Turkey-2015" are evaluated by means of social media usage and a general evaluation is made upon applying content analysis of the selected Lovemarks' social media accounts, including Instagram, Facebook and Twitter. It is seen that, the Lovemarks of Turkey have spent considerable amount of effort by making positings and creating content in their social media accounts.

Keywords: Branding, Loyalty, Lovemark

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DETERMINATION OF ACADEMIC STAFF'S CONGRESS PREFERENCE CRITERIA BY CONJOINT ANALYSIS

Sema BEHDİOĞLU[1] and Neslihan ÇİLESİZ[2]

Global developments in business have led to an increase in business travel and the number of events such as meetings, congresses and symposiums. Business events, congresses and symposiums are usually organized to inform and provide commercial benefits. Academic sense of congress and symposiums are defined as scientific meetings with functions such as to announce new work by individuals, to be informed about the work of others, to meet with colleagues and to form joint research projects. In recent years, interest in congresses and symposiums has increased due to short-term income generation and increase in the number of participants. This situation led the congress managers to be more informed related to participants' behaviors, decision-making processes and congress selection criteria in order to organize a successful congress and reach a high number of participants. In this study, it is aimed to determine congress preference criteria which are effective in the decision making process of academicians. For this purpose, Conjoint Analysis, a technique that measures consumer preferences and is based on the subjective evaluation of respondents, was used and a two-part questionnaire was applied to the respondents. The first part of the questionnaire consisted of 8 demographic questions and the second part consisted of 18 selection cards obtained as the result of orthogonal design. It was requested from respondents to code 1 for the selection card they preferred the most, and 18 for the last choice card. Then, the results obtained study were presented in summary, combinations of attributes that respondents most prefer and the utility functions obtained from the values given to the different quality levels were found. It is thought that the results obtained from this study will provide the information to congress managers they need about the congress participants.

Keywords: Congress preference, Academic staff, Conjoint analysis

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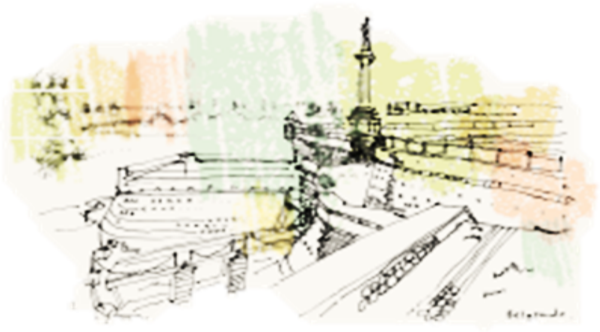

A MULTIVARIATE, MULTINATIONAL COMPARISON OF UNEQUAL WEALTH OF NATIONS

Ercan YAŞAR[1] and Mine YAŞAR[2]

Although there have been many studies on income distribution in the literature in recent years, studies on wealth inequality are extremely limited. Studies in the literature show that global income inequality is high and did not decrease over time. On the contrary, it shows that poverty and income inequality are increasing in some regions and countries. The main purpose of this study is to try to determine similar countries in wealth distribution by moving from global wealth inequality and global distribution of household wealth. On the other hand, it is aimed to monitor the differences between household wealth composition in underdeveloped, developing and developed countries. For these purposes, the clustering of countries with similar wealth structures for 160 countries is aimed. In this study, clustering analysis method will be used to classify the analyzed units according to the similarities between them by gathering them in certain groups, to reveal common characteristics of the units and to make general definitions about these classes.

Keywords: Wealth inequality, Wealth composition, Cluster analysis

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CITY LIFE SATISFACTION: ESKİŞEHİR OSMANGAZİ UNIVERSITY SAMPLING

Erkan ARI[1] and Veysel YILMAZ[2]

The aim of this study is to describe the factors affecting the satisfaction of city life of university students studying at Eskişehir Osmangazi University with the help of a suggested model. Factors used in the Better Life Index-BLI for OECD countries are taken into account when determining factors affecting city life satisfaction in the study. These factors are defined as: security, housing, work, education, democracy, culture / art, transportation means, pedestrian access, local governments, loyalty, neighborhood, environment. Structural equation modeling (SEM) was used in the study. As a result of the analysis of the data with LISREL 8.80, it was determined that all the factors considered in the study affect the satisfaction of the city life. In addition, the "City life satisfaction index (CLSI)" was calculated in the study. The CLSI value for Eskişehir was calculated as 65%. Based on the calculations made, it can be said that the students living in Eskişehir have a good sense of satisfaction. The variables of democracy (0.69), trust (0.63), local government (0.63), city loyalty (0.61) and education possibilities (0.60) have the greatest effect on city life satisfaction of students living in Eskişehir respectively, marriage opportunities (0.28) and neighborhood associations 0.42) were the variables with the lowest effect.

Keywords: Brand cities, urban life satisfaction, university student, city life satisfaction index

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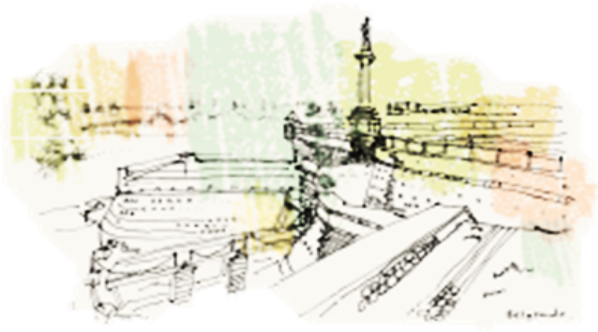

SERVQUAL ANALYSIS OF SERVICE QUALITY IN TAX ADMINISTRATION

Erkan ARI[1], Veysel YILMAZ[2] and Can ÖZKAN[3]

In the study, it is aimed to reveal the difference between the service they are waiting for and the service they perceive from the Tax Office where the taxpayers are served. SERVQUAL Scale was applied to 90 people who received service from X Tax Office between November and December 2016 for this purpose. As a result of the SERVQUAL analysis, it became clear that the difference between the expected and perceived service quality that the X-Tax Office did not meet the satisfaction of the taxpayers was the most accessible. It was also found that the taxpayers' expectations regarding services did not differ statistically according to their demographic characteristics but statistically significant differences according to the demographic characteristics of service perceptions. In the study, when six dimensions of service quality are examined, it is seen that every six dimensions are negative. The greatest difference, however, is the accessibility (-1,47) dimension. Other dimensions were measured as reliability dimension (-1,28), assurance dimension (-1,16), physical appearance dimension (-1,14), enthusiasm and sensitivity dimension (-1,11), respectively.

Keywords: Servqual, Servıce Quality, Tax Administration, Taxpayers

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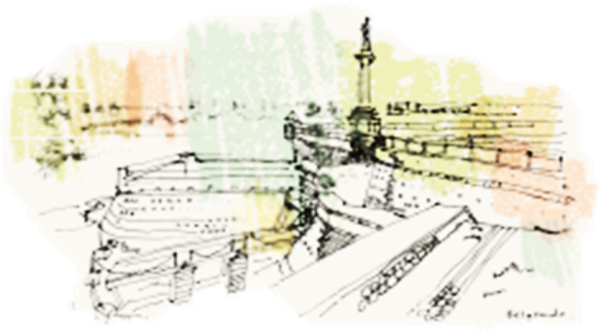

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AND SOCIAL SCIENCES

A STUDY ON DETERMINING OF FACTORS PROVIDING EFFECTIVENESS THE PROCESS OF BUDGETING WITH THE STRUCTURAL EQUATION MODEL

Fazlı YILDIZ[1] and Fatma ALKAN[2]

The purpose of this study is to determine the factors that provide effectiveness in the public-sector budgeting process. With this aim, it is applied questionnaire a sampling consisting of 500 students studying at the Faculty of Economics and Administrative Sciences Dumlupınar Universities in Kütahya and the analysis was conducted with 468 questionnaires. In the evaluation of the data of the study, SPSS AMOS 22 statistical program and structural equatıon models were used. According to the results of structural equatıon model examining the factors that provide efficiency in the budgeting process, it is concluded that the applications of transparency are positive effects and the participation applications have negative effects on this process. Moreover, transparency and participatory applications in the budgeting process with the intermediary role accountability applications related between budgeting effectiveness has been analyzed with the structural equation model. As a result of analysis; it was determined that transparency and participation applications have a positive and significant effect on accountability applications, the accountability applications have statistically insignificant effect on budgeting effectiveness. It is also determined that accountability applications don’t have intermediation role on the relation between budgeting effectiveness with transparency and participatory applications in the budgeting process.

Keywords: Transparency, Participation, Accountability, Structural equation model

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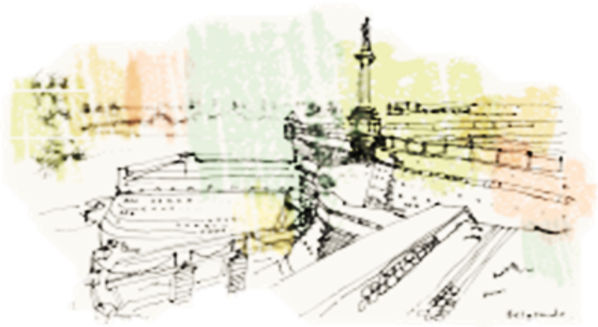

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THE EFFECTS TO BE CREATED ON THE ECONOMY AND TARGETS, RESOURCES, QUALIFICATION OF THE APPLICATION SOVEREIGN WEALTH FUND IN TURKEY

Hatice DAYAR[1] and Fatma ALKAN[2]

Sovereign Wealth Funds, for many years it is being used by many countries in the world and it seems that in recent years has increased the importance with the role played by these funds in the international monetary system and the global financial sector. “The Turkey Sovereign Wealth Fund" established in Turkey is important in terms of sustainability of economic stability by providing financing of large investments to be made. This fund undertakes funding for major projects such as major energy investments, defense, nuclear power plant, Kanal Istanbul. The sources of this fund are shown as privatization revenues, financings from transactions to be realized in money and capital markets at home and abroad, transfers to be obtained as a result of securitization of public wealths. This study, included the conceptual framework of the sovereign wealth fund and in sample applications in the world. The later, the wealth fund established in Turkey was examined. The study result revealed that sovereign wealth funds in Turkey contribute to the realization of economic growth and stability as well as to solving structural problems that may arise in the economy.

Keywords: Sovereign wealth fund, Turkish sovereign wealth fund, Investments

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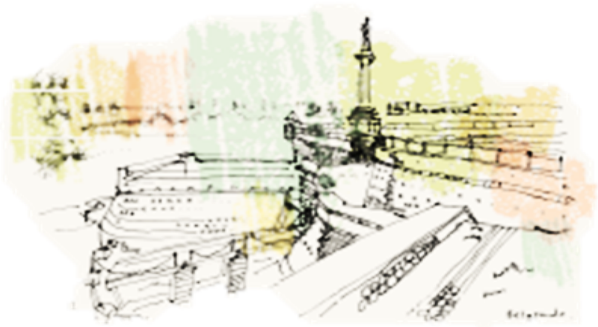

LIFE EXPECTANCY AND GDP PER CAPITA: LONG-RUN EVIDENCE FROM EURO AREA COUNTRIES

Mahmut ZORTUK[1], Noyan AYDIN[2] and Elif YALÇIN[3]

Countries are experiencing health problems due to low levels of economic development. Life expectancy at birth is one of development indicators and it indicates average population healthy. In this study, it is aimed to determine the effect of the economic growth on the life expectancy at birth in the euro area countries and the contribution of the economic growth on the life expectancy at birth. For this purpose, the short and long-run impact of GDP per capita on life expectancy at birth is investigated with panel ARDL approach for Euro Area Countries over the period 1997-2014. Firstly, second generation unit root test is applied. Then, ARDL (autoregressive distributive lag) model bounds testing approach is used to determine both the long and short-term effects of GDP per capita on life expectancy with two different estimators: the pooled mean group (PMG) and mean group (MG) estimators. Finally, Hausman Test is used to find the effective estimator. The results reveal that, PMG is the effective estimator and according to PMG results, there is a long-run relationship between GDP per capita and life expectancy at birth but there is no evidence about the short-run effect for Euro area countries.

Keywords: Euro Area Countries, Panel ARDL, Life Expectancy, GDP

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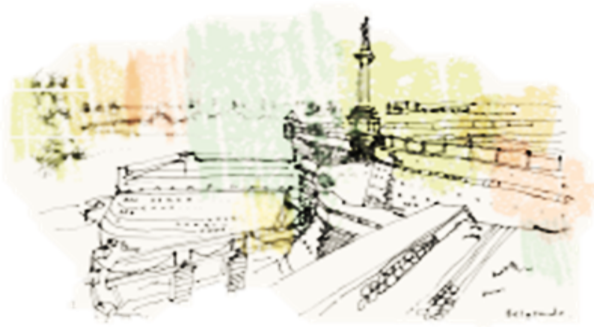

OCCUPATIONAL HEALTH AND SAFETY: MEASUREMENT AND MONITORING OF PERFORMANCE AT WORKPLACES

Akın ER[1], Ali Kemal ÇAKIR[2] and Samet KOYUNCU[3]

Today, despite many developments in the field of occupational health and safety, occupational accident and near miss events's statistics are still high. A safe and healthy working environment by providing occupational health and safety practices by employer, plays an important role in the prevention of occupational accidents, increasing operational productivity and profitability, promotion of corporate image, customer satisfaction and employees to feel good about themselves in the physical and spiritual aspects. The range of activities undertaken by an organisation will create hazards, which will vary in nature and significance. The health and safety culture of an organisation is an important factor in ensuring the effectiveness of risk control. The health and safety management system is an important influence on the safety culture, which in turn impacts on the effectiveness of the health and safety management system. Measuring aspects of the safety culture therefore forms part of the overall process of measuring health and safety performance. The foundation of effective performance measurement is an effective planning system which produces specifications and performance standards for the management arrangements and risk control systems. These provide the yardsticks for the measurement process. The measurement process can gather information through: Direct observation of conditions and of peoples' behaviour; Talking to people to elicit facts and their experiences as well as gauging their views and opinions; Examining written reports.

These information sources can be used independently or in combination. Top management should use the EHS Management system to answer the key questions such as; "Is the existing EHS Management beneficial? Are PMM indicators improving? Thus, management of occupational health and safety activities are possible with establishing, measuring and monitoring performance indicators. So, indicators of performance need to be tied to policies and strategies developed to prevent workplace accidents and health of workers.

Keywords: Occupational Health and Safety, Performance, Measurement, Monitoring

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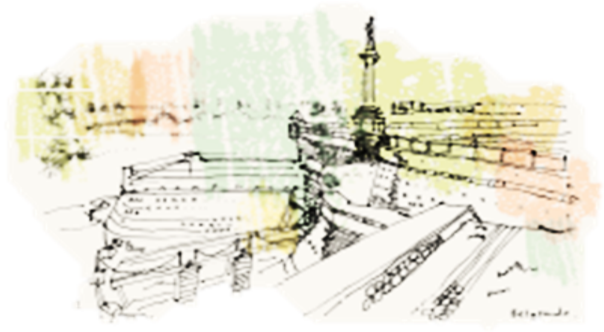

HOW DEVELOPING TO INDUSTRY 4.0 AFFECTS THE ECONOMIC GROWTH OF A COUNTRY

Semih ŞENER[1] and Naci MURAT[2]

German government a new change has begun in the industrial area which is named as "Industry 4.0" by the Germans. These will change rules and the behavior of all production standards. So it will change the strategic location and relationships of countries among each other. Countries who will apply these new technological developments will increase their economic situation where as counties who will not apply will have deep decreases economically. According to several studies, publications and statements of associations and communities specific results will be projected to take attention of this important progress. As a result we realize that cheap labor power is not an advantage anymore, even it will be disadvantage since high educated people are needing to execute and to adapt these new approach. Furthermore, logistic advantages are not important anymore since smart logistics will facilitate transporting problems. Production will change their location center, they will be located at rich countries again. Therefore, this subject is very important for countries which will have economic independencies and who will lead in technology. The technical application is very difficult and needs very systematical approaches, before beginning this we should consider the economic effects of this new industrial revolution.

Finally, we compare the countries which are shifted to the new industry standard with countries which have potential to shift. As we compare them the investment cost and the turnaround time has been considered since they are the main issues for the first step. As a result, we realize that countries should immediately invest and shift to the new industrial revolution.

Keywords: industry 4.0, Economic Growth, Development

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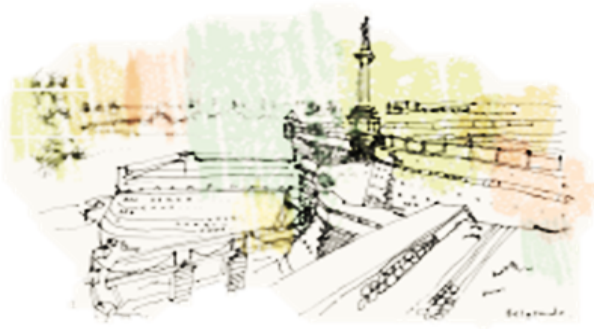

THE DETERMINANTS OF INNOVATION FINANCING IN POLISH FAMILY FIRMS

Alicja WINNICKA-POPCZYK[1]

Creating conditions for knowledge-based economy is an appropriate response to globalization phenomena and real needs of enhancing national economy competitiveness. The base of economic and social development increasingly depends on new technologies, high-qualified and competent labour force, the potential of high schools and R&D centres, ITC infrastructure and the government pro-innovative policy as well. There are no doubts, that we have to do with fundamental changes determined by intellectual capital – human and social ones. Poland should benefit from its UE membership privileges, opportunities and draw up a pro-innovative policy, which will help the economy to become aspiring to a knowledge-based one at least. The business capabilities of creating and implementing innovations resulting to high value added products and services seem to be critical for the process. Consequently, the business access to convenient sources of financing their innovative activities makes it possible. In every market economy family businesses constitute the majority of business population. In Poland over 70% of businesses are under the control of families. Therefore it is important to get to know how the innovative processes proceed in such business entities from the financial point of view.

Referring to the literature studies and empirical research (including own ones) on family entrepreneurship innovative activity, the paper presents the results of the author's main, survey research of 115 family businesses ranked in The Forbes Diamond List in 2016 (Polish edition) and refers to the research hypotheses mentioned earlier. It also contains the methodology description.

Keywords: Family Business, Family Entrepreneurship Innovative Activity, Innovation Financing, Family Business in Poland

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INTERNATIONAL EXPANSION OF POLISH YOUNG COMPANIES

Wojciech POPCZYK[1]

Sustained economic and social success at the macroeconomic level of each economy aspiring to the name of knowledge-based one and open to the environment globalized depends on its civilizing comparative advantages more than on its natural comparative advantages. Owing to the UE membership Poland has gained the access to the comparative advantages of this region in the form of big, attractive , oriented to high value added products market, demanding at the same time, as well as in the form of financial sources for investments in research and development infrastructure or in increasing the competitiveness of Polish companies. The author tries to prove that the active international expansion of Polish enterprises to the markets of developed countries supports the increase of their R&D expenditures. For this purpose the author presents the results of research on international activities of Polish companies (425 young companies from the Alternative Stock Exchange, 115 companies ranked on the Forbes List of Diamonds) recognized as innovative and oriented to growth. There have been identified determinants (variables) of their international activities among which the level of R&D expenditures appears significant. The Author describes the models of internationalization of the surveyed companies (traditional versus “born global”). One of the independent variables is the family or non-family character of the business.

Keywords: Knowledge-Based Economy, Active Business Internationalization, Innovations, Born Globals, Family Businesses

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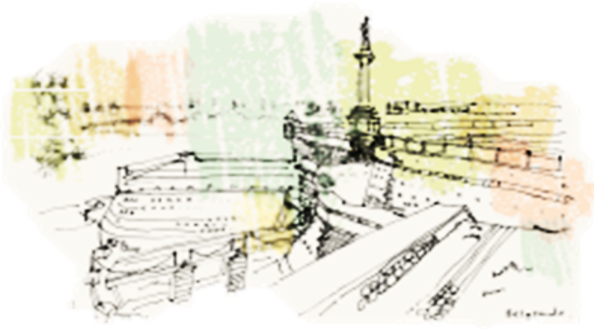

JOB SATISFACTION OF WOMEN SELLING AGRICULTURAL PRODUCTS IN LOCAL MARKETS

Fatma ESMER[1] and İlkay KUTLAR[2]

Local markets are the earliest form of shopping places that date back to ancient times and where people socialize and maintain their culture. Today, the fact that rather women do the shopping in local markets has altered the profile of both the products and the sellers. The number of women that sell in local markets the products produced by themselves or purchased from the wholesale market or directly from producers is increasing with each passing day.

There are approximately 100 women stallholders selling agricultural products in 4 local markets in the provincial centre of Diyarbakır. This study presents the socioeconomic characteristics and job satisfaction of these women stallholders. In this scope, a face-to-face questionnaire survey was conducted with 40 women. The findings obtained indicate that 82.5% of the women are satisfied with their job, despite having many problems concerning their marketplace and their job as a stallholder.

Keywords: Diyarbakır, Marketing, Local Markets, Women, Agricultural Products

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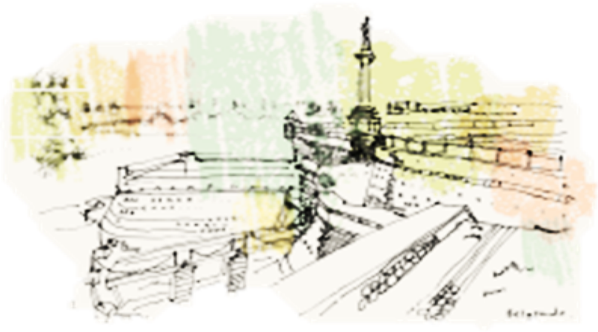

RELATIONSHIP BETWEEN ECONOMIC GROWTH AND FINANCIAL DEVELOPMENT: AN EMPIRICAL APPROACH TO TRANSITION ECONOMIES

Mahmut ZORTUK[1] and Esengül DEDE[2]

There is a strong relationship between financial development and economic growth, yet there is an endless debate about the effects of financial institutions on the growth. In our study, we investigate the causal relationship between development in a variety of financial institutions and macroeconomic indicators using data from selected transition countries between 2003 and 2011. We employ Im, Pesaran, Shin panel unit root test and pairwise Granger causality test. Results reveal that there is a bidirectional relationship between economic growth between foreign direct investments and trade openness, bidirectional relationship between foreign direct investments and trade openness, unidirectional relationship running from inflation to trade openness, government consumption to trade openness, banking sector development to trade openness, inflation to banking sector development and banking sector development to economic growth. According to our findings, while there is a strong relationship between macroeconomic indicators, only development in banking sector has an impact on economic growth in transition countries. The findings may point the problems arising from late and ineffective reforms on the financial sector in these countries.

Keywords: Transition Countries, Panel Data, Pairwise Granger Causality, Financial Development

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