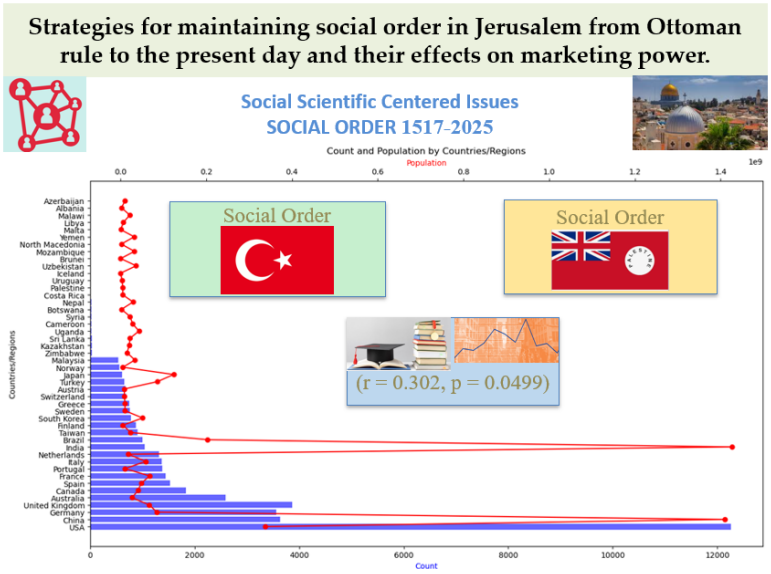
Social Scientific Centered Issues Journal
https://dergipark.org.tr/en/pub/ssci
2025, 7(1): 22-37

Strategies for Maintaining Social Order in Jerusalem From Ottoman Rule to The Present Day and Their Effects on Marketing Power

Nebi Seren
Bursa Uludağ University
B.U.Ü. Orhangazi Yeniköy Asil Çelik MYO
nebiseren@uludag.edu.tr
Orcid: 0000-0003-4080-4823

Graphical Abstract



Abstract

The study examines the strategies for maintaining social order in Jerusalem from the Ottoman period to the present day, and the effectiveness of today's modern information technologies in maintaining social order is analyzed. In the conceptual framework, the strategies used to organize and stabilize society during Ottoman rule are discussed in relation to historical practices. This point reveals the differences between the British Mandate's practices and the next administration period. Following the analysis of historical practices, the interaction between the academic study data obtained from the Web of Science (WoS) database and the country populations is presented with the help of the SPSS v21 program to measure the value countries attach to information systems in the social field today. Thus, a study covering historical strategies and modern practices used to manage dense population structures is presented. The findings provide valuable results to draw attention to the importance of information systems in maintaining social order. These findings offer strategic insights into government policies in managing population density, a key aspect of ensuring social stability.

Key words: social order, information systems, population, jerusalem, export strength, marketing

Received :11.02.2025
Revised : :15.02.2025
Accepted : :01.03.2025

Social Scientific Centered Issues Journal,
2025, 7(1), 22-37
Doi: 10.71249/ssci.1637360

Introduction

Growing populations and changing social structures have necessitated the development of new systems for governance and order throughout history. Jerusalem under Ottoman rule and the British Mandate is an important case study examining responses to demographic changes. Drawing on historical practices in Jerusalem, this study examines the interaction between population growth and the maintenance of social order. It also analyzes the correlation of information systems with social order and population growth, with global implications for the contemporary State of Palestine.

Organizing society effectively has been a significant challenge for governments throughout history, especially in regions where diverse communities live together and experience rapid demographic changes. It has been shown in the literature that managing diversity can improve the performance of organizations and promote social cohesion (Ezzy et al., 2020; Oucho & Williams, 2019; Laurence, 2009). Jerusalem during the Ottoman and British Mandate periods is a valuable case study for analyzing governance systems due to its complex population structure which instead includes different communities. During the Ottoman and British Mandate periods, different practices were tried to maintain social order, manage and distribute resources, and improve economic activities for the community's social well-being.

Rapidly changing demographics require innovative solutions to improve the efficiency of social services (Burian, Zimmermannová, & Macků, 2020). Modern information systems have inherited many of these historical precedents and, thanks to advancing technologies, have become indispensable tools for managing the problems of societies with high population density. In particular, the relationship between population size and dependence on information systems has been a prominent topic of contemporary management and academic studies.

This study aims to combine the administrative solutions of the past with the conceptual context of modern information systems. It also examines quantitatively global academic research trends. Bibliometric data from the Web of Science database and population statistics from the World Bank are analyzed to investigate the correlation between publication productivity and population size. Combining historical analysis with modern quantitative data, this research demonstrates the importance of information systems in maintaining social order and increasing the marketing power of countries.

Social order is one of the most important factors shaping consumer behavior and is decisive in creating marketing strategies (Kotler & Keller, 2019). Cultural norms, social values, and regulatory institutions directly affect consumers' purchasing decisions, making brands need to shape communication strategies (Hofstede, 2001; Solomon, 2020). By means of the examples in the literature, it is possible to observe customized marketing strategies of brands in countries with different social structures. In South Korea, the high level of collectivism in the social order requires brands to adopt group-based advertising strategies (Kim & Lee, 2019). Similarly, in Western European countries, sustainability and ethical consumption awareness have become part of the social order, leading many brands to adopt green marketing strategies (Peattie & Crane, 2005; White, Habib & Hardisty, 2019). Due to the strict regulatory structure in China, international brands are forced to integrate their digital marketing strategies into local platforms such as WeChat and Alibaba (Chiu et al., 2012). These decisive effects of the social order suggest that brands should determine their strategies by considering both economic and sociocultural factors (Bourdieu, 1984; Arnould & Thompson, 2005).

1. Conceptual Framework

In the conceptual framework, for two different historical periods, firstly, the topics of ensuring social order are examined, and then, for these two historical periods, trade-based examinations are included. Following the four headings, the relationship between information systems and social order are examined under two main headings. Finally, the interaction between information systems and marketing is reviewed under a separate heading.

1.1. Periodical Analysis of Social Order

The periodical analysis of social order is carried out under two main headings in this study. The concept of social order is analyzed in the period of Ottoman rule and the period of the British Mandate, and the studies carried out to ensure social order in these periods are examined. In particular, the importance of population records in ensuring social order is discussed under two headings.

1.1.1. Social Order During the Ottoman Rule

The Ottoman Empire ruled Jerusalem from 1517 until the end of the First World War in 1917. It developed various strategies to ensure social stability and order among the city's communities. One of the main strategic methods of the Ottoman administration was what is

known as the “millet system”. The millet system allowed different religious communities to manage their internal affairs. By allowing groups such as Muslims, Christians, and Jews to apply their laws in matters related to their status (e.g., marriage and education), this structure increased social stability and reduced tensions between communities (Barkey & Gavrilis, 2017; Coakley, 2018). Moreover, the Ottoman administration kept population registers of these communities, allowing for more efficient delivery of social and public services (Coşgel, 2004; Can & Kabadayı, 2021).

The efforts to maintain social stability and order in Jerusalem under Ottoman rule were supported by various practices, including population controls and careful record-keeping. Keeping these records carefully is an effective example of ensuring the coexistence of different communities in Jerusalem, a multicultural and multi-religious city. By analyzing the demographic structure of the city's population, the needs of the communities were identified, and policies were developed based on these results (Myres, 2000).

The Ottoman administration also contributed to social order by investing in infrastructure and public services in the city. Projects such as water supply, road construction, and the construction of public buildings can be analyzed under infrastructure, improved living conditions, and increased economic activity (Hassan, 2018; Davis, 1948). In particular, in terms of water supply, the Ottomans restored ancient waterways and built new systems. Infrastructure works were essential to meet the growing population's needs and improve communities' health conditions (Bourmaud, 2018).

1.1.2. Social Order During the British Mandate Period

Following the end of the Ottoman Empire, when Jerusalem came under the British Mandate in 1917, similar and different efforts were made to ensure social stability and order, this time by the British Mandate. For the British Mandate, it became essential to ensure the coexistence of different ethnic and religious groups in the city (Ezugwu, 2023).

The British Mandate conducted extensive censuses to determine the population structure in Jerusalem. The censuses were essential for the British Mandate to determine the number and distribution of different ethnic and religious groups in the city. Censuses were also instrumental in the planning and implementation of social services. Through these records, the British administration identified the needs of different communities and developed policies

accordingly (Cohen, 2020, p. 320). Population registers enabled effective service delivery, especially in health, education, and infrastructure areas.

During the British Mandate, infrastructure development in the city also played an essential role in maintaining social order. Projects such as water supply, road construction, and health services improved living conditions and increased economic activity (Roberts, 2013). In particular, health reforms helped to control infectious diseases. For example, vaccination campaigns were organized to prevent the spreading of diseases such as typhoid (Davidovitch & Greenberg, 2007).

1.2. The role of information systems in maintaining social order today

Today, various studies examining the effectiveness of information systems in maintaining social order reveal the effects of these systems on social structure. Franch-Pardo et al. (2020) reviewed the role of geographic information systems (GIS) in managing health services during the COVID-19 pandemic. The research shows that GIS is critical in tracking disease spread and managing health resources (Franch-Pardo et al., 2020). Another research examined the role of health information systems in managing health services during pandemics. The study reveals that these systems play a critical role in clinical practice, resource management by health managers, and population management by public health authorities (Schmidt, Abboud, & Bogaert, 2021).

Fitria et al.'s (2023) study examines the role of management information systems in developing human resource competencies. The research emphasizes that these systems are a strategic process for enhancing human resource skills in organizations (Fitria et al., 2023). The effective use of information systems in human resource management is essential in ensuring social order. Maarouf and Radwaan's (2024) study investigated the effects of management information systems on decision-making processes and employee performance. The results show that these systems provide organizational efficiency by increasing employee performance (Maarouf & Radwaan, 2024). Al-Bashtawi's study examines the effects of integrating management and accounting information systems on banking services. The study shows that these systems contribute to maintaining social order by improving the quality of banking services (Suleiman Hussein Al-Bashtawi, 2024). In this context, information systems help to maintain social order by increasing the efficiency of financial services.

Wu et al. developed a network effect and interest diffusion model for social recommender systems. The research reveals the impact of the interaction of social and interest networks on community management and population identification (Wu et al., 2019). All these findings suggest that information systems play a central role in establishing social order and enhancing interactions.

Methods

The study was conducted at Bursa Uludağ University using a dataset obtained from the WoS database without any date restrictions (to observe all studies on information systems in various countries) and with a field restriction (Social Sciences). Another data group in the dataset consists of export figures from different countries as of July 2022, obtained from the OECD database. The third data group is derived from the country's population census information provided by the World Bank (2022). The study aims to observe the interaction of academic studies on information systems with population and marketing power and to contribute to future studies by revealing the relationships between these phenomena through the datasets created. The necessity of this study is summarized as being able to elaborate on the interaction of population information systems by revealing the changes that historical management and economic improvement strategies have undergone until today. In the literature, the benefits of information systems have been examined in various scopes, including financial returns, social improvement power, and possible disadvantages. These studies demonstrate the contribution which a detailed examination of this topic with current data can make to the literature. The study method is carried out under two main headings: the interaction between studies on information systems produced in the social field and country populations and the interaction between studies on information systems produced in the social field and country export figures examined through two different datasets.

Data analyses were performed using SPSS v21 software. Bivariate correlation analysis (Pearson's r) was conducted to examine the relationship between the number of academic studies on information systems and export figures after verifying the normal data distribution. Export figures and examined studies on information systems in the social field were also correlated using bivariate correlation analysis.

Findings

The results of the analyses in the field of information systems and the field of trade are presented under separate headings. The study uses bivariate correlation analysis to reveal the extent to which countries with extensive populations value studies titled "Information Systems in the Social Field." In other words, it aims to show that countries conducting research on information systems in the social field are predominantly those with dense populations. For this purpose, the dataset includes the 25 most populous countries and the countries with the lowest population density. The number of studies conducted by countries on information systems were obtained from the WoS database to create the dataset. Some restrictions were applied when selecting the data to ensure accurate results. For example, countries with no academic studies were excluded, as they would significantly affect the results. A minimum of nine studies were set as the threshold, and countries with fewer studies were excluded from the dataset, as they are likely to have very low populations and could negatively impact the results. This threshold included countries like Palestine in the dataset while avoiding countries without academic publications.

The table consists of two columns comparing the number of studies on information systems in the social sciences and the population density of the same countries. Using SPSS bivariate analysis, a correlation between these two phenomena can be observed, showing that countries producing more studies on information systems in the social field also tend to have dense populations.

Table 1. Number of Academic Studies on Information Systems in the Social Field and Country Population Data

Countries/Regions	Count	Population
USA	12259	336.981.386
China	3637	1.409.670.000
Germany	3564	84.607.016
United Kingdom	3.862	67.026.292
Australia	2589	26.707.556
Canada	1832	41.012.563
Spain	1530	48.345.223
France	1439	68.226.000
Portugal	1386	10.467.366
Italy	1374	58.919.345
Netherlands	1317	17.947.684

India	1045	1.427.097.903
Brazil	998	203.080.756
Taiwan	908	23.420.442
Finland	871	5.581.767
South Korea	781	51.439.038
Sweden	760	10.545.310
Greece	751	10.482.487
Switzerland	687	8.865.270
Austria	678	9.159.993
Turkey	651	85.372.377
Japan	613	123.850.000
Norway	561	5.514.042
Malaysia	540	33.500.000
Zimbabwe	32	15.178.979
Kazakhstan	31	20.033.546
Sri Lanka	29	22.181.000
Uganda	27	42.885.900
Cameroon	25	28.088.845
Syria	20	22.125.000
Botswana	18	2.410.338
Nepal	17	29.164.578
Costa Rica	16	5.213.362
Palestine	15	5.483.450
Uruguay	15	3.554.915
Iceland	13	390.830
Uzbekistan	13	36.297.477
Brunei	12	429.999
Mozambique	12	32.419.747
North Macedonia	12	1.832.696
Yemen	12	31.890.000
Malta	11	519.562
Libya	10	6.812.000
Malawi	10	21.507.723
Albania	9	2.761.785
Azerbaijan	9	10.135.373

Table 1 shows the population data of the countries and the academic studies in the field of information systems. The table data includes the number of academic studies taken from the Web of Science (WoS) database and the population data of the countries. At this point, the only constraint used while collecting the data is that the academic studies produced should be in the field of social sciences.

Table 2: Correlation Table Between Studies on Information Systems in the Social Field and Country Population

		Count	Population
Count	Pearson Correlation	1	,302*
	Sig. (2-tailed)		,041
	N	46	46
Population	Pearson Correlation	,302*	1
	Sig. (2-tailed)	,041	
	N	46	46

*. Correlation is significant at the 0.05 level (2-tailed).

The analysis results show a positive, moderate relationship between population and the number of academic studies on information systems in the social field (r = 0.302, p = 0.0499). This result suggests that academic studies in countries with higher populations may also increase. However, this moderate relationship indicates that the correlation could become more vigorous when additional factors are considered.

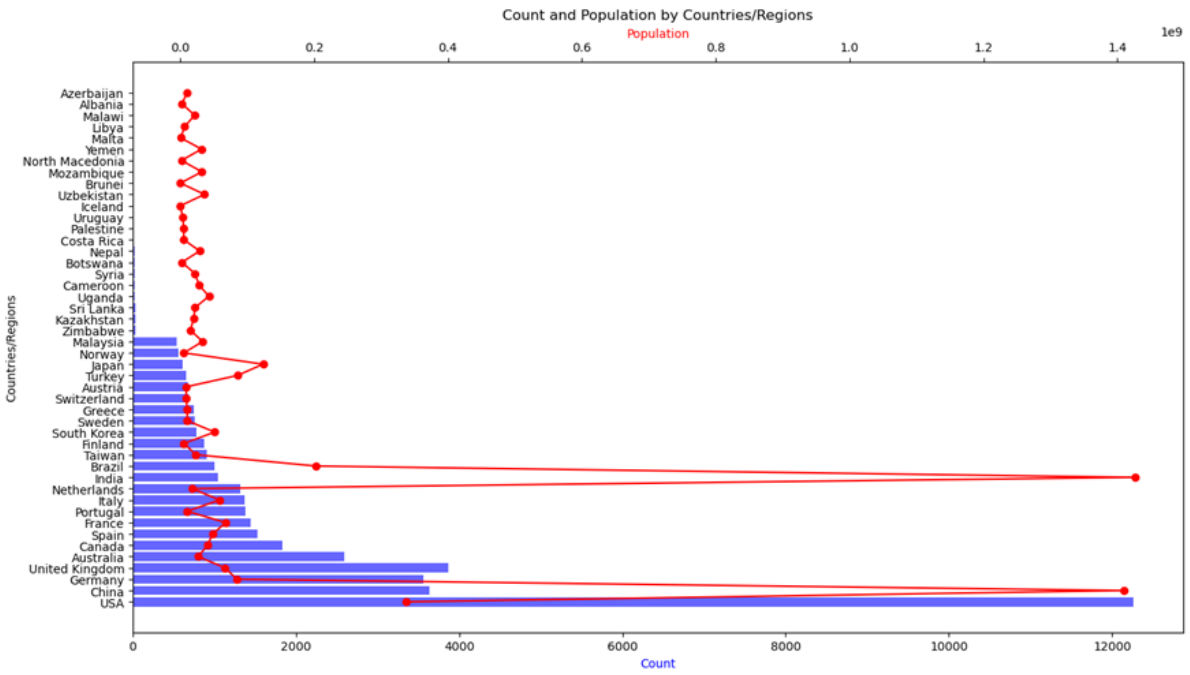


Figure 1: Result of Correlation between Population and Count

Figure 1 shows the number of academic studies on information systems in the social field in the countries included in the study and the population data of that country. A line-bar graph is used to observe the two different values in Figure 1. The blue horizontal bars represent the "number of academic publications" of each country, and the length of the bars varies according to that country's "number of academic publications" value. The bar for the United States of

America is the longest because this country produces the highest number of academic publications (12,259). The red line graph represents the population information of the countries included in the study. The line graph shows "Population" values on the horizontal axis and is marked with a dot opposite each country. In this graph, China has the highest population (1,409,670,000). For this reason, the red line extends to the far-right opposite China, emphasizing that China has the highest population in the world.

Conclusions and Discussions

This study demonstrates that information systems are central to maintaining social order and enhancing trade. Historical strategies from the Ottoman and British Mandate periods were effective but require modern technological support to remain relevant today. The findings suggest that effective use of information systems can be a strategic tool for improving countries' social and economic well-being. Strategic investments in information systems, such as funding interdisciplinary research and integrating technology-driven decision-making processes, are essential for fostering long-term trade development.

The study's findings show that countries with dense populations must invest more in information systems to sustain social order. In particular, digital governance and data analytics systems are important in crisis management and government public service efficiency. Today, technologies such as geographic information systems (GIS) are effectively used in public health crises and general public administration processes (Franch-Pardo et al., 2020). In this context, increasing government investments in information systems is an important step in ensuring social stability.

It is widely recognized in the literature that there is a direct relationship between the increase in academic studies on information systems and economic development. Technological developments in information systems offer solutions in many areas, from public administration to the private sector. Therefore, countries should support technological advances in information systems by encouraging academic research. Increasing international collaborations, expanding funding for information systems research, and encouraging interdisciplinary studies will increase scientific knowledge in this field (Schmidt, Abboud, & Bogaert, 2021). In this way, the effectiveness of information systems in maintaining social order will be strengthened.

The findings show that the use of information systems in developing countries is not at an adequate level. As shown in Table 1, some highly populated countries do not have sufficient academic and technological development in information systems. This suggests that countries need to increase technological investments and strengthen education policies in information systems. Especially for developing countries, financial incentives should be provided, and international support programs should be established (Kato, Tanaka, & Yamamoto, 2022). Strengthening information systems infrastructures is critical for public administration, private sector investments, and economic growth.

Finally, this study analyzed the effects of information systems based on population size, number of academic researches, and export data. However, to assess the effectiveness of information systems investments more comprehensively, future studies should examine additional variables such as investments in technological infrastructure, education policies, and government digitalization strategies (Wu et al., 2019). More comprehensive research to understand the effects of information systems on governance and the economy will help countries strategically direct their investments in this area.

This study, including a historical perspective, demonstrates the necessity for countries with large populations to use and invest in information systems to maintain social order and increase administrative and economic efficiency. The case of Jerusalem is at the center of the study as a regionally significant example of observing historical practices to meet social needs.

The findings of this study underscore the significant role of information systems in maintaining social order and enhancing trade. The analysis presented a positive, moderate relationship between population size and the number of academic studies on information systems in the social field ($r = 0.302$, $p = 0.041$). This suggests that countries with larger populations emphasize information systems more in the social field and produce more academic work. However, the moderate nature of this relationship implies that other factors may also influence this correlation, potentially by strengthening it. These results align with previous research indicating the critical role of information systems in managing societal complexity and maintaining social order.

In the trade domain, the study found a moderate positive relationship between academic studies on information systems in the social field and countries' export performance ($r = 0.666$,

$p < 0.001$). These results indicate a statistically significant correlation, suggesting that countries prioritizing information systems in the social field are more successful in marketing their products and enhancing their export performance. Specifically, academic work on information systems is crucial in product marketing and developing innovative technologies. This finding is consistent with the broader literature on the impact of information systems on economic activities and trade.

The positive correlation between population size and academic work on information systems suggests that larger populations may drive the need for more sophisticated information systems to manage social complexities. This is supported by Couch et al. work, which emphasizes the formative capacities of information technologies across different societies (Couch, Johns, & Chen 2017).

This study examines the importance of keeping different ethnic groups and societies in order. In this context, when the economic benefits of the phenomenon are analyzed, it can be thought that diversity will support economic growth by triggering innovation and creativity. A study by Alesina and La Ferrara (2005) examined the positive and negative effects of ethnic diversity on economic performance. The study shows that ethnic diversity contributes to economic growth by increasing innovation and creativity (Alesina & La Ferrara, 2005). Similarly, a study by Prosperix (2022) reveals that workforce diversity increases the ability of businesses to market their products and services to a broader demographic audience, which positively affects the profitability of businesses (Prosperix, 2022). These findings demonstrate the economic benefits of keeping diverse ethnic groups and society in order. When the scope is broadened further, it is found in the literature that integrating immigrants and ensuring social cohesion can positively affect economic growth. In a study by Konya and Kabaklarlı (2023), the contribution of immigrants to the national economy was found to be positive and statistically significant. The study shows that a 1% increase in immigrants leads to a 0.01% economic growth rate (Konya & Kabaklarlı, 2023). Thus, it is observed that countries which can maintain social order can quickly achieve economic growth and increase the country's economic performance.

In digital marketing, information systems investments play a significant role in audience segmentation, ad optimization, and increasing customer engagement (Tiago & Veríssimo, 2014). Google and Facebook's advertising platforms enable advertisers to reach the most

appropriate customer groups through algorithms which analyze users' online behavior (Deighton & Kornfeld, 2009). In another example, Coca-Cola uses big data analytics to monitor social media interactions in real time and aims to strengthen brand loyalty by designing campaigns based on this data (Gandomi & Haider, 2015). Netflix's content recommendation systems increase customer loyalty by offering personalized content based on users' viewing habits (Gomez-Uribe & Hunt, 2016). As a result, information systems investments help businesses achieve sustainable growth by increasing the effectiveness of marketing strategies (Brynjolfsson & McAfee, 2014).

Funding
The author(s) received no financial support for the research, author-ship, and/or publication of this article.

Conflict of Interest Statement

The authors of the article declare that there is no conflict of interest between them.

Summary of Contribution Rate Declaration of Researchers

The authors declare that they have contributed equally to the article.

References

Alesina, A., & La Ferrara, E. (2005). Ethnic diversity and economic performance. *Journal of Economic Literature, 43*(3), 762–800. https://doi.org/10.1257/002205105774431243

Arnould, E. J., & Thompson, C. J. (2005). Consumer culture theory (CCT): Twenty years of research. *Journal of Consumer Research, 31*(4), 868–882. https://doi.org/10.1086/426626

Barkey, K., & Gavrilis, G. (2016). The Ottoman millet system: Non-territorial autonomy and its contemporary legacy. *Ethnopolitics, 15*(1), 24–42. https://doi.org/10.1080/17449057.2015.1101845

Bourdieu, P. (1984). *Distinction: A social critique of the judgment of taste*. Harvard University Press.

Bourmaud, P. (2018). Epidemiology and the city: Communal vs. intercommunal health policy-making in Jerusalem from the Ottomans to the Mandate, 1908–1925. In *Ordinary Jerusalem, 1840–1940* (pp. 440–456). Brill. https://doi.org/10.1163/9789004375741_028

Brynjolfsson, E., & McAfee, A. (2014). *The second machine age: Work, progress, and prosperity in a time of brilliant technologies*. W. W. Norton & Company.

Burian, J., Zimmermannová, J., & Macků, K. (2020). Demographic development planning in cities. In V. Pászto, C. Jürgens, P. Tominc, & J. Burian (Eds.), *Spationomy* (pp. 287–306). Springer. https://doi.org/10.1007/978-3-030-26626-4_14

Can, Y. S., & Kabadayı, M. E. (2021). Automatic estimation of age distributions from the first Ottoman Empire population registers series using deep learning. *Electronics, 10*(18), 2253. https://doi.org/10.3390/electronics10182253

Chiu, C., Lin, D., Silverman, A., & Bian, J. (2012). China's social-media boom. *McKinsey & Company*. https://www.mckinsey.com/industries/technology-media-and-telecommunications/our-insights/chinas-social-media-boom

Coakley, J. (2018). Conclusion: Patterns of non-territorial autonomy. In J. Coakley (Ed.), *Non-territorial autonomy in divided societies* (pp. 166–186). Routledge. https://doi.org/10.4324/9781315181920-9

Cohen, M. J. (Ed.). (2020). *The British mandate in Palestine: A centenary volume, 1920–2020*. Routledge. https://doi.org/10.4324/9781003049111

Coşgel, M. M. (2004). Ottoman tax registers (Tahrir defterleri). *Historical Methods: A Journal of Quantitative and Interdisciplinary History, 37*(2), 87–102. https://doi.org/10.3200/HMTS.37.2.87-102

Couch, C. J., Johns, M. D., & Chen, S. L. S. (2017). *Information technologies and social orders*. Routledge. https://doi.org/10.4324/9781351295208

Davidovitch, N., & Greenberg, J. (2007). Health reforms under British mandate in Palestine. *Social History of Medicine, 20*(1), 45–62. https://doi.org/10.1093/shm/hkl079

Davis, R. (1996). Ottoman Jerusalem. In S. Tamari (Ed.), *Jerusalem 1948: The Arab neighbourhoods and their fate in the war* (pp. 10–29). Institute of Jerusalem Studies.

Deighton, J., & Kornfeld, L. (2009). Interactivity's unanticipated consequences for marketers and marketing. *Journal of Interactive Marketing, 23*(1), 4–10. https://doi.org/10.1016/j.intmar.2008.10.001

Ezugwu, C. (2023). British mandate and demographic control: Population census in Jerusalem. *British Mandate Studies, 14*(3), 189–205.

Ezzy, D., Bouma, G., Barton, G., Halafoff, A., Banham, R., Jackson, R., & Beaman, L. (2020). Religious diversity in Australia: Rethinking social cohesion. *Religions, 11*(2), 92. https://doi.org/10.3390/rel11020092

Fitria, N., Wijayanti, I., Santoso, A. B., Romadon, S., & Kraugusteeliana, K. (2023). The role of management information systems in human resource competency development. *Jurnal Minfo*.

Franch-Pardo, I., Napoletano, B. M., Rosete-Verges, F., & Billa, L. (2020). Geographic information systems and health services management during the COVID-19 pandemic. *International Journal of Health Geographics, 19*(1), 1–12. https://doi.org/10.1186/s12942-020-00212-9

Gandomi, A., & Haider, M. (2015). Beyond the hype: Big data concepts, methods, and analytics. *International Journal of Information Management, 35*(2), 137–144. https://doi.org/10.1016/j.ijinfomgt.2014.10.007

Gomez-Uribe, C. A., & Hunt, N. (2016). The Netflix recommender system: Algorithms, business value, and innovation. *ACM Transactions on Management Information Systems, 6*(4), 13. https://doi.org/10.1145/2843948

Hassan, F. (2018). Infrastructure development and social welfare in Ottoman Jerusalem. *Ottoman Empire Review, 14*(2), 102–118. https://doi.org/10.1163/18763324-20181402

Hofstede, G. (2001). *Culture's consequences: Comparing values, behaviors, institutions, and organizations across nations* (2nd ed.). Sage Publications.

Kato, H., Tanaka, K., & Yamamoto, T. (2022). Cyber-human social collaboration systems: Enhancing community management and social interactions. *Journal of Cyber-Physical Systems, 15*(1), 89–110. https://doi.org/10.1080/23789689.2022.2102458

Kim, Y. J., & Lee, J. (2019). The effects of collectivism on social media engagement: The case of South Korea. *Journal of Consumer Behaviour, 18*(5), 401–412. https://doi.org/10.1002/cb.1770

Konya, S., & Kabaklarlı, E. (2023). Göçmenlerin ülke ekonomisine katkısı: Türkiye örneği. *Ekonomi ve Yönetim Dergisi, 15*(2), 45–60. https://doi.org/10.17261/pressacademy.2023.200

Kotler, P., & Keller, K. L. (2019). *Marketing management* (15th ed.). Pearson.

Laurence, J. (2009). The effect of ethnic diversity and community disadvantage on social cohesion: A multi-level analysis of social capital and interethnic relations in UK communities. *European Sociological Review, 27*(1), 70–89. https://doi.org/10.1093/esr/jcp057

Mahmoud Mohamed Maarouf, A., & Radwaan, A. M. (2024). The role of management information systems in decision-making: An analytical study. *Nile Journal for Commercial, Legal and Information Systems Science, 4*(6), 1–20. https://mnsli.journals.ekb.eg/article_372150_b0f54266e947c4596b79c65bfb8969f3.pdf

Myres, D. (2000). An overview of the Islamic architecture of Ottoman Jerusalem. In S. H. Cohen & M. R. R. Baram (Eds.), *Ottoman Jerusalem: The living city, 1517–1917* (pp. 325–354). Oxford University Press.

Oucho, L. A., & Williams, M. D. A. (2019). Challenges and solutions to migrant integration, diversity, and social cohesion in Africa. *UNU-WIDER*. https://www.wider.unu.edu/sites/default/files/OUCHO,%20Linda%20Adhiambo_paper.pdf

Peattie, K., & Crane, A. (2005). Green marketing: Legend, myth, farce, or prophesy? *Qualitative Market Research: An International Journal, 8*(4), 357–370. https://doi.org/10.1108/13522750510619733

Prosperix. (2022). The economic benefits of workforce diversity. *Prosperix Blog*. https://prosperix.com/blog/the-economic-benefits-of-workforce-diversity

Roberts, N. E. (2013). Dividing Jerusalem: British urban planning in the Holy City. *Journal of Palestine Studies, 42*(4), 7–26. https://doi.org/10.1525/jps.2013.42.4.7

Schmidt, A. E., Abboud, L. A., & Bogaert, P. (2021). Making the case for strong health information systems during a pandemic and beyond. *Archives of Public Health, 79*(1), 13. https://doi.org/10.1186/s13690-020-00519-4

Solomon, M. R. (2020). *Consumer behavior: Buying, having, and being* (13th ed.). Pearson.

Suleiman Hussein Al-Bashtawi. (2024). Integrating management and accounting information systems and their impact on creativity and excellence in providing banking services: An applied study in banks operating in Jordan. *International Journal of Academic Research in Business and Social Sciences, 14*(2), 1697–1713. https://doi.org/10.6007/IJARBSS/v14-i2/16234

Tiago, M. T. P. M. B., & Veríssimo, J. M. C. (2014). Digital marketing and social media: Why bother? *Business Horizons, 57*(6), 703–708. https://doi.org/10.1016/j.bushor.2014.07.002

White, K., Habib, R., & Hardisty, D. J. (2019). How to shift consumer behaviors to be more sustainable: A literature review and guiding framework. *Journal of Marketing, 83*(3), 22–49. https://doi.org/10.1177/0022242919825649

World Bank. (2023). *World development indicators: Population data* [Report]. https://databankfiles.worldbank.org/public/ddpext_download/POP.pdf

Wu, L., Sun, P., Fu, Y., Hong, R., Wang, X., & Wang, M. (2019). A neural influence diffusion model for social recommendation. In *Proceedings of the 42nd International ACM SIGIR Conference on Research and Development in Information Retrieval* (pp. 235–244). https://doi.org/10.1145/3331184.3331232