

GLOBAL VIRUS OF THE DIGITAL VILLAGE COVID-19 AND SENISM₁

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*De te fabula narratur!*³

ABSTRACT

The aim of this study is to examine the process, structure, system and technology variables related to rapid change and transformation that dominate the introduction sections of almost all books, articles, papers, reports, theses, projects and assignments written in the field of social sciences today. It is aimed to make future predictions by explaining the effects of the phenomenon whose scientific definitions are made separately in different fields but whose name is called single globalization on all economic politics, cultures, societies, human groups and finally on the individual, due to the interactions with the concept of “digitalization” at the same time. In this regard, it aims to evaluate the relevant process from the perspective of “Senism” theory in order to conceptually and theoretically examine the effects and possible consequences of the global health crisis, which is the main cause of the novel Coronavirus disease COVID-19, which is being experienced today and declared as a global pandemic by the World Health Organization.

The concepts of globalization and digitalization in today’s world examined and defined, in this study. These variables are evaluated within the scope of the “Senism” theory and the interaction of the individual with the “me” and “Sen in me”. Sen means you in English; however “Senism” is a philosophy that cannot be explained only by giving reference to the limited literal meaning of “Youism”. This interaction between “the subject I and Sen” also involves evaluating the relationship of the internal variables of the individual with the external environment. This interaction starts from the self-management of the individual (me and Sen in me), to the stakeholder (corporate level) management, to the governance (macro-system level) in the field of management, and in all areas related to management.

Reflections of the clues that science and art may give humanity in the process of becoming individuals on today’s world and the analysis of many different variables of digitalization, especially the economy politics in the context of Industry 4.0, with different perspectives of management were emphasized. In the theoretical dimension of this multi-disciplinary and inter-disciplinary study, which covers many concepts in the field of social sciences, Senism theory was briefly defined and analyses were made in the context of “Sen” subject and future predictions were made.

Keywords: COVID-19, Senism, Sen 6.0, Gen Sen, Digitalization, Governance.

¹ As a pathfinder for Senism; “Sen” means “you” in English. Henceforth, “Senism” can potentially be understood or translated as “Youism” in English. However, as it will be explained in the full paper, “Senism” is a different philosophy that cannot be explained only by giving reference to the limited literal meaning of “Youism”

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³ “It is of you that the story is told.-Horace!” (Karl MARX, 1867. Capital, Preface to the First German Edition)

INTRODUCTION

It was the March of 2020. Autumn and winter days far above seasonal temperature averages... Scientists have indicated the level of global climate change and said it could lead to even greater problems in the future.

A virus with shorter term and much faster negative consequences, in other words “The Novel Coronavirus Disease” called as: COVID-19. The World Health Organization declared this virus as a pandemic on March 12th, 2020 and announced that this is a global health threat.

And what is happening; radical change and transformation being/will be realized in many areas...

Such high speed and high rate of change... Change has been known as the only reality of the world and even the entire universe since the first human existence. Change means digitalization the most, in our age...

It was the March of 1995. Company promotions and online shopping began to enter our lives with the modern internet (World Wide Web), which started to be used actively in the mid-1990's. The process of commercialization and socialization of the Internet was actually one of the clues that, its importance would increase very quickly. Two main factors came to the forefront, such as who had the opportunity and willingness to use the internet actively at this point. Afterwards, the internet began to appear as a media mean that was much easier to access and use in everyday life. In this regard, the economic dimension that accommodates commercial interactions and changes and the social dimension that develops have begun to reveal that change can involve all segments of societies and that individuals with all different demographic characteristics can take part in the rapidly expanding universe.

With the use of search engines like Yahoo (1995), AltaVista (1995) and Google (1998), information about everything was on digital platform and contents started to be created by the individuals and institutions. Hotmail was founded as the first e-mail platform in 1996. Later on Facebook (2004) web site has evolved into finding old friends, making new friends, establishing a network, and has begun to take an important place in our lives.

Blogs, Twitter, Instagram, YouTube, Skype, Foursquare, Google Glass and others... The idea of having social media sites and each individual's own virtual world may have attracted people for many reasons. In addition to receiving/giving information, receiving/giving news; many motivators such as feeling special, unique, feeling of being considered as important, being visible and being watched can be important at this point.

Naturally, it is also necessary to take into account news sites, forum pages, internet games, sites with +18 content and platforms that reveal and/or meet many different demands and needs... In this regard, all these areas that are very new, different and fun have actually begun to emerge as a playground and a “brand new and harmless universe” perception where “I” offers it

and watches other “I”s. In this regard, effort of trying to identify with “my utopia self”, to increase its fame or recognition, effort of creating the self that it wants to be in virtual environment as if it were real...

Revolutionary changes and transformations in information, communication and production technologies, techniques and methods are the most important factors that pave the way for an increase in the complexity of today’s world and the individual. Although the results of digitalization come to the forefront in many different areas in economical, political, social, cultural, military, diplomatic and legal dimensions, the most vital and important result is realized through the individual, namely, I. In this regard, the variable that we can say is at the center of digitalization and most important stands out with “individual dimension”.

“THE ERA OF ME”: RELATIVELY INCREASING IMPORTANCE OF THE INDIVIDUAL

Globalization has been increasing individualism day by day. One of the most important results of this “individualist perception” is to increase the importance of “me” relatively and affect self-centeredness (meism) in a dangerous way (Şen, 2017b). The sense of self that is constantly emphasized and polished in advertisements... “You are valuable, special, unique, important” and similar messages... The way the individual perceives his/her own existence and the fact that the subject increasingly feels that he/she is in the center of life, has the potential to bring along an “unnecessary and meaningless perception of power of itself”. It leads to billions of life stories in which nature and other individuals are perceived as a stage and extras that are actually designed around “just me” or even just “for me”, where everyone is the leading actor in their own film or multi-season TV series. Particularly as a common message given in advertising messages, the theme of “everything is just for you” stands out as “artificial you messages” that put all elements of nature and outer environment in the second place and keep “me” at the center. The conceptual content of the word “You (Sen)” used in these messages does not actually go beyond the word “self-focused” and “prioritizes and exalts me”. On the other hand, in contrast to the emphasis in these messages, Senism defines each individual’s self as a core variable that exists in itself and has priority importance in the interaction of individuals with each other.

The most important components of this interaction are related to this conceptual basis like; the subject, overman, cognition, unconscious, subconscious, self-awareness and identification.

A morality that domesticated life and will of power - in Nietzsche’s words – “It is only the unpleasantness of disease that is combated by him — not the cause, not the disease itself”- was an entity that had to be overcome. Indeed, Zarathustra says: “I’m teaching you the overman, man is something to be overcome. What did you do to get over him? So far, all creatures have created something superior to themselves.

So do you want to go back to the animal instead of retreating in this great flow and surpassing the human? What is monkey to man? A laugh or a painful shame, that's what a man should be for a overman: a laughter and a painful shame" (Nietzsche, 2019)

"The person who involves the subject in psychology is Descartes," Lacan says. Freud is the one who invented the "Unconscious Theory". In this context, Lacan stated that Freud was the one who showed the true location of the subject and that the location of the subject was unconscious. In the Ecris seminar, Lacan often discusses the subject of Descartes in science and truth. It can be said that Descartes is the founder of western rationalism and scientific methodology. "Cogito, ergo sum", which means: In the philosophical phrase "I think therefore I am", the subject is present when he understands that he is thinking, but there is continuity in the context of where this so-called subject exists. But Lacan stated that there is a difference between the moment I think and the moment I understand and realize what I think. He described as "I notice what I'm talking about when I'm talking, but it doesn't always go on and I often run away from myself". He states that he is unconscious in the place when he tells and misses to realize, what he is talking about. In this context, the certainty of the subject can actually be expressed as a certainty that there is no certainty (Tuzgöl, 2018).

"Id, Ego and Superego" are three parts of the human spirit in psychoanalytic theory, and the process of dividing the field of mental activity into three energetic components is as; the id, which is the source of psychological energy derived from instinctual needs and impulses; the ego, which is the organized conscious mediator between the intrinsic person and the external reality; and the Superego, which is the internalization of the conscious mind alleviated by things like rules, conflict, morality, guilt.

In Sigmund Freud's theory, id corresponds to unconsciousness, ego corresponds to consciousness, and superego corresponds to "Pre-consciousness". The conscious mind is what a person is aware of at any moment (reality). It can be defined as pre-conscious "available memory". Things a person doesn't "now" think about, but can easily remember. However, according to Freud, these two were just the tip of the iceberg: The biggest part of the human mind is hidden – unconscious – situations that people do not easily notice. They appear either unconscious, for example, as impulses and instincts, or they can be "hidden" at some point in life, because people cannot bear to be aware of such traumatic memories (Freud, 2019).

Regarding the introduction of the unconscious, Lacan emphasizes the division in which the subject's space and the Other's are positioned opposite each other. The other is the place where the chain of signifiers dominates all that can emerge from the subject and become available. It is the field of that living being that must become visible within the subject. Then the impulse itself is shown by that living being, which is essentially invited to subjectivity (Lacan, 2013).

According to Lacan, process of “Identification” is defined as; “The child identifies with an image other than himself, whether it is a real image or an image of another child. He also says - as if - ‘the apparent integrity of this image enables me to acquire a new mastery over my body’. He - or rather - ‘If I identify with an image other than myself, I can do things that I have never done before’” (Leader, 1997).

The most up-to-date and important examples of “Identification” can be analyzed with semiotical analysis of the perception of cinema and TV series, advertising messages, brand image perception and celebrities interaction with individual human beings. Due to the “Consumption Culture”, brand loyalty and even addiction emerges under the individual's interactive relationship with the brand. The fact that computer game addiction, social media addiction and many different types of addictions, both brand new and transforming, are beginning to take place predominantly in the daily life of the individual reflects the psychological impact side of the subject. All products or services have begun to be presented with the argument that they serve emotional benefit and an artificial “self-realization” rather than the message that their functional benefit that need is being met. In this regard, prominent advertising messages reveal a new marketing world that allegedly provides maximum satisfaction to the individual with requests such as needs and/or wants that are served as necessity and continuously exacerbates the perception of “me”. The indicators of this “self-centered” post-modern lifestyle and culture have become much more visible with COVID-19 in recent days. These days, consumption is inevitably limited within the scope of COVID-19 and people started their education online and working from their homes with distance working and education facilities and limit their living spaces and social life's. In fact, constitute a very important starting point in the search for value, labor, existence, truth and meaning. It should not be forgotten that this health crisis will also be resolved by scientific means and methods, but after this trauma, it will be necessary to reassess the correct knowledge and acceptance of the new world. In this regard, in the process of redefining and evaluating many concepts it will be obligatory for many fields such as, primarily the individual, economy, politics, ecology, culture, defense industry, law to update and/or rewrite their concepts and systems .

SELF-DISCLOSURE AND SOCIAL SCORE

Social media, which emerged as a result of information and communication technology developments, has been formed as a new communication channel and a virtual social space where individuals share their daily situations, feelings and thoughts. Individuals who share such posts through social media can also filter some of their shares in this communication channel for different reasons (Şen et al. 2018b). The fact that every move, movement, behavior and even emotions, thoughts and perceptions of the “individual”, who is happy and/or satisfied by making himself/herself traceable, or even revealing himself/herself in some cases, are constantly monitored and recorded by the system, is also evidence of how quickly applications such as

“Social Score” enter each field of life and emerge as another very important output in digital transformation.

With digital transformation, the most obvious example of the state-citizen relationship in social life is the application of “Social Score”, where information and communication technologies are used in many different management processes by monitoring individuals and interpreting their data with algorithms and artificial intelligence applications. Within the scope of the “Social Score” application, the fact that facial recognition systems and individual data are recorded in databases and both the public and private sectors are in use in many different areas is part of the “monitoring system” that the People’s Republic of China has started to implement in pilot regions and plans to implement in the near future throughout the country.

Even though the concept of social score is also used as a citizenship score, this system of scores has too wide an application area to be restricted only by the use of national states. It is more appropriate to use the concept of “social score” which can be much more comprehensive or even global instead of citizenship score applications. In this regard, it can also be envisaged that it may be a system that can be used by creating unique models in all social areas (Şen et al. 2018a).

In this regard, the level and frequency of use of these monitoring, facial recognition and all relevant technological infrastructures and systems within the scope of the “war against COVID-19” and their functionality are unknown as of today, but this information may also be revealed in the coming period.

DATABASE MANAGEMENT, BLOCKCHAIN AND DIGITALIZATION

Database management and consumer data started to be used as source data in both marketing and taking many different administrative decisions within the scope of Customer Relationship Management (CRM), which companies started to implement in the early 2000’s. With much more advanced algorithms and software replacing the traditional CRM, the firm can provide analysis, prediction or manipulation of perceptions and behaviors by the state or any authority that enable that person to be recognized “even at a higher level than the person himself”.

At this point, along with computer, tablet or mobile phone data containing such as transportation line and location information, consumption patterns and frequency and similar personal data; collecting and processing data such as the effect of smell, reaction to colors, change of seasonal conditions, different effects of stimuli such as space, light, time on the individual and using them as source data in decision-making processes can produce active, effective and productive results for institutions and organizations.

In today's world, where the structure of the society is analyzed and even each individual is analyzed in many different details depending on these data collection, processing and analysis studies; while all decisions, especially related with perception management, are taken by "other authorities or units", the perception that the person takes the decisions he/she wants/needs can be created according to the data processing "Artificial Intelligence" applications.

This is the precursor to the birth of a technological system that simplifies much more detailed and complex processes with the use of data and the analysis of all processes genealogy studies and the individual. The fact that so much personal data is being used reveals the need for both permission processes for the use of personal data and a much more robust legal basis in different administrative processes and for much clearer identification and response to the ethical problems that will arise.

In this regard, "The General Digitalization Score of Nations" should be defined and determined with many different criteria such as Industry 4.0 score of different nations, number of Internet users, digitalization level of development, speed and capacity of digital technology development, number of digital users and population ratio, contribution rate of digitalization to production within the economy, blockchain usage level and amount of cryptocurrency per capital and its effects and results in many different fields such as macroeconomics, public administration, corporate governance and governance should be evaluated as well as consumption in production processes. This scoring system must also be done for the institution and corporate level.

From this point of view, it is important to focus on blockchain technology, which may be one of the important valuation criteria in the near future, in order to analyze the future. Real-world examples using blockchain are gradually moving into life. It is known that institutional structures in various sectors, especially the financial sector, are in the works of this field. One of the obstacles to further orientation of the business world in this area is that the legal infrastructure is not clear yet. It is thought that the regulations to be applied by the states in this regard may be one of the accelerators for the business world to adopt this new technology (Şen & Alınçık, 2019).

"The Blockchain Ecosystem" in the public and private sectors will affect all the economical and administrative structures. The transformation of the processes of all operations will be adapted according to the use of new technologies like Blockchain, cryptocurrencies, robotics, machine learning etc.

For the new era, the technological improvements and the results of digital economy will be the basis of the new economy politics systems and structures (Şen & Ergin 2019).

In this perspective, the correlation of the digitalization levels of all developed, developing and underdeveloped countries with the importance of the individual can be accepted as an important criterion in the future.

GEN SEN: CIVILIZATION, HUMANITY AND GENERATION SEN

Every process and subject that a person exists both as the individual and as the group member is within the context of the concept of management. Starting from the self-management of the individual, in all examples up to the business management processes of globally large-scale corporate firms; management is evaluated the concept and variables and management activities are carried out (2017a). From this point of view, the analysis of the situation and variables related to two managerial topics such as self-management and crisis management of Coronavirus pandemic crisis stands out as a priority analysis.

For example at a point of view; the COVID-19 virus eliminates many economic, social and cultural differences of individuals on the one hand, but also reveals some indications of the recent struggles of today's capitalism in terms of how the upper class and workers manage their own crisis and also their roles in the process of managing the crisis on a local, national and global basis. One of the most important examples of this is that while people are called to "stay at home"; the production and presentation of many mandatory needs and some demands that are seen as mandatory, which should be produced and presented to consumption, are carried out by labor individuals in factories, in other words "outside of their homes"...

The reflection of the "I" of the person who suddenly stocks, tries to protect, experiences the primitive impulses of "I" and clearly reveals his/her effort to exist in the global health crisis and the "Sen" who tries to save, protect, care, empathize with other people indicates a very fundamental distinction. These two different poles for behaviors of human is the main difference between "I and Sen". The "Gen Sen - Generation Sen" may be the next generation classification for one of the future generations.

The video of the invasion of desert locusts over the African continent and the market invasion of people for hygiene and foodstuffs due to COVID-19 are currently being watched simultaneously all over the world as striking images in history. To this example, the images of people who go out for fun and enjoyable time also offer a similar picture despite warning, precaution, even prohibition for people to spend time in their homes in order to reduce the spread of the virus.

While the "Age of Me" was getting more stronger, the existence-based COVID-19 crisis embodies a dynamic that has the potential to expose the importance of "Sen" even more and strongly. This potential lies in a cycle of change, transformation and balance, which are the main variables within the scope of the "Cyclic Balance and Value Model", and as a result each process encompasses the formation of value positively or negatively.

CYCLIC BALANCE AND VALUE MODEL – CBVM

Change is one of humanity's oldest known realities. It is one of the early stages of change management to define and measure that the starting point of change is nature and/or human and what is the positive or negative effect of the value emerging during or after the change. Since the process of change has any variables such as structure, system, process, and so on, the fact that a certain set of structures and features such as entering another form, taking another state or shape-shifting continues with the event of transformation into another set of structures and features is one of the most important indicators of transformation. As it's shown in the Cyclic Balance and Value Model (Figure 1), all stages of the model may create a "positive or negative" value. The transformation stage reveals the value, containing positive or negative effects as in the same change. In this regard, management of the process can be done with the steps of "Define, Measure, Analyze, Decide, Implement, and Evaluate and Feedback" (Figure 3). At the end of change and/or transformation, the balancing phase is one of the most vital stages in the cycle for the human brain and nature to sustain and renew itself.

This stage forms the basis for the continuation of nature or human change simultaneously or afterwards. This change may be a new and unrecognized virus as well as a new technology, a new work of art, a new scientific theory etc. It is also directly related to how the steps of "data, information, analysis, decision, control", which are the keys to change in digital transformation, are managed in the process of the emergence of positive value. Consequently, the relationship of "Change, Transformation, Value and Balance" with value and its effect on value at each stage are the most dominant outputs in the interpretation of this cycle (Figure 1).

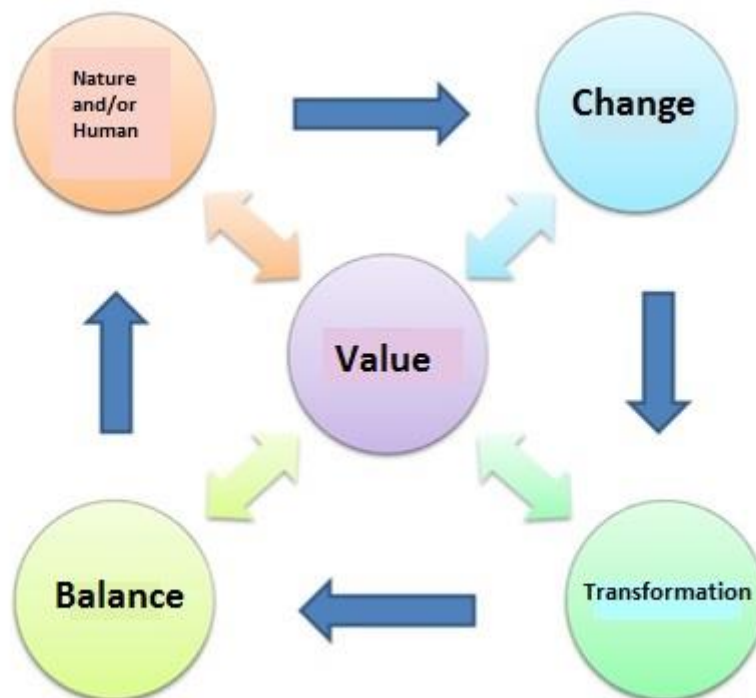


Figure 1: CBVM - Cyclic Balance and Value Model (Şen, 2017c)

The values and effects arising from this perspective should be evaluated dialectically. Interpreting each component of the change process and the resulting “value” from a short-term, one-way or biased point of view can lead to wrong understanding of the results and predicting future changes. In this respect, a change process such as COVID-19, which can be very dangerous for the health status of all people in the world, put the global economy in a very big crisis (or can be shown as the cause of the very big crisis), and reveal many negative values that can adversely affect people’s psychology and social life, can reveal very different and very positive values in the long term. In this regard, it would not be a very assertive interpretation to say that nature, together with COVID-19, can restore its balance at any moment or, to say the least, remind it once again of how important it is.

SUSTAINABILITY AND DEVELOPMENT: A NEW GLOBAL PLAN

The Sustainable Development Goals (SDGs) were born at the United Nations Conference on Sustainable Development in Rio de Janeiro in 2012. The objective was to produce a set of universal goals that meet the urgent environmental, political and economic challenges facing our world. The SDGs replace the Millennium Development Goals (MDGs), which started a global effort in 2000 to tackle the indignity of poverty.

The MDGs established measurable, universally-agreed objectives for tackling extreme poverty and hunger, preventing deadly diseases, and expanding primary education to all children, among other development priorities. The 17 SDGs are integrated—that is, they recognize that action in one area will affect outcomes in others, and that development must balance social, economic and environmental sustainability (UNPD, 2020).

Table 1: The Sustainable Development Goals, SDGs of United Nations (UNPD, 2020)

	Sustainable Development Goals
Goal 1	End poverty in all its forms everywhere
Goal 2	End hunger, achieve food security and improved nutrition and promote sustainable agriculture
Goal 3	Ensure healthy lives and promote well-being for all at all ages
Goal 4	Ensure inclusive and equitable quality education and promote lifelong learning opportunities for all
Goal 5	Achieve gender equality and empower all women and girls
Goal 6	Ensure availability and sustainable management of water and sanitation for all
Goal 7	Ensure access to affordable, reliable, sustainable and modern energy for all
Goal 8	Promote sustained, inclusive and sustainable economic growth, full and productive employment and decent work for all
Goal 9	Build resilient infrastructure, promote inclusive and sustainable industrialization and foster innovation
Goal 10	Reduce inequality within and among countries
Goal 11	Make cities and human settlements inclusive, safe, resilient and sustainable
Goal 12	Ensure sustainable consumption and production patterns
Goal 13	Take urgent action to combat climate change and its impacts*
Goal 14	Conserve and sustainably use the oceans, seas and marine resources for sustainable development
Goal 15	Protect, restore and promote sustainable use of terrestrial ecosystems, sustainably manage forests, combat desertification, and halt and reverse land degradation and halt biodiversity loss
Goal 16	Promote peaceful and inclusive societies for sustainable development, provide access to justice for all and build effective, accountable and inclusive institutions at all levels
Goal 17	Strengthen the means of implementation and revitalize the Global Partnership for Sustainable Development

According to the SDG's of United Nations; basic goals that are important for the world and humanity are so clearly defined. At this point; the general information and statistics about the main issues are given below. In order to define today's systems and institutional order; level of humanity, civilization, development and prosperity, it is not so difficult to interpret the relevant data of today's world.

Statistics of the distribution of economic assets around the world are of great importance in terms of the relationship among sustainable growth and development and income distribution. International aid organization Oxfam has announced its annual global income inequality report prior to the World Economic Forum in Davos, Switzerland. According to the relevant report, the wealth of 2,153 people in the world is more than the total income of 4 billion 600 million people. In other words, the wealth of 2,153 billionaires around the world exceeds the total wealth of 60 percent of the world's population (Oxfam Report, 2020).

In terms of the statistics of the resources allocated for the war and defense industry; when the total defense expenditures of all countries in the world and their distribution by region are examined, the total world defense expenditures increased to \$1,739 billion in 2017 and showed a marginal increase of 1.1% compared to 2016. The situation in year 2017 reached its highest level since the end of the cold war. Military expenditures this year accounted for 2.2% of global gross product, which corresponds to \$230 per capital (SIPRI Yearbook, 2017).

According to the UNESCO which is affiliated to World Water Report 2019, two billion people do not have regular access to clean water resources. 4.3 billion people cannot use plumbing. Due to the limited water resources and increasing environmental pollution, this number is expected to increase until 2050. However, healthy and clean drinking water is considered a fundamental human right. According to the report, more than half of the people with limited access to water resources live in African countries. People living in slums get 10 to 20 times more expensive water than people living in cleaner parts of the city. However, the quality of the water they receive is significantly lower (UNESCO, 2019).

The relationship between health expenditures and income levels in different regions of the world also contains important information about today's world. The report published by the World Health Organization (WHO) in 2019 shows that health care expenditure in the world amount to 7.3 trillion dollars per year, which corresponds to 10 percent of global gross domestic product. The report once again highlights the deep gap in financial resources allocated to healthcare among low- and middle-income countries and rich countries. In the top 10 countries in health expenditures, more than \$5,000 per person per year is spent, while in the last 10 countries in this ranking, the amount spent per person does not exceed \$30 per year. This gap stands out even more, considering that only 20% of the world's population lives in rich countries, 80% of global health spending is made by citizens of rich countries.

According to the report based on 2016 figures in public health expenditures, 5.6 trillion dollars of health expenditures, which is 7.3 trillion dollars per year, are covered by the public. According to the report, in rich countries, the public pays an average of \$2,257 per person. Governments of countries in the middle and above income group allocate up to \$270 per year for health expenditures, and governments of countries below the middle income group allocate \$58 per year for each citizen.

While the health expenditures of the governments increase, the expenditures made by the citizens out of their own pockets do not decrease, and vice versa they increase. 51 percent of total health spending worldwide comes from governments' budgets and 35 percent from citizens' pockets. One of the most negative consequences of this situation is the inadequate access to health care for over 100 million people living in poverty. Governments allocate more than 50 percent of the health budget to basic health care in low- and middle-income countries (WHO Report, 2019).

According to the new report on inequalities in access to water, sanitation and hygiene also reveals more than half of the World does not have access to safes sanitation services and 1 in 3 people globally do not have access to safe drinking water. Billions of people around the World are continuing to suffer from poor access to water, sanitation and hygiene, according to a new report by UNICEF and the World Health Organization. Some 2.2 billion people around the world do not have safely managed drinking water services, 4.2 billion people do not have safely managed sanitation services, and 3 billion lack basic hand washing facilities (UNICEF, 2019)

“Economic imperialism”, which began to replace the “military imperialism” after the World War II, where powerful nations could reach their resources by using their military power against the weaker nations, was the harbinger of the “New World Order” in which international firms could become stronger than some national entities all over the world. The data is very valuable now. With the involvement of information and communication technologies and systems, the World is at the beginning of the “Digital Imperialism” order of the leading companies in the field of digitalization. This is not only about the fact that companies sell products or services with their own brands all over the world, but also that they have a voice and power in all aspects of data usage and processing. From this point of view, functions of “Digitalization and Big Data”; it increasingly stands out how big and important the place of the companies, which are relatively stronger than the states, is in every area and at every moment where the individual is.

PRECURSORY OF CHANGE: THE NOVEL CORONAVIRUS (COVID-19)

Managing/being managed by fear... The inactivity you experience with variables that you cannot control... One of the deepest fears: Death... The most incomprehensible, unquestionable and horrible version of death possibility, in March 2020: The New Type of Coronavirus... Though our technology was amazing... We were going to get into flying cars, travel to our mansion in space at Mars and produce artificial organs in our houses with our 3D printers... All of these inventions and innovations cannot be underestimated but on the contrary, each one is very important and valuable to humanity, and we have a much more fundamental problem that we cannot solve for decades and also today: Flu...

Major outbreaks have had a particularly great impact among the misfortunes that have befallen to mankind. The onset of epidemics is as sudden as a natural event, but for example, an epidemic can last for months or a whole year, while the earthquake usually ends after a few short tremors (Canetti, 1992).

Although it is not known how long the epidemic that is happening today will keep every area of life under “quarantine”, including work and social life, it will not be prophetic to predict that much will not be “the same” after this process. It is possible to see the very important effects and consequences of epidemics in the history of the world.

Infection, which plays a major role in an epidemic, separates people from each other. Because the disease could be present in any human being, the safest way is to stay away from everyone else, some people escape from the city and disperse elsewhere; others lock themselves in their homes and let no one in. Every person avoids himself from everyone else; his last hope is to stay away. The hope for life and life itself are expressed by being away from patients. It is strange to see how the hope of survival isolates people and each of them became the separate individuals who faced a mass of victims (Canetti, 1992).

What future awaits humanity after this crisis period will be defined and shaped by with the people’s post-crisis perceptions, expectations, behaviors, and most importantly, their questions that they will ask about these subjects.

The most surprising thing happens when everyone who suffers from the disease is discarded in the midst of catastrophe: Few, very few people recover. It’s not hard to imagine what people like that are feeling. These people just survived, but they also feel invulnerable. In this way, they can feel pity for the patients surrounding them and those who are dying. Thukydides says “ Such people are so fortunate when they recover that they naively dreamed that they would no longer die of any other disease” (Canetti, 1992).

On the other hand psychological problems and mental illnesses are also potential problems of the future. Depression is a common illness worldwide. According to the Global Burden of Diseases, Injuries, and Risk Factors Study, more than 264 million people affected from different depression types and symptoms. Also for all mental disorder types more than 970 million people are affected (The Lancet GBD Study, 2018). Today, it can be predicted that the most important danger of the future for the individual may/will be psychology-based problems that arise in areas that he/she cannot control directly. Mental disorders and psychological defects created within the “Era of Me” can also come to very important points in the future. Also the psychology-based problems that may occur related with the COVID-19 in the future must be scientifically observed and searched all over the world.

PERCEPTION MANAGEMENT MODEL (PMM): PERCEPTION GAMES IN THE NEW AGE

Now everyone is closed to their houses... It is unclear how long it will last for now... The first predictable result may be the population growth... With the possibility of the births after the Coronavirus times, like the Baby Boomers children, the world average age is likely to decrease in the coming years. Working from home, fully satisfying our social life with the internet and mobile phone, making many purchases online, including the daily needs from the markets web sites, making all payments over the internet without even touching the money or credit card, producing more social media content, consuming more content, seeing the people we share the same house all the time... This process can also result in the alienation process being lonely because many of what the system offers are virtual and the individual is so "I". This and many others, many rituals involve situationalism caused solely by the effect of the novel Coronavirus COVID-19.

Concepts such as perception, personality, attitudes, values, emotions, curiosity, jealousy, learning, emotional intelligence, personal image, language and the art of speech are the primary characteristics that affect social behavior. The way of perceiving the facts that directs human behavior. Since every person's perception of the facts will be different, their behavior will also be different (Demirkaya, 2018).

On the other hand, in the world we live in, almost all concepts in which the word management is mentioned are scrutinized and examined in the perception dimension. Whether they are individuals, private sector or public institutions and organizations; while reflecting the situation of the institutions, as stated in the perception management model. It is the case that the actual situation is the alleged situation and the situation that the institution does not have is carried out to ensure that the competencies and qualifications are perceived as having or implementing a higher level than the existing one.

For example, a company that is not sufficiently environmentally sensitive and has not made the necessary investments, consciously develops and implements a strategy to maintain or enhance its corporate reputation through carrying out a much lower budget social responsibility activity related to the environment; has no positive value as institutional, social and ultimately as an individual (-Sen). On the contrary, the greater the difference between "what is real" and "what is claimed to be" in this perception management, the more negative consequences that may occur may also be effective. The most recent variable in this model, the "what it is perceived as" step, is the most valuable and meaningful output at the end of this whole process because in today's world, what is "perceived" is often much more vital than "what is real" or "what is claimed to be" (Şen, 2017c).



Figure 2: PMM - Perception Management Model (Şen, 2017c)

One of the most important factors related to the perception process of the individual is the source of information at this point. In the first stage of the Perception Management Model, mass media has a very important place in the stages of “what is claimed to be” and “what is perceived as” as well as “what is information or situation in reality”. The field of investigation of the relationship between the main 3 variables, “truth, fact and reality” is philosophy. The model basically includes “Reality” variable; consisting of the “fact and truth” inside as former variables in its conceptual meaning.

In today’s communication world, even though the significance of media such as newspapers and television seems to have decreased due to the advancements in information and communication technologies, all new media tools are also interacting with these channels.

The media and advertising sector are simply the lifeblood of the system in the capitalist consumption society, which transforms consumption into a lifestyle and creates individuals who think they will be happy as they buy and consume. The media, which plays an active role in the delivery of messages to the target audience, is one of the most important means in persuading the masses (Darıcı, 2017).

Topics such as media autonomy, its relationship with capital, level of governance, ethical codes and sphere of influence, which have been increasingly questioned in recent years, may also need to be discussed more intensively after the COVID-19 crisis.

EMOTIONS, RATIONALITY, SEN AND SENISM

“New World Order”, “New Normal”, “New Human”, “Post-Modernism” and “Post-Truth”... It's known that; the fact that many new sources of change and their pioneers exist, are meaningful, accepted or rejected by the perception of the individual. However, the process continues in which each individual in the world is evaluated within the scope of “A New Meaning” by changing shape with his/her views being accessible. This process also informs the beginning of a period in which the rationality of the individual starts to be questioned in the perception and decision-making processes. We live the years how emotional factors can be efficient and effective, even decisions that are rationally evaluated by the individual have made the individual self-accepted as rational decisions with the effect of consciousness and unconscious factors and we test whether emotions are in the center of life and stronger than expected.

It is possible to say that fear, one of the most effective of emotions, can be used in different ways in decision making processes or advertising messages of individuals. In this regard, it is a very important discussion point about the level of fear that emerges with this novel Coronavirus (COVID-19) or may occur in the future and what kind of effects it will have on individuals in the long term or how it will be used in management and governance processes. In the relationship between emotions and rationality, not only the “human brain” but also its physiology, psychology, chemistry, genes and even the “emotional scope of the heart” influence are becoming an increasingly important research area. When the relationship between mind and heart is evaluated in general terms; it is seen that the variable of “emotional scope heart” is discussed and taken forward in order to make sense of life in many areas that are much more involved than Western cultures and in many areas such as relationships, values, beliefs and etc. in Eastern cultures. In this regard, how vital all cognitive, physiological, relational and environmental factors are in the management of individuals and institutions is increasingly examined. Although psychological and cognitive variables have a very important place in the self-management processes of the individual in emotional management, it is necessary to analyze the “I” in Senism and to evaluate it together with the “Sen” in the “I” while doing so. While “I” live more the mind, needs and what is considered as real, the “Sen” in you holds those feelings, desires and underlying perceptions.

As a result of significant developments and advances in information and communication technologies, the rapid change in communication activities has created the infrastructure enabling them to communicate interactively by eliminating the distances between people and institutions. In this regard, the written or visual message of an individual or institution has gained a feature that can be instantly seen and interpreted and even shared by the whole world. As a producer or consumer, “the relative increasing importance of the individual-”I”) and its value highlight the necessity of re-evaluating and interpreting all concepts of the field of management as the indispensable reality of today.

In this regard, all scientific literature about business management is rapidly transforming with the variables of the period in which it is in as a result of the interaction of today's world with globalization.

Evaluation and interpretation of the relationship of human, which is one of the most important factors of this transformation, with all relevant variables, especially technology, emerges as an inevitable reality. In this relationship, it plays a role in the transformation of the system as both "individuals" in different business areas and potential customers or stakeholders who have a consumer role and who are always able to communicate and interact with all institutions in the world. The debate that is rapid change, evolution or revolution within the period also paves the way for the emergence of some areas where sectorial development and progress prevents scientific writing (Şen, 2017b).

In this process, the individual, that is aware of "Sen"; perhaps will play a more important role than ever before in history. In this regard, all changes and developments related to management take place as one of the most important variables in determining the environment and conditions in which the world and humanity will live in the future (Şen, 2017d).

STAKEHOLDER THEORY AND GOVERNANCE: SENIST APPROACH FOR MANAGEMENT

Today's world signals the initial stages of a world where everyone can be digitally connected. Moreover, there are opinions among experts in the field of ecology that "everything" in nature interacts as energy and vibration, and even that it is interconnected. When we look at this connection and interaction within the scope of political governance, it can be a very valuable and meaningful gain in terms of administrative processes and decisions to ensure the participation of individuals, groups and communities in all administrative decisions and processes in a much more active, effective and productive manner. If such decisions are taken and implemented, political governance can make the world a much more livable place and a much higher level of prosperity. On the other hand, the design and interaction of these processes is an indispensable basis for transparent, accountable, responsible and fair management of firms like all other institutions and organizations. Everyone and everything is each other's stakeholders, influencers and/or influenced. Stakeholder management should be regulated and managed by all individuals as "me" and all institutions and organizations interactively within the framework of universal governance principles. This should be regarded as a "New Senist Management Model" that can be provided with higher education, increased consciousness and multi-faceted awareness. With this new perspective and awareness, value, meaning and many different positive results can be revealed in the management of "change and transformation of everything".

The use of blockchain technology in traditional or emerging theories and practices related to organizational management and strategy such as stakeholder management, corporate governance and strategic management may lead to the transformation and development of the concept of “New Economy”.

In addition to this, the relationship between “management and individual” will form the basis for the emergence of a completely different paradigm when Blockchain technology is actively used in interaction with all other individuals, groups, organizations, capitalists, government institutions, entrepreneurs, in other words all environmental elements in which the individual and the individual interact (Şen, 2018). For all different approaches and implementations of management the basic steps that must be taken into consideration can be defined within the “Management Radial”. The basics steps shown in the radial (Figure 3) can be generalized for the common management processes starting from self-management of individual “I”, to group/team level, corporate level, governance level and system level.



Figure 3: Management Radial (Şen, 2020)

Whether on an individual, corporate or systemic level; management is the main research and application area for all fields. The transfer of authority, which forms the basis of governance practices, also includes the concept of leadership. Leadership should include the vision necessary to achieve the “make someone to do something” goal in all aspects of management (Şen, 2020).

In today's society, where the most important source is information, knowledgeable individuals become indispensable. Organizational structures are now redesigned in a knowledge-based and management systems in a human-centered manner. As the human factor, hence thought and knowledge have become the most important capital in the organization, the understanding of leadership gradually changes dimension. Leaders can no longer be influential only by their expertise, authority or charisma. Intellectual leaders have knowledge of management as well as their expertise, experience (Akdemir and Mert, 2018).

INDUSTRY 4.0, SOCIETY 5.0 AND SEN 6.0

In recent years, a rapid change, technological developments and an intensive transformation that takes place accordingly stand out among the main variables of business life. Competition gains much more importance in today's constantly evolving, changing and transforming conditions than in previous periods. In this direction, it is extremely valuable and important for firms to provide optimum benefit from their employees in order to obtain a competitive advantage and maintain their current position and/or achieve their growth goals, to direct them in line with their goals and to mobilize them (Şen & Günaydın, 2019).

Although factors such as new technologies, superior management systems and electronic systems are necessary for the success of organizations, one of the most basic factors that ensure organizational success is "human". Accordingly, the ability of organizations to succeed under constantly changing conditions will be due to employees willing to contribute to organizational effectiveness and development beyond what the task brings, without being limited to formal role definitions. Organizations need willing organizational citizens in order to achieve and maintain success and achieve organizational goals (Şen & Aktuğ, 2017). It arises as a result of the increase in competition and technological developments, as well as the increase in the expectations of organizations from their employees. This creates an environment that causes increased stress in employees (Şen et al. 2016).

In the management and strategy literature; there are many studies examining the effects of employees' organizational identification, organizational citizenship, organizational stress, organizational commitment or organizational trust levels on organizational motivation and performance. One of the main theories used in these studies is the "Hierarchy of Needs" pyramid, which was added to the literature by Abraham Maslow in 1943. This theory, which is used both in the management literature and in many different fields, should be re-evaluated in today's conditions and even adapted to today's world. This classification of the individual's needs is probably one of the most commonly used classifications.

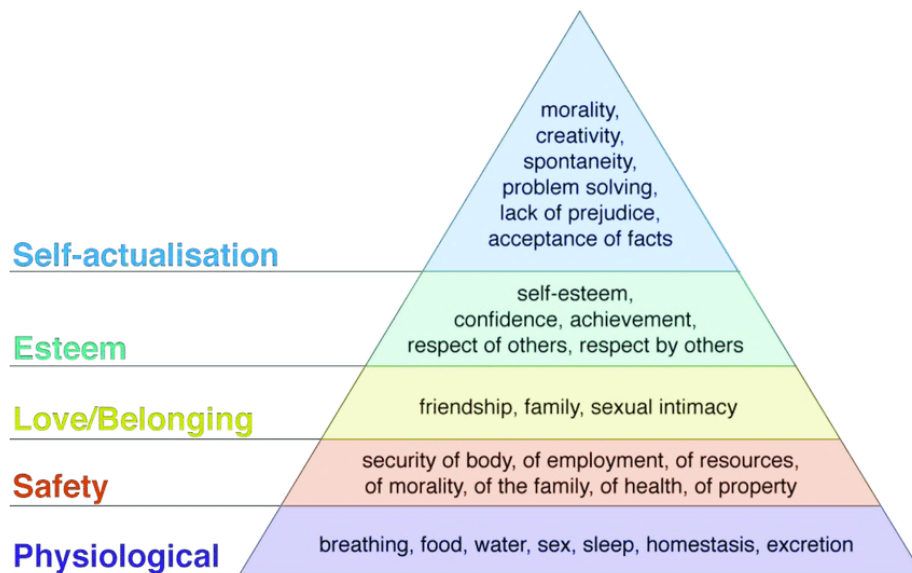


Figure 4: Maslow's Hierarchy of Human Needs (Johnstone et al. 2012)

As can be seen in Figure 4, at the bottom of this five-digit pyramid are basic physiological needs such as breathing, eating, water, sex, self-balance and excretion. In the security need step, which is the upper step, there is protection from external factors and in the third step, there is belonging, love, friendship, acceptance, social life within the scope of social needs. The fourth step of the pyramid indicates the need for status, success, reputation and recognition as components of the need for value and reputation. The need for self-actualization, which is the top step, includes the components of development, successful completion of a job and creativity (Johnstone et al. 2012).

Lacan emphasizes that there is a distinction between “need” and “desire”. A physiological need such as hunger or thirst can be satisfied. While Lacan defines desire, he places it in an area beyond basic human needs. He also expresses that it is also different and comprehensive from the concept of “desire” mentioned by Freud. And influenced by Spinoza, he emphasizes desire as “the essence of man.” And it associates desire with deficiency by seeing it at the very center of our existence. And it means that these two situations are connected (Tuzgöl, 2018).

Work life, daily life, consumption patterns, social and individual change and transformation, which are evaluated in the light of variables in many different dimensions in this study, especially information, communication and production technologies, suggest that Maslow's hierarchy of needs should be reviewed and updated. In this regard, how would scientists, philosophers and writers who have made valuable contributions to the history of science update their own theories if they had the experience to live in today's world?

In this context; like all the other similar basic terms; some of the most important drivers of human nature such as need, desire and desire should be redefined before the “Sen Age”, which is the period ahead of the digital world.

For example, if Karl Marx had rewritten all approaches to cost and value within the scope of the labor-capital contradiction in his work titled “Capital (1867)” about 150 years ago, taking into account today’s economic policy and all other variables, what form would he theorize? As a similar example, what changes would Adam Smith make to his work “The Wealth of Nations (1776)”, which he wrote about 250 years ago? As another example, how would Sigmund Freud (1856-1939), one of the more recent philosophers, develop, transform or update the theory of “id-ego-superego” or “psychoanalysis” in the age of self-focused approaches such as egoism, hedonism and narcissism in today’s world?

CONCLUSIONS and POLICY IMPLICATIONS

Many processes, in which many different related variables of production and consumption will be redesigned and implemented by transformation, may be experienced in the coming period. For example, with COVID-19, consciousness and awareness of the fact that consumption frenzy and all self-focused approaches with slightly more intense outcomes that are a great threat to humanity may develop. It will be necessary for all organizations, institutions, organizations and individuals to choose a path such as “pretending or ensuring that what they are doing is perceived rather than actually doing it, in fact, to be aware that we may be doing the perception game ourselves.” It may be necessary to be able to write that artificial public relations campaigns or advertising messages that contain many “Sen” but only glorify and polish “me” do not actually produce much value in the future.

We need to see that we have to change our education system and all its components structurally. Studies should be started on how much longer the members of Generation Z and subsequent generations will tolerate the existing education system, which opens their eyes to a world much different from all previous generations.

The bank’s general directorates, residences, bank branches, pharmacies, greengrocers, grocery stores, supermarkets, many intermediary workplaces maybe replaced with new systems, structures and processes in the near future. A period when many brokers and retailers would change and transform was started to be discussed before the COVID-19 outbreak. This global health crisis can pave the way for transformation processes in relevant areas to become much faster, visible and more worth of discussing.

The functions and working patterns of all blue-collar and white-collar employees have been varying from head to toe. Recently, gray collar workers working in the information technology sector have been added to these definitions.

Information and communication technology employees have a very important place in the rapid economic growth of the People's Republic of China. The People's Republic of China supports the education and development of employees in this field for the economic and developmental sustainability of the country (Hutchings et al., 2009).

Along with all variables of the production function in the business and economic literature; consumption patterns, all rules of the labor supply and demand market and many similar functions have been defining from the beginning. One of the most important results of change and transformation is to create positive value by constantly differentiating and innovating.

Companies operating in all existing sectors need innovation in all business areas. It is sufficient that innovation is "new for the company" in order to be called innovation. Innovation can be innovation in product or service, organizational innovation, process innovation or marketing innovation (Şen & Bolat, 2015). It is inevitable that all change and transformation will pass through positive-value-generating innovations with the effect of digitalization regardless of the type of innovation and this will be a very important variable.

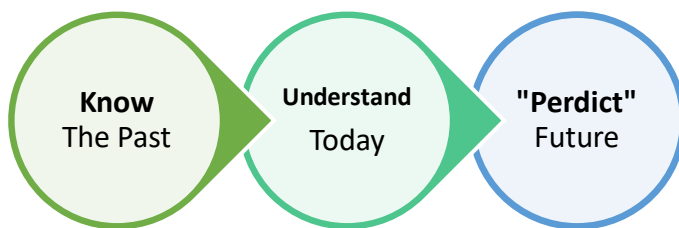


Figure 5: Time and Management (Şen, 2020)

Knowing the past, understanding the present as the next step and predicting the future. Without interpreting it through an existing definition of an economic system such as capitalism or socialism, the question of how the new digital world will evolve and how much the individual will contribute and approve in this process is the most vital question. The most important variables for the definition of this economic system and the structural analysis of the new system are concepts such as "emotion management", "perception management", "governance", "participation of the individual in decision-making processes" and where "Sen" will be defined by prioritizing. In this context, the effect of the relationship between emotions and rationality on behavioral processes and this mutual interaction need to redefine and increase the awareness of each individual coming from different cultures, education, past, physiology, biology and genes throughout the world.

Future Predictions:

- People may tend to question the meaning of their lives more frequently and individually.
- There may not be working hours between 9am and 5pm at workplace and also remote working will be a usual practice for some of the work types of future workplaces.
- Distance learning will be the most popular education platform for most of the schools, universities and institutions for in-service training.
- Henceforth, the imbalance in income distribution and other global issues about inequality may be more questioned and expressed by people.
- The negative effects of international problems on the lives of individuals can be started to be discussed more.
- The demand of Robots, Machine Learning, Internet of Things, Big Data, Artificial Intelligence, Augmented Reality and all similar new digital tools and technologies to be more prominent for the quality of life and well-being of the “individual” can be expressed more frequently and with conviction.
- Seeking new ways and methods may increase in the face of damage or deterioration of nature and human nature by artificial threats.
- With this virus, the number of individuals who have begun to know their life, meaning, purpose of being an individual, reality, truth, humanity, themselves, in short, the “the Sen inside of you” can increase rapidly.
- Demand for clearer communication and governance systems may increase at the request of individuals who realize how deep perception management can be and can be managed in different ways from different centers.
- Source causes and effort to eliminate the Culture of Consumption and all the negative consequences that come with it may come to the fore.
- Instead of thinking and looking out for and fighting mercilessly for “I” of the existence of the individual, in fact, you may realize that “Sen” in yourself is within the self of every individual, and that everything that is done for “Sen” makes “the me” more valuable, special, unique and important. Instead of thinking systematic focused on Meism, a cognitive and emotional ground can be formed where Senism can be understood as the basic philosophy of life.

- OR; Individuals who want to protect themselves against potential new and different viruses, war, famine, security, and similar threats in the future may want to insert a chip to protect their most valuable asset, “me”, and thereby continue to live as a worker, warrior, victim or even “digital slave” of established order.

While knowing how dangerous viruses and malicious software can be a source of trouble for the digital world, the fact that people’s entire lives are affected by viruses and bringing their lives back to the point of review can be considered as one of the most important outputs of the digital age in today’s world, where digital age stands out the most and increases its importance day by day. From this point of view, in 2015, the video containing Bill Gates’ “epidemic” status warning was shared by people all over the world. Considering the recent history in this process, it can be a little ironic that the founder and owner of Microsoft, which is the operating system that gives us the most headaches with viruses in the field of digital software, has warned us about biological viruses and it can create a slightly strange and frightening perception...

One of the important questions that must be asked within these days must be; “Is the Crisis Really COVID-19?”. The part of the crisis within daily lives of billions of people all around the world that is reflected in the world today is COVID-19, and that is a very important and major health risk. This crisis, on the other hand, could be the tip of the iceberg.

The problems faced by the global capitalist system today arise especially from the economic crisis experienced by developed countries and will continue to experience more severely. It is necessary to say that the transition to the digital economy is also included in this function as the main variable. On the other hand, if the short- and medium-term process management and solution of the traditional authority is evaluated in terms of its alternatives; today’s institutional authorities may have the potential to provide limited results as the placement of a few small pieces of the big puzzle within the scope of the existing profit order from an economic political point of view.

One of the other important issue is the relationship between “Civilization and Sen”. The increase in the mobility and interaction of many things such as people, products, technology, information, brands and so on a global basis results in the acceleration of life, work, communication, virtual sociality and many similar processes related to the individual (Şen & Aslan, 2017). This mobility and interaction have provided positive results and benefits to humanity in many different processes and subjects as an indicator of civilization. On the other hand, one of the reasons for the increase in the spread rate and effect of the global pandemic is the high level of mobility and interaction.

In this process, the environment created by misinformation, disinformation, information pollution, nonstop messaging, stimulus inflation about COVID-19 adversely affects the individual’s balance. While uncertainty and panic can have very negative consequences in crisis management, all authorities should have transparent, accountable, responsible and fair governance practices in the management of the process.

It should be known in these days that conspiracy theories such as COVID-19 being a biological weapon, the theory of reducing the human population to 500 million in the world, the creation of the ground for the start of the Third World War, and the fact that people are being tested with a global social experiment are being discussed, that the world will never be the same after COVID-19.

In addition to the results in many different areas in economic, social, cultural, military, diplomatic and legal dimensions, it is obvious that the “post-traumatic psychological reactions” of the individual, namely, will have vital importance in this direction. “Psychological Emotional Management Strategies” will become increasingly important in each sub-process in which the concepts of Emotional Management and Self-Management take place in many basic areas, especially behavioral economy, such as self-recognition, identification, measurement, analysis, decision making, implementation and control of results.

One of the most important results of the crisis that may arise in the long term is the redefinition of all these variables as well as the redefinition of the individual. The definition to be made at this point is the ability to redefine the individual as part of nature, in a scientific perspective, on the basis of freedoms and equality, based on right, respect, love, willing and goodness. The most critical question will arise whether the definition of the individual as “self-focused” will be defined by human beings or whether the “establishment order statute/system” will manage the change and transformation process and enable the ongoing system to be regulated in new conditions.

In the coming period, it will be necessary to evaluate how basic needs such as health, education, housing, energy, law, healthy water and food access of different countries in the world are managed at different stages of the COVID-19 crisis and global economic policies in different dimensions. At this point, along with the “17 goals” scaled as Sustainable Development Goals of the United Nations, “Good Governance” scales should be updated and used. Review and update of systems, structures and processes globally, nationally and socially should be considered in conjunction with the process of “redefining the individual”. On the other hand “The Great Depression” (1929) and the “The Financial Crisis” (2008) were serious economic depression crises with significant negative effects and consequences but after “COVID-19 Crisis” many changes and transformations will be realized for all over the world.

On the other hand, the concept of Senism is categorized primarily internally, “you” in me, in the second stage, I-You perception and phenomenon among individuals in terms of communication, thirdly, groups and you, finally “you” inside of “I” and as the relationship of the institution or organizations. The concept of “Sen”, which is defined internally in the first stage, defines the “Sen” in the “I”, which is shaped by the influence of unconscious as well as the factors such as the individual’s expectations from life, hopes, dreams, experiences, knowledge level (Şen, 2000).

At the same time, while defining the process of self-realization, Senism also emphasizes the problem of the relationship between the emotional and rational world of the individual and the different roles that require different actions as a result of this interaction and on which variables their behaviors should be solved (Şen, 2016).

Based on the fact that change occurs so quickly in every field and its effects are seen at a very high level, it is possible to say that the coming period is will be with interdisciplinary and multidisciplinary management studies and new theories in which the individual is at the center. In future studies, in terms of management and Senism, besides the interaction of the individual with the variables related to the external environment, the analysis of the internal and external interaction of the concept of me and the “Sen” existing in the concept of me is proposed as the subject of interdisciplinary and multidisciplinary studies (Şen, 2017b).

Today, there are days when people around the world are going through a very difficult process to note the history. After this crisis; I believe that the most intense period of the “virtue of being a good person” is the times when the evils that we can call such as inequality, injustice and cruelty are experienced the most. A dialogue from the book of Albert Camus, *The Plague* (1947), gives the clue of the wisdom needed:

-”Who taught you all this, Doctor?”

The answer came instantly. - “Suffering”.

The one is only “Sen”... The new philosophy of you is “Senism”...

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