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CONTENTS / İÇİNDEKİLER

101 - 124

Esmâ Ebru Şentürk

Scan it - get it: A study on the socio-demographic characteristics of consumers using QR codes

Tara - al: QR kod kullanan tüketicilerin sosyo-demografik özellikleri üzerine bir inceleme

125 - 141

Hamza Çeştepe, Selçuk Yirmibeş

Dış ticarete uzmanlaşma ve rekabetçilik analizi: MIKTA ülkeleri örneği

Specialization and competitiveness analysis in foreign trade: The case of MIKTA countries

142 - 153

Özlem Bapbacı, Berkan Karagöz

Kamu ekonomisinde götürü vergileme ve götürü sübvansiyon: Teorik bir değerlendirme

Lump-sum taxation and lump-sum subsidy in public economics: A theoretical evaluation

CONTENTS / İÇİNDEKİLER

154-176

İlknur Taştan, Bilge Kural

Bibliometric analysis of knowledge management articles in the web of science database

Web of science veri tabanında yer alan bilgi yönetimi makalelerinin bibliyometrik analizi

177-198

Yunus Yılan, Arzu Özkanan

“Do leaders change?”: A review of the contrasting behaviors of political leaders in ordinary-extraordinary situations

“Liderler değişir mi?”: Siyasi liderlerin sıradan-sıra dışı durumlarda gösterdikleri davranışlarının karşılaştırılması üzerine bir değerlendirme

199-216

Usmanu Maliki, Gülen Göktürk Baltas

Reasons for emigration from Africa: a recent analysis on Cameroon

Afrika'dan göçün nedenleri: Kamerun üzerine güncel bir inceleme

Scan it - get it: A study on the socio-demographic characteristics of consumers using qr codes

Tara – al: Qr kod kullanan tüketicilerin sosyo-demografik özellikleri üzerine bir inceleme

Esma Ebru Şentürk¹ 

ABSTRACT

The present study examined the usage of QR codes among consumers from different demographic groups (gender, generation, marital status, work, income, education, experience with QR codes, QR code usage frequency, QR code risk perception) within the framework of the Technology Acceptance Model (TAM). An online survey was used in the research methodology. A total of 556 individuals aged 18 and above residing in Türkiye were included in the study. The data obtained were utilized to analyze the effect of the perceived usefulness and perceived enjoyment dimensions of the TAM on QR code usage attitude and intention to use, accomplished through the use of structural equation modeling. The findings showed that user experience and security perception influence QR code usage. Additionally, the study demonstrated that perceived enjoyment positively affects the intention to use QR codes, whereas perceived usefulness has no effect on the intention to use QR codes. It is imperative to develop security measures, conduct awareness studies, and enhance consumers' perceptions of trust in QR codes to facilitate the widespread acceptance of QR codes.

Keywords: QR Code, Consumer Behavior, Technology Acceptance Model (TAM).

Jel Classification: M30, M31.

ÖZ

Bu çalışmada, Teknoloji Kabul Modeli (TAM) çerçevesinde farklı demografik gruplardan (cinsiyet, kuşak, medeni durum, çalışma durumu, gelir durumu, eğitim düzeyi, QR kod kullanma deneyimi, QR kod kullanma sıklığı, QR kod risk algısı) tüketiciler arasında QR kod kullanımı incelenmiştir. Araştırma verisi online anket ile toplanmıştır. Araştırmaya 18 yaş ve üzerinde olan Türkiye'de ikamet eden toplam 556 birey dâhil edilmiştir. Elde edilen veriler ile yapısal eşitlik modellemesi kullanılarak TAM'ın algılanan fayda ve algılanan eğlence boyutlarının QR kod kullanma tutumu ve kullanma niyeti üzerindeki etkisi analiz edilmiştir. Bulgular, kullanıcı deneyiminin ve güvenlik algısının QR kod kullanımını etkilediğini göstermiştir. Ayrıca çalışma, algılanan eğlencenin QR kod kullanma niyetini olumlu yönde etkilediğini, algılanan faydanın ise QR kod kullanma niyetini etkilemediğini ortaya koymuştur. Çalışma QR kodların yaygın kabul görmesini kolaylaştırmak için güvenlik önlemlerinin geliştirilmesi, farkındalık çalışmalarının yapılması ve tüketicilerin QR kodlara olan güven algısının artırılması zorunluluğunu göstermektedir.

Anahtar Kelimeler: Qr Kod, Tüketici Davranışları, Teknoloji Kabul Modeli (TKM).

Jel Sınıflaması: M30, M31.



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1. Introduction

Marketing is basically the art of communicating with consumers. Listening to the consumer, understanding their needs and personalizing products/services according to them are indispensable tasks of marketing. With the rapid advancement of technology, consumer preferences and requirements are constantly undergoing changes. In addition, the needs and demands of individuals born in specific periods and exposed to common social phenomena differ among themselves. While consumers have diverse demands and needs, they tend to share a common objective of maximizing benefits. Social media platforms contribute to this by making information, services, and communication more accessible and immediate. One of the tools that enhances this convenience is the QR code, which facilitates seamless interactions, such as accessing information quickly, placing orders, and minimizing paper use. These features align with the growing consumer desire for speed and ease, which social media platforms also promote. The increased visibility and sharing of QR codes on social media platforms have further accelerated their adoption in daily life. As consumers encounter QR codes on platforms like Instagram, Facebook, and Twitter, businesses have integrated them more frequently into their operations. As a result, QR codes are becoming a familiar tool, and the need for smartphones with built-in code readers has risen accordingly (Kaspersky, 2020).

Although it was only developed in 1994, QR codes, which can be placed on all kinds of written and visual communication tools such as posters, billboards, television commercials, menus, packaging, and web pages. For example, QR codes can be used on restaurant menus to access digital menus, or QR codes can be placed on product packaging to provide users with detailed information about the product. In this respect, QR codes find their place in all areas of marketing, from product information to after-sales services. Despite their compact dimensions, QR codes possess extensive versatility and can be deployed across diverse offline and online settings. This versatility makes them a valuable tool for businesses, particularly in marketing. By combining physical and digital resources, businesses can effectively reach their target audience. Thus, businesses can direct consumers from any traditional newspaper page (Medya Radar, 2012), printed magazine (Hegde, 2023), brochure ("Seat QR code," n.d.), billboard ("TikTok," n.d.), business card, or product packaging (Vall, 2023), social media (Recipe London, 2023) to product features, websites, commercial films, and account numbers. Also, they can even offer special offers to consumers by placing a QR code in the commercial film (Kışın, 2022) published in visual media. This approach allows for the integration of physical and digital marketing elements, enabling a wider reach of consumers through a unified communication effort. A mobile phone or tablet equipped with a QR code reader program is all that is required. Customers can efficiently access additional product information, such as instructions, tips, store details, and potential discounts, through the convenience of scanning QR codes. However, for customers to embrace mobile technologies, they must first possess the necessary technical equipment, like a smartphone capable of scanning QR codes. QR codes afford customers greater autonomy compared to SMS messages, as they can choose when and whether to engage with them (Atkinson, 2013).

According to the Technology Acceptance Model (TAM), the ease of use and knowledge of a particular technology determine its usage. This theory is quite consistent with consumer use of QR codes in marketing. Perceived benefits, usefulness, ease of use, and attitudes toward the technology

influence consumers' intentions to use QR code technology. If QR codes are perceived as easy to use or enjoyable, consumers are more likely to adopt the technology. Proper guidance on the use of QR codes can lead to a promising future for their application in the retail environment (Nath & Varghese, 2020: 829).

There is a significant amount of research in the literature on QR codes used in different contexts and for different purposes. It is seen that these studies address QR codes under many different headings, such as usage areas (Fitriyah et al., 2023), usage targets (Stojanović et al., 2023), how it works (Rouillard, 2008), and with which technologies it can be used (Fong et al., 2019). Similarly, there are many studies on QR codes in the field of marketing. These studies focus on the use of QR codes by businesses (Trivedi et al., 2020). However, in order for QR codes to provide the expected benefit, i.e., customer value, it should first be understood for what purpose consumers use QR codes and how they perceive them. For this reason, understanding how personality traits and the social, economic, and cultural influences consumers are exposed to shape their perspectives and expectations regarding QR codes is the first step in effectively using QR codes in marketing communication studies..

Demographic characteristics have a direct impact on purchasing decisions. The use of QR codes also depends on consumer preference in a market with many alternative technologies. Due to their benefits and ease of use, QR codes have a high capacity to strengthen marketing communication. Despite the existing research, there is insufficient literature that clarifies how QR codes influence consumer buying attitudes. For this reason, this study aims to explore the use of QR codes in terms of socio-demographic characteristics within the framework of the consumers' Technology Acceptance Model (TAM). Additionally, the study aims to determine consumers' attitudes towards QR codes and their intention to use them by considering the dimensions of perceived usefulness (PU) and perceived enjoyment (PE). This comprehensive approach will help identify the factors influencing QR code usage and provide insights for effective marketing strategies.

2. Conceptual Framework

To understand the differentiated consumer purchasing behaviors with the development of digital marketing, it is essential to consider the impact of various factors. Digital marketing tools, such as influencer marketing, machine learning, data privacy in online advertising, and the influence of metaverse platforms on marketing mix decision-making, have significantly altered consumer behavior. Additionally, the shift to multi-channel marketing due to changes in mobile marketing and advertising content has also impacted consumer purchasing behavior. A prominent example of how digital tools enhance consumer interaction is the integration of QR codes into marketing strategies. QR codes allow brands to offer quick access to information, special offers, or product details with a simple scan, bridging the gap between physical and digital marketing. They are often used in online and offline campaigns shared on social media platforms, making it easy for consumers to transition from an advertisement or post to a brand's website or store. This facilitates a more seamless shopping experience, contributing to changes in consumer behavior, especially in mobile marketing.

Personalization has been an integral part of one-to-one marketing since the early days of commerce. However, in today's vast marketplace, personalized marketing relies on data-driven approaches to engage with customers on a more individual level, even if the interaction lacks the familiarity of traditional, face-to-face encounters. Despite this shift towards a more impersonal form

of personalization, it remains a necessary strategy when targeting large customer bases comprising countless individuals or even vast numbers of clients. In these cases, it is important to have a clear understanding of the characteristics and the intentions of consumer categories. In this context, QR codes play an important role in facilitating personalized experiences by providing tailored offers or exclusive content based on user data, often integrated into social media and mobile marketing campaigns.

2.1. Generations

The term 'generation' commonly refers to individuals born during a specific period and indicates the probability of individuals sharing similar experiences. This assumption is based on the idea that they share common characteristics due to exposure to similar historical, political, and cultural events. In marketing literature, various terms are used to describe categories that focus on specific characteristics or are born in specific periods. These terms include generational groupings such as the Generation C (Connected generation) (Friedrich et al., 2011), Generation M (Mobile generation) (Naz et al., 2023), or Xennials (Generation X to Millennials) (Dorie & Loranger, 2020) that indicate more specific subgroups or focus on specific characteristics. However, the main generations that are generally accepted and widely used are Generation Alpha, Generation Z, Generation Y (Millennials), Generation X, Baby Boomers, and The Silent Generation. While these groups represent broad categories, it's important to note that Generation C and two others specifically profile digital consumers. The birth year intervals of these generations differ in the marketing literature due to the distinct historical and cultural contexts that shape each generation's values, attitudes, and behaviors. This distinction is crucial, as they refer to different concepts in marketing literature, with significant implications for marketing strategies that highlight the importance of understanding and catering to the diverse preferences of each group.

Businesses must think and act multidimensionally when communicating with different generations of consumers. Multigenerational marketing is complex and requires a nuanced approach that recognizes each generation's unique attributes and habits that shape their buying preferences (Williams & Page, 2011: 1). Understanding these differences is essential to creating effective marketing strategies that resonate with each group's specific preferences. These distinctions are especially visible in multi-channel behavior, with considerable variances in shopping channel utilization and purchase volumes between generations (Dorie & Loranger, 2020: 395). The study focuses exclusively on five fundamental generations. Generation Alpha, although active consumers, is not included in this study due to their lack of autonomy to earn and spend money. The age grouping discussed by William and Page (2011) is used for marketing purposes, despite references to different date ranges in the literature.

2.2. Quick Respond (QR) Codes

QR codes, originally designed for managing the production of automotive components, have now found widespread application across various sectors, including transportation, the food industry, wholesale, and retail (Tahara et al., 2023: 259; Zapryanov & Nikolova, 2023: 1).

Figure 1: QR Code



Source: Scandit, (n.d.)

Figure 3: LogoQ Code



Source: Denso Wave Incorporated, (n.d.)

Figure 4: Frame QR



Source: Denso-Wave, (n.d.)

Figure 2: iQR Code



Source: T Communications, (n.d.)

Figure 5: Logo Diffusion



Source: Top QR Art, (2023)

QR codes are two-dimensional codes that have the ability to store data. The information capacity of a QR code varies depending on its version. It can store various data types, such as a URL that leads to a website, text, email, or Wi-Fi connection. (Cauley et al., 2023: 165). With the widespread use of QR Codes, new variations have been developed to meet specific needs. First of all, micro QR Codes have emerged. These codes are a code structure small enough to be printed on a very small area. In 2008, the iQR Code emerged, which, despite its large encoding capacity, has a small footprint and allows the use of rectangular code modules. Over time, users have increasingly demanded higher levels of privacy, security and data protection. In response to these demands, Frame QR was introduced in 2014 to provide a more secure way to share information (Denso Wave Incorporated, n.d.). Another type is color QR codes, which allow businesses to distinguish the code even without scanning it (LogoQNet, n.d.). This type, called Logo Q, makes the QR code unique (Nath & Varghese, 2020: 827). Finally, artistic QR codes that contain a picture or illustration unlike standard QR codes have emerged (Metin, 2023). These QR codes, created using stable diffusion, one of the artificial intelligence models, can look like a work of art (Diffusion, n.d.). They can also contain the logo of the brand holistically.

The diversification of QR codes is primarily driven by their ability to attract more consumer attention. QR codes allow consumers to access specific e-content, e-shops, or other cyber marketing environments. For instance, a customer browsing clothes may notice a QR code on a t-shirt and scan it out of curiosity. After scanning, the customer can view more detailed information about the garment, explore similar items, or even make an immediate purchase. This offers consumers an interactive and convenient way to engage with products, helping brands increase sales and customer engagement.. Additionally, QR codes facilitate the provision of extensive information to consumers that cannot fit on a single sheet of paper. These codes are also useful for tracking customer response or a specific activity. As a result, QR codes are used by businesses to monitor product and service

performance and obtain real-time statistics on user insights. This data can be used to make better marketing and customer management decisions (Berger, 2022).

The most important advantage of QR codes for consumers is to save them from the tiresome effort of entering and searching for information (Maqbool & Iqbal, 2022). However, the adoption of QR codes by consumers has taken longer than marketers anticipated. This is mainly due to the perception that QR codes do not provide additional value to the customer. Therefore, it is the responsibility of marketers to inform customers about the actions required to access QR code content. The primary motivation for scanning a QR code is to acquire information. When planning a QR code, it is important to encourage curiosity as curious customers are more likely to scan the code (de Sá Santos Sousa, 2021: 6–7).

Today, QR codes are utilized by consumers for a myriad of reasons as shopping, accessing supplementary online content, redeeming discount vouchers, and engaging with social media platforms. With the ubiquity of mobile devices, QR codes become as effective marketing tools, especially among college students and youth, allowing businesses who effectively utilize QR codes to gain a competitive advantage compared to businesses who don't (Demir et al., 2015: 405). With nearly every consumer owning a cell phone from a young age, QR codes are an inexpensive and easy way to communicate and compete. QR codes can enable more effective communication between consumers and businesses, providing access to services, product information, discounts and detailed information about businesses. In this regard, Cata et al. (2013) studied the importance of QR codes in the world of mobile marketing. According to their study, the use of QR codes for marketing purposes can lead to the best results in interactive communication, which involves a hybrid approach, while interactive communication applications, such as when consumers scan a QR code to watch a product demo video or read customer reviews, serve informational purposes when consumers need more detailed information.

Numerous studies have examined the use of QR codes by consumers, highlighting their cost effectiveness and interactive advantages in the marketing field of marketing. Shin et al. (2012) indicate that the quality of QR codes affects the user's intentions and behaviors towards the use of QR codes. Ngo and Nguyen's (2021) research indicates that social norms, perceived ease of use, and perceived security influence customers' intention to use QR codes. Specifically, attitude mediates the impact of these factors on intention to use. A study was conducted with 1005 Indonesian university students to examine their digital knowledge levels, considering that young people tend to adopt technology more than older people. The study found that 78.91% of the participants adopted QR codes (Sitinjaka & Koesrindartoto, 2019). According to Sago's (2011) study, although students are aware of QR codes, the level of adoption of QR codes is low. Demir et al. (2015) found that QR codes are remembered by students with product packaging and medicine boxes. An interesting observation in the study is that male students show a higher adoption level of QR codes compared to their female counterparts. While 50% of male students embraced QR codes, the adoption rate among female students was only 37.4%. Nath and Varghese's (2020) research showed that there is no gender difference in the use of QR code technology. Male and female readers use QR codes equally, although their usage patterns differ. Despite this, QR technology seems to attract more interest among female readers, as 43% of women frequently use QR codes. Consumers find QR codes useful in shortening transaction times, they also indicate that businesses that use such innovations stand out in their food and beverage business preferences (Tazefidan, 2020). Additionally, QR codes

displayed in outdoor advertisements are interesting to consumers (Toktamış, 2021: 39). Although consumers may find the use of QR codes simple, useful, and even necessary, they are still primarily associated QR codes with banking and restaurant-menu services (Atsan et al., 2023).

QR codes are crucial in marketing as they offer significant advantages in meeting consumers' demands for quick, effective, and engaging marketing communication. Effectively utilizing the first five seconds to capture the attention of postmodern consumers is a vital factor in today's competitive marketing landscape. In the postmodern marketing era, where traditional and digital marketing intertwine, businesses need to employ phygital marketing strategies, which integrate physical and digital experiences to create seamless consumer interactions and enhance overall engagement, to engage consumers. Integrating traditional and digital methods through smartphones and QR codes while communicating with consumers provides an effective means of both attracting consumer interest and facilitating quick shopping (Odabaşı, 2021: 26). This approach enables businesses to offer consumers a valuable experience in terms of time savings and brand loyalty.

2.3. Technology Acceptance Model (TAM)

TAM, developed by Fred Davis in the late 1980s, focuses on individual users' acceptance of information technology. It is a psychological model that explains how users come to accept and use a new technology. According to TAM, an individual's behavioral intention (BI) to use a technology is primarily influenced by their perceived ease of use (PEOU) and perceived usefulness (PU) (Davis, 1989). PU refers to an individual's belief regarding the advantages they may gain from using a technology. PEOU, on the other hand, refers to the belief that the new technology will make their work easier, leading individuals to prefer it over the technology they currently use (Albero et al., 2011). In essence, TAM aims to comprehend and predict the acceptance of technology, namely attitude to it, by individual users (Davis, 1989). Attitude refers to a learned tendency to exhibit positive or negative reactions towards a specific object. While individuals' positive reactions to a new technology are based on PU and PEOU, it is important to identify other factors that may affect these two dimensions (Cabero Almenara et al., 2016). Factors that influence technology adoption include gender, age, culture, education level, professional experience, personal disposition towards innovation, and trust (Afsay et al., 2023; Albero et al., 2011; Cho & Sagynov, 2015; Hsiao et al., 2021; Pratiwi & Dewi, 2018; Teo & Noyes, 2011). In other words, consumers' attitudes towards technology are influenced by their demographic characteristics.

H₁: PU of QR code use differs in terms of consumers' demographic characteristics.

TAM, from a marketing perspective, is a marketing tool used to predict how consumers will adopt and use a product or service. By considering these factors, marketers can develop effective strategies to promote their products, influence customers, and encourage innovation adoption. TAM has been applied to various marketing contexts, including mobile telecommunications (Wang et al., 2008), digital marketing (Susanti & Astuti, 2019), online shopping (Won et al., 2023), and e-service systems (Lin et al., 2007). These studies consistently have found that PU and PEOU are crucial factors in determining technology acceptance. Various studies have examined TAM from a marketing perspective and have found that consumers adopt TAM for both utilitarian and hedonic reasons. According to Moon and Kim (2001: 218), while PEOU and PU provide extrinsic motivation for consumers, perceived enjoyment (PEN) provides intrinsic motivation. Davis (1989) stated that ease

of use and usefulness are the primary reasons individuals turn to new technologies. However, Carroll and Thomas (1988) suggested that, in addition to perceived usefulness, perceived enjoyment is also directly related to technology acceptance. After this suggestion, Davis et al. (1992) found that individuals prioritize utility over enjoyment in a study of computer use. Subsequent studies have shown that perceived usefulness and perceived enjoyment together affect the intention to use (ITU) technology (Lee et al., 2006; Moon & Kim, 2001; Van Der Heijden, 2003).

H₂: PU of QR code use has positive effect on consumers' attitude of using it.

H₃: PU of QR code use has positive effect on consumers' ITU.

For some consumers, purchasing can be considered a hedonic behavior (Joo, 2014: 149). Phygital marketing communication, using technology such as QR codes, wearable technologies, and online shopping from the store, in particular, emphasizes consumer-oriented and pleasurable aspects of the process. It is important to note that PEN may vary based on consumers' socio-demographic characteristics. The PEN and the level of finding QR codes enjoyable and willing to use them during shopping may differ based on variables such as age, gender, income status, and frequency of using e-commerce. The pleasure and positive emotions derived from the hedonic aspects of technologies inherently drive users to adopt or persist in their usage behaviors (Won et al., 2023: 1115). The literature suggests that TAM is grounded in behavioral, attitudinal, and perceptual relationships (Kim & Woo, 2016; Sang Ryu & Murdock, 2013; Won et al., 2023).

H₄: PEN of QR code use differs in terms of consumers' demographic characteristics.

H₅: PEN of QR code use has positive effect on consumers' attitude of using it.

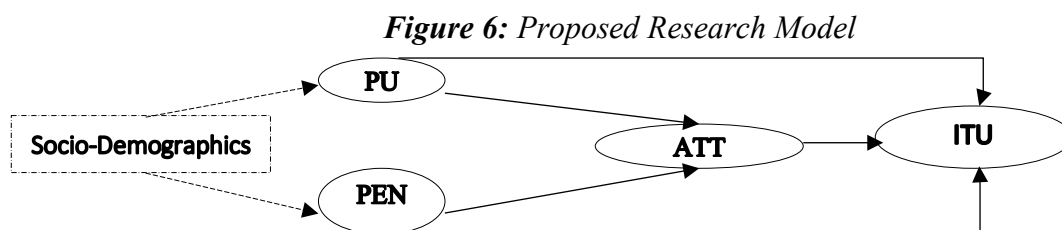
H₆: PEN of QR code use has positive effect on consumers' ITU.

H₇: Consumers' attitude of using QR codes has positive effect on their ITU

H₈: Attitude has a mediating role in the effect of consumers' PEN of QR code use on their ITU

H₉: Attitude has a mediating role in the effect of consumers' PU of QR code use on their ITU.

Based on the above hypotheses, the researcher illustrates the research model in Figure 6:



3. Methodology

This study aims to explore consumer attitudes and intentions regarding the use of QR codes, with a particular emphasis on the perceived usefulness (PU) and entertainment value (PEN) aspects of the Technology Acceptance Model (TAM). It also aims to examine these factors across different socio-demographic. Socio-demographic characteristics such as gender, age, education level, income

level, frequency of social media use, e-commerce habits, experience with shopping using QR codes, and QR code risk perception will be considered. The study population consists of individuals over the age of 18 residing in Türkiye. According to the Turkish Statistical Institute (TÜİK, 2023), Türkiye's population is 85,279,553 people. Convenience sampling, a non-random sampling method, was used to select the sample. The sample size formula specified by Yamane (2001) was used (minimum 385). Following the field study, 595 questionnaires were collected. Invalid questionnaires were excluded, leaving 556 questionnaires for analysis.

The research study utilized the online survey method, a quantitative research technique. The questionnaire was divided into two parts. The first part included questions to determine the socio-demographic characteristics of the participants. The second part stated on the Technology Acceptance Model Scale (Avcı, 2017). The scale rates statements on a scale of 1 to 5, ranging from 'strongly disagree' to 'strongly agree'. An ethics compliance report has been obtained for this research regarding the data collection tool used. Prior to the commencement of the study, each participant was required to sign an informed consent form.

This study employed structural equation modeling with SPSS AMOS to examine the causal relationships between four key constructs: PU, PEN, Attitude, and ITU. Additionally, frequency, t-test, and ANOVA analyses were conducted using Excel 2016 and SPSS 20.0.

4. Findings

4.1. Descriptive Statistics

Upon analyzing the demographic characteristics of the participants in Table 1, it was found that 58.3% were female and 41.7% were male. Additionally, 33.1% of the participants belonged to Gen Z, 30.9% to Gen Y, 14% to Baby Boomers, 12.4% to Gen X, and 9.5% to the Silent Generation. Furthermore, 22.7% were unemployed, 21.6% were students, 20.3% were private sector employees, 20% were public sector employees, and 15.5% were retired. 22.3% of the participants had no formal education, 27.5% had completed primary education, 19.1% had completed high school, 17.3% had completed an associate degree, 11.3% had completed an undergraduate degree, and 2.5% had completed a postgraduate degree. In terms of income, 47.8% of participants reported having equal income and expenses, while 34.2% reported having less income than expenses and 18% reported having more income than expenses.

Table 1: Demographic Characteristics of Participants

Variable (n=556)		n	%	Variable (n=556)		n	%
Gender	Female	324	58.3	Generation	Silent Generation	53	9.5
	Male	232	41.7		Baby Boomers	78	14.0
Marital Status	Single	232	41.7		Gen X	69	12.4
	Married	324	58.3		Gen Y	172	30.9
Work	Private Sector Employee	113	20.3	Gen Z	184	33.1	
	Public Sector Employee	111	20.0	Illiterate*	36	6.5	
	Retired	86	15.5	Literate	14	15.8	
	Unemployed	126	22.7	Primary School	88	5.6	
	Student	120	21.6	Education	Middle School	31	21.9
Income	Income Less Expenses	190	34.2	High School	122	19.1	
	Income Equals Expenses	266	47.8	Associate Degree	106	17.3	
	Income Exceeds Expenses	100	18.0	Undergraduate	96	11.3	

*The survey questions were read to illiterate participants by the researcher or assistants, and their responses were recorded.

According to Table 2, 30.6% of the participants have never shopped online. 24.5% reported using e-commerce less than once a month, while the remaining 44.9% shop online at least once a month. In terms of daily social media usage, 36.9% of participants spend less than 1 hour, 31.7% spend 2-3 hours, 20.5% spend 4-5 hours, and 11% spend 6 or more hours on social media. Although 61.7% of the participants had prior experience with QR codes, only 33.6% had used them for shopping and 54% of them perceive using QR codes as risky.

Table 2: Distribution of Participants' Habits

Variable (n=556)		n	%	Variable (n=556)		n	%
Frequency of e-commerce shopping	Never	170	30.6	Average Daily Time Spent on Social Media Platforms	Less than 1 hour	205	36.9
	Daily	6	1.1		2-3 hours	176	31.7
	Several times a week	38	6.8		4-5 hours	114	20.5
	Once a week	32	5.8		6 hours +	61	11.0
	Once every ten days	23	4.1	QR code usage	No	213	38.3
	Once every fifteen days	41	7.4		Yes	343	61.7
	Once a month	110	19.8		Making a purchase by scanning a QR code	No	369
Less frequent	136	24.5	Yes	187		33.6	
QR Code Risk Perception	Risk-Free	256	46.0				
	Risky	300	54.0				

According to the findings, it is possible to say that the reasons for not using QR codes were lack of knowledge (56.3%), lack of a suitable QR code scanner application (19.4%), reliability concerns (13.94%) and practicality issues (9.92%). In a study conducted by Avcı (2017), it was found that the primary reason for not using QR codes was a lack of knowledge (85%), followed by being found useless (67%). It can be concluded that knowledge about QR codes has increased over time. The Covid-19 pandemic has led to the mandatory use of QR codes at entrances to public areas, such as shopping malls (Mortimer, Andrade, & Fazal-e-Hasan, 2024). In addition, with the new habits that developed during Covid 19, printed material was removed in many places such as cafes, restaurants, banks where is collective use, and the application of accessing information with QR code has increased instead. These can be expected as the main reasons why QR codes have become more widely known

Table 3: Perceived Risks of Using QR Codes

Risks	n	%
Payments may be made on my behalf, my personal bank account credentials may be stolen	188	33.8
A new contact list can be created on my phone, my device can be used beyond my control	172	30.9
My location could be revealed and my privacy could be compromised	157	28.2
Illegal or inappropriate websites may be opened on my device	125	22.5
My security may be endangered by sending messages or e-mails beyond my control	114	20.5
Can make unwanted calls on my behalf	103	18.5

Additionally, the potential risks associated with the use of QR codes were analyzed (refer to Table 3). The most common three concerns include security risks such as identity theft and theft of personal bank account information (33.8%), creation of a new contact list on the user's device and unauthorized use of the device (30.9%), and more general privacy concerns such as users' location information being disclosed and their privacy being violated (28.2%). Okazaki et al., (2012) found that consumers perceive varying levels of risk when using QR codes depending on the context and purpose of their use. Consumers tend to be more cautious when using QR codes in situations that may lead to the theft of personal assets, such as banking, in open areas.

4.2. Inferential Statistics

Table 4a: Analysis of PU and PEN of Using QR Codes in the Context of Socio-Demographic Characteristics of Consumers

		Group Statistics			Test Statistics			
		n	\bar{x}	s.	t	df	p	
PU	Gender	Female	324	2.97	1.20	1.009	449.8	.314
		Male	232	2.85	1.39			
	Marital status	Single	232	3.31	1.05	-6.654	550.625	.000
		Married	324	2.63	1.35			
	Used a QR code	No	213	1.98	1.13	-16.527	554	.000
		Yes	343	3.49	.99			
	Purchase by Scanning a QR Code	No	369	2.46	1.20	-14.608	472.081	.000
		Yes	187	3.80	.91			
	Risk Perception	Risk-free	256	3.51	1.12	11.340	548.054	.000
		Risky	300	2.40	1.18			
PEN	Gender	Female	324	2.78	1.24	1.516	468.965	.130
		Male	232	2.61	1.36			
	Marital status	Single	232	3.12	1.07	-6.880	548.956	.000
		Married	324	2.41	1.36			
	Used a QR code	No	213	1.69	.96	-18.667	554	.000
		Yes	343	3.34	1.04			
	Purchase by Scanning a QR Code	No	369	2.18	1.14	-17.611	458.304	.000
		Yes	187	3.75	.90			
	Risk Perception	Risk-free	256	3.22	1.24	9.306	554	.000
		Risky	300	2.27	1.17			

According to the results in Table 4a, marital status, prior use of QR codes, prior purchase using QR codes, and perceived risk factor of using QR codes show statistically significant differences in terms of both PU and PEN ($p < .05$). Consumers who are single, those who have used QR codes before, those who have shopped with QR codes, and those who perceive QR codes as risk-free find them both useful and enjoyable ($p < .05$). It is possible to say that the main reason for this situation is that people with prior experience can use technology more confidently and consciously. This is due to their increased ability to use technology, which in turn reduces their anxiety. Therefore, individuals who have used QR codes before or have shopped through this technology are more likely to have a more enjoyable experience when using QR codes. Türker's (2019) study found that single individuals have a higher perceived usefulness tendency. Reasons for this difference may be that single individuals are typically younger, have more free time, engage in more social interaction, are more susceptible to technology, and have more personal freedom than married individuals. Yıldırım and Kaplan (2019) found that technology users tend to select applications that are easy to

comprehend and provide benefits, and they continue to use the application if they trust it. The gender variable did not have a significant impact on PU or PEN ($p=.314, .130$). However, the gender variable does not significantly affect the PU or PEN ($p=.314, .130$). Similar to this study, Türker (2019) found that gender is not a predictive factor. Uyar (2019) on the other hand, reported that men find mobile applications more enjoyable than women do, while Fettahlioğlu et al. (2018) found them to be more useful for men than women.

According to Table 4b, generation, education, work status, e-commerce usage and social media usage variables ($p<.05$) create a significant difference in terms of PU and PEN variables. The Tukey test was used to determine which groups were causing the differences. The analysis revealed that Gen X and Gen Y perceive QR codes as more useful than previous generations. Gen Z, on the other hand, perceives QR codes as more useful than Gen X, baby boomers and silent generation, while it does not differ from Gen Y. When examining the PEN dimension, it is evident that different generations have varying perceptions of QR codes. Specifically, Gen X finds QR codes more entertaining than the silent generation, while Gen Y perceives QR codes as more entertaining than both the silent generation and baby boomers. Finally, Gen Z finds QR codes more entertaining than both Gen X, baby boomers, and the silent generation. Consumers with primary education or no education have a lower perception of the usefulness of QR codes compared to those who have completed higher levels of education. On the other hand, consumers who have completed postgraduate education perceive QR codes as more useful than those with other levels of education. Similarly, Uyar's (2019) study found that the perceived usefulness and enjoyment dimensions decreased with increasing age, while the perceived enjoyment dimension increased with increasing education level. However, in contrast to this study, Fettahlioğlu et al. (2018) concluded that there was no significant difference in the perceived usefulness dimension across generations. An analysis of employment status shows that unemployed and retired consumers differ from all other groups in both PU and PEN, with lower perceptions. However, PU and PEN are higher for unemployed consumers than for retired consumers. At this point, life expectancy and anxiety are considered as important predictors. When examining income, it is observed that it is not a predictor variable for PU and PEN. However, Türker (2019) argues that the perception of usefulness decreases as income status improves, which contrasts with the findings of the present study.

Examining the perception of QR code usage in relation to e-commerce habits, consumers who make online purchases at intervals of more than one month are more likely to engage in e-commerce than those who never make online purchases, and those who purchase online frequently are more likely to be e-commerce shoppers compared to those who rarely purchase online. When analyzing the perception of QR code usage in terms of social media usage time, it can be concluded that individuals who spend less than one hour on social media have lower PU and PEN perceptions compared to those who spend regular time on social media. Consumers who frequently use e-commerce applications and spend a significant amount of time on social media are more likely to come across QR codes, which may result in positive associations. Hypotheses “**H₁**: PU of QR code use differs in terms of consumers' demographic characteristics” and “**H₄**: PEN of QR code use differs in terms of consumers' demographic characteristics” are supported.

Table 4b: Analysis of PU and PEN of Using QR Codes in the Context of Socio-Demographic Characteristics of Consumers

	n	PU					PEN					
		Group Statistics		Test Statistics			Group Statistics		Test Statistics			
		\bar{x}	s.	F	df	p	\bar{x}	s.	F	df	p	
Generation	<i>Silent Generation</i>	53	1.60	1.00			1.42	.81				
	<i>Baby Boomers</i>	78	2.11	1.21			1.91	1.08				
	<i>Gen X</i>	69	2.55	1.32	45.110	4	.000	2.13	1.25	49.912	4	.000
	<i>Gen Y</i>	172	3.24	1.13			3.05	1.22				
	<i>Gen Z</i>	184	3.46	.99			3.31	1.03				
Education	<i>Primary Education / Uneducated</i>	169	1.92	1.10			1.67	0.97				
	<i>High School</i>	122	3.22	1.23			3.01	1.25				
	<i>Associate Degree</i>	106	3.47	0.99	55.782	4	.000	3.33	0.91	58.784	4	.000
	<i>Undergraduate</i>	96	3.13	1.05			3.01	1.24				
	<i>Postgraduate</i>	63	3.77	0.96			3.46	1.10				
Work	<i>Private Sector Employee</i>	113	3.08	1.27			2.94	1.37				
	<i>Public Sector Employee</i>	111	3.39	1.14			3.10	1.20				
	<i>Retired</i>	86	1.86	1.15	31.924	4	.000	1.76	1.09	39.230	4	.000
	<i>Unemployed</i>	126	2.58	1.27			2.30	1.24				
	<i>Student</i>	120	3.45	0.92			3.25	0.97				
Income	<i>Income Less Expenses</i>	190	2.989	1.293			2.76	1.28				
	<i>Income Equals Expenses</i>	266	2.797	1.264	2.577	2	.077	2.61	1.29	2.097	2	.124
	<i>Income Exceeds Expenses</i>	100	3.107	1.289			2.90	1.33				
Commerce Usage	<i>Never</i>	170	1,99	1,18			1,71	1,04				
	<i>Rarely</i>	136	3,07	1,20	89.357	2	.000	2,84	1,18	111.666	2	.000
	<i>Often</i>	250	3,46	1,02			3,33	1,09				
Social Media Usage	<i>Less than 1 hour</i>	205	2,29	1,30			2,06	1,25				
	<i>2-3 hours</i>	176	3,23	1,16			3,04	1,21				
	<i>4-5 hours</i>	114	3,20	1,11	32.596	3	.000	3,01	1,18	34.002	3	.000
	<i>6+</i>	61	3,62	0,94			3,42	0,97				

These findings highlight the importance of considering the target audience when developing QR code strategies. Specifically, marketers should focus on prior experience and perceived risks to increase QR code usage. To enhance the usefulness and enjoyment of QR codes, marketers can target consumers with previous QR code experience and shopping history. To reduce the perceived risk of QR codes, it is suggested to emphasize security measures and ease of use. Marketing strategies can be developed for younger generations, who are more likely to use QR codes. Additionally, campaigns and communication strategies can be tailored based on factors such as education level and employment status.

4.2.1. Measurement Model

Table 5: Values for The Assumptions

Variable	Skewness	Kurtosis	Tolerance	VIF
PU	-.104	-1.134	.264	3.790
PEN	.143	-1.163	.211	4.749
ATT	-.076	-1.228	.199	5.026
ITU	.111	-1.128	.223	4.475

The first step in the path analysis study was to verify if the data met the assumptions for the analysis. No outliers were detected. As normality assumption is hard to meet in social science research, some researchers, such as George and Mallery (2010) and Tabachnick and Fidell (2013), suggest that normality distribution should be determined by examining the skewness and kurtosis values. Tabachnick and Fidell (2013) state that skewness and kurtosis values between -1.5 and +1.5 indicate normal distribution. The skewness and kurtosis values in this study fall within this range. A linear relationship between the variables is expected. The correlation analysis revealed moderate positive relationships between the variables, indicating a significant linear relationship. In path analysis, it is important to avoid multicollinearity among exogenous variables. The study checked for multicollinearity among sub-dimensions using VIF and Tolerance values. A VIF value less than 10 and a tolerance value greater than .01 indicate no multicollinearity. Based on the VIF and tolerance values of the four variables at Table 5, there is no multicollinearity among them.

Table 6: Values for the Measurement Model

Variables	Expressions	Factor Loadings	AVE	CR	p
PU	PU1	0.895	.89	.92	***
	PU2	0.917			
	PU3	0.848			
PEN	PEN1	0.819	.85	.88	***
	PEN2	0.871			
	PEN3	0.845			
ATT	ATT1	0.931	.93	.93	***
	ATT2	0.934			
ITU	ITU1	0.861	.86	.85	***
	ITU2	0.864			
Model Fit Values		X ² /DF=2.810; GFI= .970; AGFI= .942; CFI= .991; RMSEA= .057			

*** Significantly different from zero at the 0,001 level (two-tailed).

Table 6 displays the model fit indices resulting from the CFA. Upon examination of the acceptable values of the fit indices, it can be concluded that the factor structure of the scale exhibits a good or acceptable level of fit in terms of the Chi-Square Fit Test (CMIN/DF<3), Goodness of Fit Index (GFI>.95), Adjusted Goodness of Fit Index (AGFI>.90), Comparative Fit Index (CFI>.95), and Root Mean Square Error of Approximation (RMSEA<.08) values. Construct validity consists of two parts: convergent validity and discriminant validity. To ensure convergent validity, all standardized loadings should be higher than 0.50, the Average Variance Extracted (AVE) should be higher than 0.50, and Composite Reliability (CR) should be higher than 0.60 (Hair et al., 2010: 708-709). It was found that all items in the measurement model had standardized loadings greater than 0.50, indicating statistical significance ($p < .05$). Additionally, the AVE values for the four sub-dimensions were calculated, all of which were greater than 0.50, confirming convergent validity. Furthermore, CR values were above 0.60 for all variables, indicating acceptable reliability. The factor loading values for the items of each variable were all above the recommended lower limit of 0.70, thus supporting the model's composite reliability.

Table 7: Values for Discriminant Validity

Constructs	PU AVE Square Root (0.943)	PEN AVE Square Root (0.922)	ATT AVE Square Root (0.964)	ITU AVE Square Root (0.927)
PU	1.00	0.91	0.34	0.33
PEN	0.91	1.00	0.60	0.80
ATT	0.34	0.60	1.00	0.51
ITU	0.33	0.80	0.51	1.00

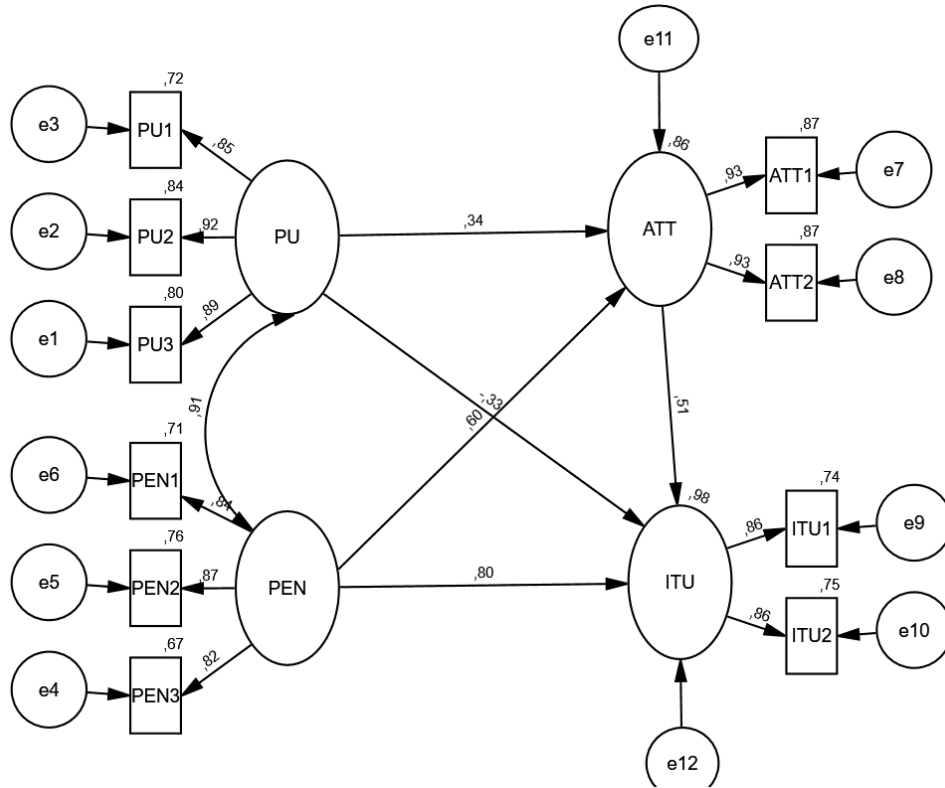
For discriminant validity, the Fornell & Larcker criterion states that the square root of the AVE for each construct should be greater than the correlation with any other construct in the framework (Fornell & Larcker, 1981). Table 7 displays these discriminant validity results. The results indicate that for PU, the AVE square root (0.943) is greater than its correlations with PEN (0.91), ATT (0.34), and ITU (0.33). For PEN, the AVE square root (0.922) exceeds its correlations with PU (0.91), ATT (0.60), and ITU (0.80). For ATT, the AVE square root (0.964) is greater than its correlations with PU (0.34), PEN (0.60), and ITU (0.51). Lastly, for ITU, the AVE square root (0.927) is greater than its correlations with PU (0.33), PEN (0.80), and ATT (0.51). These findings confirm that the measurement model is consistent with the Technology Acceptance Model (TAM).

4.2.2. Structural Equation Model (SEM) Results

Figure 8 displays the total effects and path coefficients of endogenous and exogenous variables on mediating and endogenous variables of the tested model. The study examines the variables that predict consumers' QR code usage. The findings in the figure indicate that the PU and PEN variables together predict 86% of the variance in the ATT variable ($R^2=86$). The PU, PEN, and ATT variables directly and indirectly predict 98% ($R^2=98$) of the variance in the ITU variable. In path analysis, the t-value indicates whether each variable is a significant predictor or not, and the path coefficient (β) indicates the degree of effect. Table 8 shows that PU ($t=4.199$, $\beta=.342$), and PEN ($t=7.143$, $\beta=.603$) are significant predictors for ATT. Regarding the effects of the exogenous variables for ATT, the order from highest to lowest is first PEN and then PU. PEN ($t=6.642$, $\beta=.798$), and ATT ($t=5.664$, $\beta=-.514$) are significant predictors of ITU. The study found that PU ($t=-3.634$, $\beta=-.332$) is not a significant predictor of ITU.

These results support hypotheses “**H₂**: PU of QR code use has positive effect on consumers' attitude of using it”, “**H₅**: PEN of QR code use has positive effect on consumers' attitude of using it”, “**H₆**: PEN of QR code use has positive effect on consumers' ITU”, and “**H₇**: Consumers' attitude of

Figure 7: Proposed Research Model Path Analyze



using QR codes has positive effect on their ITU”, but do not support hypothesis “H₃: PU of QR code use has positive effect on consumers’ ITU”.

Table 8: Measurement Values of The Tested Structural Model

Structural Pathways	Estimate (β)	df	t	p
PU → Attitude	.342	.086	4.199	***
PU → ITU	-.332	.083	-3.634	***
PEN → Attitude	.603	.098	7.143	***
PEN → ITU	.798	.120	6.642	***
Attitude → ITU	.514	.078	5.664	***

The analysis focuses on two variables, PEN and ATT, and their direct and indirect effects on ITU. The total effect of the PEN variable on ITU is 1.108, with a direct effect of .798 and an indirect effect of .310. The direct effect of ATT on ITU is .514, and it also acts as a mediator in the effect of PEN on ITU. The hypothesis “H₈: Attitude has a mediating role in the effect of consumers' PEN of QR code use on their ITU” is supported. However, the hypothesis “H₉: Attitude has a mediating role in the effect of consumers' PU of QR code use on their ITU” could not be supported, as PU has no direct effect on ITU. In other words, when consumers perceive QR codes as enjoyable, it has a positive effect on their attitudes towards QR codes, which in turn, enhances their intention to use them.

Table 9: Standardized Total, Direct, and Indirect Effect Values for The Tested Structural Model

		PU	PEN	ATT
Total Effects	<i>ATT</i>	.342	.603	.000
	<i>ITU</i>	-.156	1.108	.514
Direct Effects	<i>ATT</i>	.342	.603	.000
	<i>ITU</i>	-.332	.798	.514
Indirect Effects	<i>ITU</i>	.176	.310	.000

5. Conclusion

This study examined the usage tendencies of consumers from different generations with various demographic characteristics with regard to QR codes within the scope of the technology acceptance model (TAM). While half of the consumers perceived QR codes as risky, the remaining half did not perceive any risk. However, it was observed that the majority were familiar with using QR codes, but those who used them during purchase were in the minority. The findings revealed that user experience and security perception have an impact on QR code usage. Similarly, Zhong and Moon (2022: 7149) demonstrated that enhanced service security fosters user satisfaction, which, in turn, encourages regular use. Marketing communication is based on perception. Therefore, to increase the widespread acceptance of QR codes, it is necessary to develop security measures, implement awareness-raising efforts to ensure that users use this technology more safely, and increase consumers' perception of the safety of QR codes. Furthermore, it is recommended that more careful consideration be given to the design and use of QR codes to increase the safety of users.

Individuals tend to gravitate towards phenomena they are familiar with or perceive as reliable. Research conducted by Suo et al. (2022) indicates that habits positively influence behavioral intention in the context of QR code use. Similarly, the study by Zhang and Xu (2019) demonstrated that QR codes are perceived as more useful as consumers' knowledge or frequency of use increases. In other words, individuals' approach to events and phenomena, their perceived sense of trust, their level of knowledge and frequency of exposure to the phenomenon, their life expectations, and anxiety levels affect their preferences. This finding is important for understanding and improving the user experience of technology use. In order for users to accept technology more easily and use it in a more enjoyable way, the importance of prior experience should be emphasized. At this juncture, those who have previously utilized the product offer their insights and counsel to those who have not (Zhang & Xu, 2019: 761). Consequently, technological adaptation period can be optimized to enhance its effectiveness and efficiency.

The PU of a phenomenon generally has a positive impact on ITU, according to many studies. Although Lin et al. (2017) demonstrated that PU positively affects ITU in their study on QR codes, other studies in the literature (Avci, 2017) indicate that ITU QR codes is not influenced by PU. This study found that, in line with the broader literature, PU was not a predictor of ITU. Several reasons were identified for this, including lack of experience or familiarity with QR codes, limited trust, availability of alternative options, privacy and security. However, findings revealed that attitude significantly influenced ITU, with intention to use increasing as a result of PEN. Eyüboğlu and Sevim

(2016) concluded that PEN reduces perceived risk. It can be understood that while PEN positively and highly affects the ITU QR codes, it can also trivialize the perceived risk factor. Therefore, it is understood that further studies should be carried out in areas such as entertainment, usability, security, and marketing to increase the use of QR codes. At this juncture, the strategies that brands should pursue to enhance consumers' QR code utilization can be delineated as follows:

- **Enhance Security Measures:** Develop improved security measures to increase the widespread acceptance of QR codes, addressing concerns regarding their safety and reliability.
- **Increase Awareness and Trust:** Implement awareness campaigns and educational materials to enhance consumers' trust and understanding of QR code technology, thus boosting their confidence in using it securely.
- **Improve User Experience:** Focus on usability and user experience enhancements to streamline QR code usage, making it more intuitive and enjoyable for consumers.
- **Standardization and Transparency:** Establish clear standards, content guidelines, and safety notifications to alleviate privacy and security concerns associated with QR code usage.
- **Collaborative Promotions:** Engage in partnerships and promotional activities to incentivize QR code usage among consumers, potentially through exclusive offers or rewards.
- **Personalization and Entertainment:** Explore avenues for personalizing QR code experiences, such as through interactive and entertaining content, to make them more appealing and engaging for users.
- **Tailored Marketing Strategies:** Tailor marketing strategies to target audiences' specific needs and preferences, highlighting the benefits of QR code usage and providing guidance on its effective utilization through engaging multimedia content.

As a result, it is necessary to define the right target audience in the marketing strategies to be implemented, to clearly emphasize the benefit message that they will obtain if they use QR codes, and if necessary, to provide support with entertaining video content on how to use them. Given that QR codes represent a dynamic form of communication, it is crucial to integrate them into all advertising elements and ensure their visibility.

This study has several limitations. Firstly, since the data were collected within a single point in time, it was not possible to examine changes in consumer attitudes over time. Future studies consider collecting longitudinal data to analyze how attitudes evolve. Additionally, focusing solely on consumers in Türkiye restricts limits the generalizability of the findings to different cultural and geographical contexts. Future studies should aim to include broader demographic segments to obtain more comprehensive results. The use of self-report method in this study introduces the risk of social desirability bias in participants' responses. In future studies, it is recommended to combine application-based measurement methods with surveys for a more accurate assessment of attitudes. Lastly, the sample size determined using Yamane's formula may not be sufficient for certain demographic groups. Therefore, increasing the sample size in future studies would help achieve more representative population.

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Dış ticarete uzmanlaşma ve rekabetçilik analizi: MIKTA ülkeleri örneği

Specialization and competitiveness analysis in foreign trade: The case of MIKTA countries

Hamza Çeştepe¹  Selçuk Yirmibeş² 

ÖZ

Günümüzde dünya ekonomisinin yönlendirilmesinde, bölgesel ekonomik entegrasyonlar yanında çeşitli ülke grupları da oldukça etkili olmaktadır. G-7, G-20 gibi nispeten köklü gruplara yenileri eklenmiştir. Bu gruplardan biri de Meksika, Endonezya, Güney Kore, Türkiye ve Avustralya arasında kurulan MIKTA grubudur. Hepsi G-20 üyesi olan ve bölgelerinde etkin bir aktör konumundaki MIKTA ülkeleri, ekonomik ve ticari açıdan da güçlü bir potansiyele sahiptir. Bu çalışmada, MIKTA ülkelerinin mal grupları itibarıyla dış ticarete uzmanlaşma ve rekabet düzeyleri karşılaştırmalı olarak ortaya konulmuştur. Ampirik analizde, grup ülkelerinin 2007-2022 dönemi dış ticaret verileri ile Balassa ve Vollrath tarafından geliştirilen endeksler kullanılmıştır. Ampirik analiz sonuçlarına göre, Endonezya ve Avustralya'nın düşük teknoloji mallarda, Meksika'nın orta teknoloji mallarda ve Kore'nin ise orta ve yüksek teknoloji mallarda uzmanlaştığı ortaya çıkmıştır. Türkiye'nin de düşük teknoloji mallarda uzmanlaştığı ve rekabetçi olduğu belirlenmiştir. Bu sonuçlardan hareketle, MIKTA grubu içinde gelişmekte olan ülke konumundaki Meksika, Endonezya ve Türkiye'nin yüksek teknoloji mal üreten sektörlerle daha fazla yatırım yapması ve teşvik politikalarını bu doğrultuda düzenlemesi gerekmektedir.

Anahtar Kelimeler: Uzmanlaşma, Rekabetçilik, MIKTA Ülkeleri.

Jel Sınıflaması: F10, F14, F15.

ABSTRACT

Today, various country groups, as well as regional economic integrations, are very effective in directing the world economy. New ones are added to relatively well-established groups such as G-7 and G-20. One of these groups is the MIKTA group established between Mexico, Indonesia, South Korea, Türkiye, and Australia. MIKTA countries, all of which are G-20 members and active actors in their regions, have strong economic and trade potential. In this study, the levels of specialisation and competitiveness of MIKTA countries in foreign trade by commodity groups is revealed. In the empirical analysis, foreign trade data of group countries for 2007-2022 and the indices developed by Balassa and Vollrath are used. According to the results of the empirical analysis, it is found out that Indonesia and Australia specialise in low-technology goods, Mexico specialises in medium-technology goods, and Korea specialises in medium and high-technology goods. Türkiye is also found to be specialised and competitive in low-tech goods. Based on these results, Mexico, Indonesia and Türkiye, which are developing countries in the MIKTA group, should invest more in the sectors producing high-tech goods and organise their incentive policies accordingly.

Keywords: Specialization, Competitiveness, MIKTA Countries.

Jel Classification: F10, F14, F15.



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1. Giriş

Farklı boyutları olan ve 20. yüzyılın son çeyreğinde hız kazanan küreselleşme eğilimleri, diğer boyutlarıyla birlikte ekonomik anlamda da günümüzde yoğun bir şekilde devam etmektedir. Dünya ticaretinin serbestleşmesi ve ticaretin önündeki engellerin kaldırılması, ekonomik küreselleşmenin başlıca gereklerinden biri olarak ifade edilmektedir. Günümüz ticaret koşulları, ülkeler arasında adeta fiziksel sınırların kalktığı bir ortama dönüşmüştür. Bu kapsamda, ülkelere döviz kazandırıcı işlem olarak dış ticaretin önemi oldukça fazladır. Ticarete söz sahibi olmayı amaçlayan bir ülkenin dış ticaret yapısında ise, ihracatının ithalatından fazla olması ve ihracatında da teknoloji yoğun malların payının yüksek olması beklenmektedir. Böylece her ülke gelişmişlik seviyesini artırarak dünya ticaretinden daha fazla pay almak istemektedir.

Diğer taraftan, uluslararası ticarete daha fazla önem kazanan küresel iş birlikleri ülkelerin gelişmesini hızlandırmaktadır. Küresel rekabet bu kapsamda ulus üstü kuruluşlar, ülkeler ve işletmeler arasındaki iş birliğiyle desteklenmektedir (Porter, 1990: 73). Ülkelerin ekonomik krizlerden güçlü çıkmak, siyasi arenada yalnız olmamak gibi amaçlarla birliktelik oluşturmaları günümüzde sık görülen bir durumdur. Bu birliktelik oluşumlarından biri, farklı coğrafi bölgelerde bulunan Meksika, Avustralya, Endonezya, Kore (Güney), Türkiye'nin bir araya gelerek oluşturduğu MIKTA grubudur. Bu isimlendirme, üye ülkelerin İngilizce isimlerinin baş harfleriyle oluşturulmuştur. 2013 yılında ortaya çıkan bu grup, dışişleri bakanları düzeyinde toplantılar gerçekleştirmektedir. MIKTA üyeleri bir topluluğa alternatif değildir. Üye ülkeler G-20 olarak bilinen gelişmekte olan ülkeler grubu içerisinde de yer almaktadır. Kuruluş amaçlarından biri olarak ekonomik sebepler sayılabilir (Karagöl, 2014, 1-2). MIKTA üyeleri arasında, dil ve kültür açısından çeşitlilik mevcuttur. Farklı coğrafyalar ve nüfus özellikleri olsa da ortak projeler, iş birlikleri ve değerler oluşturabilme amaçlanmaktadır. Üye ülkeler bölgelerinde güçlü duruşu da simgelemektedir. Aynı zamanda, sosyal ve siyasi alanlar gibi farklı alanlarda ilişkiler kurarak da ülkeler aralarındaki ilişkiler geliştirilmektedir (Engin ve Baba, 2015: 19-25).

MIKTA'ya üye ülkeler arasında sadece sosyal ve kültürel anlamda değil, aynı zamanda teknolojik yatırımların artması yoluyla da iş birlikleri planlanmaktadır. Aynı zamanda, enerji ithalatçısı olan ülkelerin bu etkileşimleriyle enerji talebinin belli oranının karşılanması da hedeflenmektedir. Bir diğer olumlu beklenti doğrudan yabancı yatırımlarla birlikte üretim hacminin genişlemesidir (Karagöl, 2014: 2-5). MIKTA üyeleri, temel olarak küresel ve bölgesel güç olma hedefiyle hareket etmektedir. Dışişleri bakanları toplantılarında temel olarak yedi başlık ele alınmıştır. Bu kapsamda ticaret, barış, cinsiyet, sürdürülebilir kalkınma, demokrasi, enerji, küresel güvenlik ve terör temel iş birliği alanları olarak belirlenmiştir (Kırbaşoğlu ve Tüfekçi, 2020: 42).

Literatürde uluslararası ticarete bir ülkenin rekabet gücünü inceleyen çalışmalar olduğu gibi, belirli bir ülke grubunun rekabetçiliğini ortaya koyan çalışmalar da bulunmaktadır. Yapılan çalışmalarda ana ve alt sektörler itibarıyla ülke gruplarının uzmanlaşma ve rekabet düzeyleri ortaya konulmaktadır. Bu çalışmada, genel olarak gelişmekte olan ülke gruplarından biri olarak kabul edilebilecek MIKTA ülkelerinin dış ticarete rekabetçiliği, bütün mal grupları açısından incelenmektedir. Böylece ticarete konu olan mal gruplarından üstün ve zayıf olanlar belirlenerek, gözlem yılları ile değerler zamana yayılarak yorumlanabilmektedir. Bu kapsamda, çalışmada Balassa ve Vollrath tarafından geliştirilen endeksler kullanılarak MIKTA ülkelerinin hangi mal gruplarında ticaret avantajına sahip olduğu ampirik olarak belirlenmeye çalışılmıştır.

Literatürde çeşitli ülke grupları ve ülkelerin uluslararası rekabet gücünü ampirik olarak inceleyen çeşitli çalışmalar bulunmasına rağmen, MIKTA ülkeleri üzerine herhangi bir çalışma bulunmamaktadır. Dolayısıyla, içerisinde Türkiye'nin de yer aldığı böyle önemli bir grupla ilgili bu tür

bir çalışmanın literatüre kazandırılması çalışmanın temel motivasyonunu oluşturmaktadır. Bunun yanında, güncel ve üç basamaklı ayrıntılı dış ticaret verilerinin kullanılması da çalışmanın fark yaratan özelliklerinden birini oluşturmaktadır.

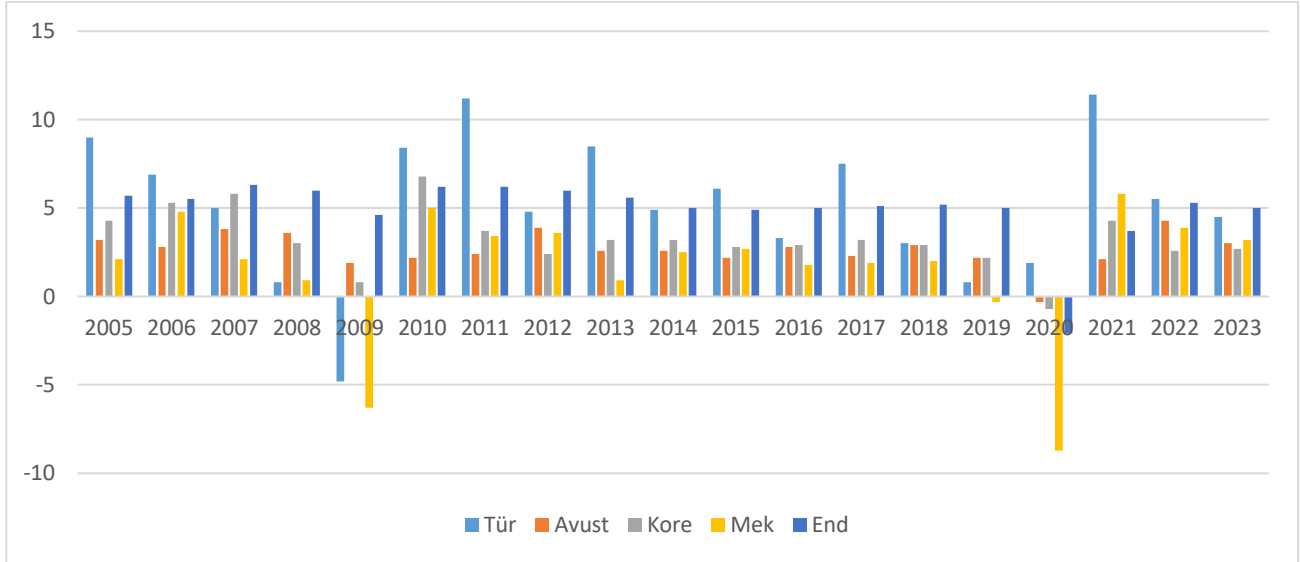
Çalışma giriş ve sonuç dışında dört bölümden oluşmaktadır. Girişi takip eden bölümde MIKTA ülkelerinin dış ticaret görünümü ortaya konulmaktadır. Sonraki bölümde literatür incelemesi başlığı altında konuyla ilgili daha önce yapılmış ampirik çalışmalardan bahsedilmektedir. Üçüncü bölümde, çalışmada kullanılan yöntem ve kullanılan veri seti hakkında bilgi verilmektedir. Son bölümde, hesaplanan endeks değerlerinden elde edilen bulgular ve ekonomik yorumları yer almaktadır. Çalışmanın sonuç kısmı ise genel değerlendirmeler ile politika önerilerinden oluşmaktadır.

2. MIKTA Ülkelerinin Genel Ekonomik Görünümü

Ülkelerin ekonomik büyüme ve kalkınma hedeflerine ulaşmasında dış ticaret önemli bir rol üstlenmektedir. Uluslararası ticaretin hız kazandığı günümüz dünyasında malların ülkeler arasında serbestçe dolaşabilmesi, ekonomik göstergelerin ülkelerin lehine olmasını sağlamaktadır. Uluslararası ticaretin kapsamı düşünüldüğünde, uluslararası ekonomik birlikliklerden biri olan MIKTA'nın üyesi ülkelerin küresel ticaretinin incelenmesi ve karşılaştırmalı olarak ticarete üstün olup olmadığının mal grupları üzerinden belirlenmesi gereği ortaya çıkmaktadır.

2023 yılı verilerine göre MIKTA ülkeleri toplam olarak 9.88 trilyon dolarlık bir millî gelire sahiptir. Bu değer dünya toplam milli gelirinin %9.3'üne denk düşmektedir. Aynı yılda üye ülkelerin toplam nüfusu da 1.722 milyar kişiyle dünya toplam nüfusunun %21.4'üdür (World Bank, 2024, 26 Ekim).

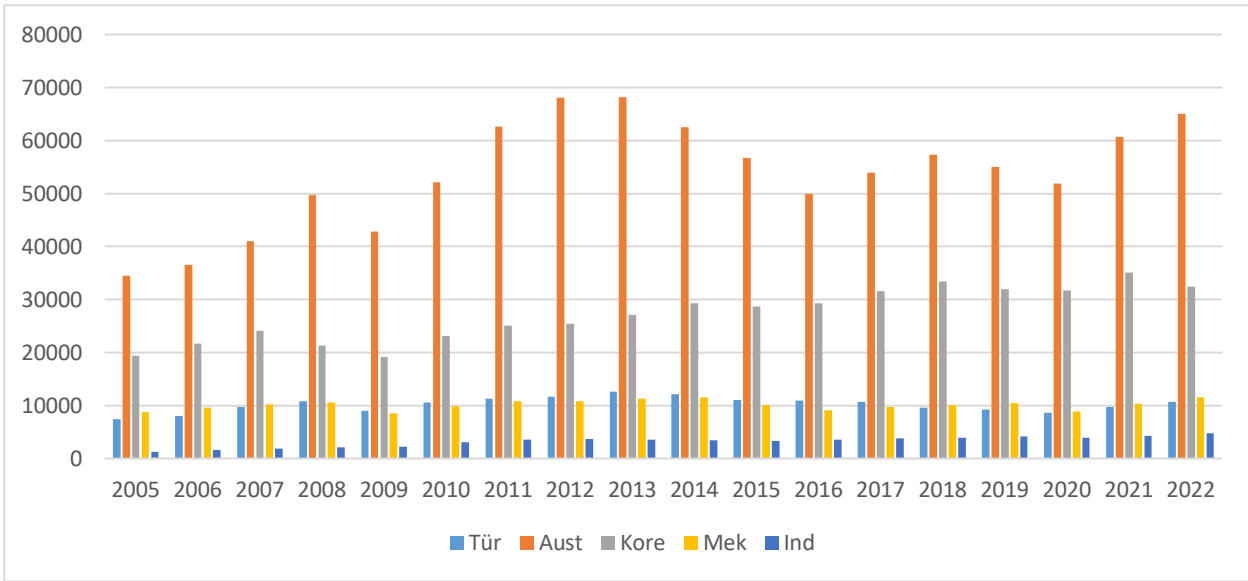
Grafik 1: MIKTA Ülkelerinin Büyüme Oranları (2005-2023)



Kaynak: World Bank (2024, 26 Ekim), World Bank data.

MIKTA ülkelerinin çoğunluğu, ekonomik anlamda gelişmekte olan ülkelere aittir. Dünyanın büyüme verilerine bakıldığında, genel olarak ekonomik krizler hariç pozitif olduğu gözlemlenmektedir. MIKTA ülkelerinin ekonomik büyüme oranlarının ise, Grafik 1'de görüldüğü gibi 2009 ve 2021 yıllarında negatif değerler aldığı görülmektedir. 2009 yılındaki ekonomik büyümenin düşüşünün küresel ekonomik kriz ve 2020 yılındaki düşüşün de küresel pandemi nedeniyle olduğu söylenebilmektedir. Grafikten, bu dönemde ortalama %5,4 büyüyen Türkiye'nin bazı yıllarda çift haneli büyüme oranları kaydettiği de görülmektedir.

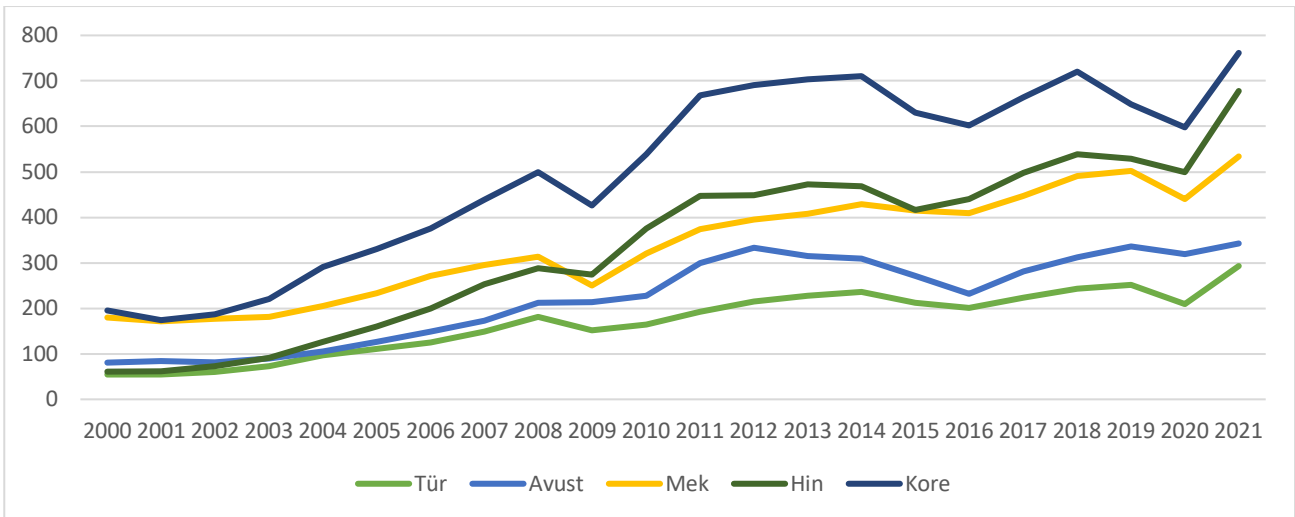
Grafik 2: MIKTA Ülkelerinde Kişi Başına Düşen Milli Gelir (Bin ABD Doları)



Kaynak: World Bank (2024, 21 Ocak), World Bank data

MIKTA ülkelerinde kişi başına düşen millî gelir değerleri Grafik 2’de yer almaktadır. Bu grafiğe göre, en yüksek kişi başına milli gelir seviyesi Avustralya’da görülmektedir. Dünyanın başlıca doğal kaynak, enerji ve gıda ürünleri ihracatçılarından biri olan bu ülkenin nüfusunun da nispeten az olması, kişi başına milli gelirinin oldukça yüksek olmasının temel nedenleridir. MIKTA ülkeleri arasında en düşük kişi başına milli gelire ise, dünyanın en kalabalık ülkelerinden biri olan Endonezya sahiptir.

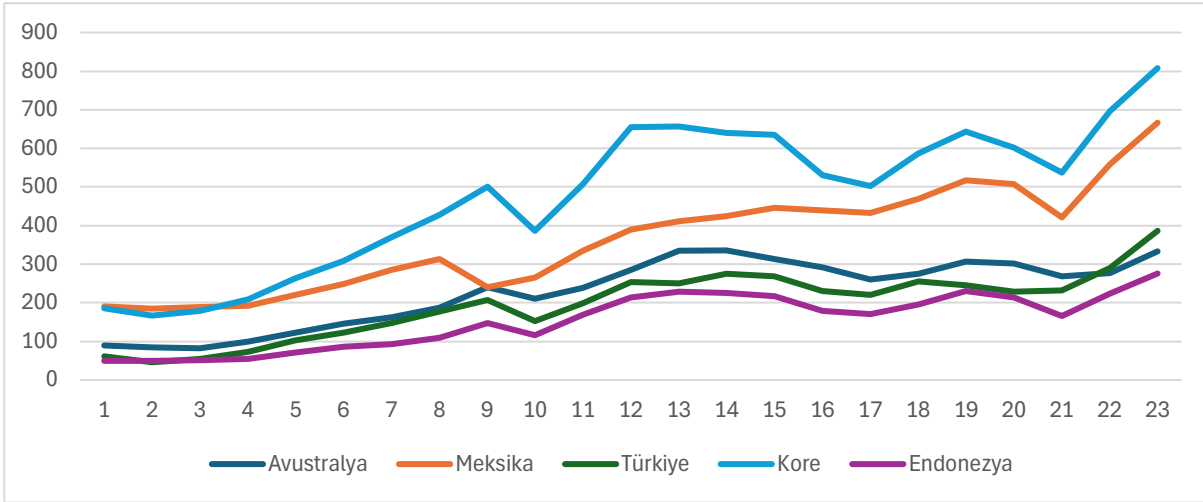
Grafik 3: MIKTA Ülkelerinin İhracat Gelişimi (Milyar ABD Doları)



Kaynak: World Bank (2024, 21 Ocak), World Bank data

MIKTA üyesi ülkelerin ticaret hacimleri de özellikle son 10-15 yılda hızlı bir artış göstermiştir. Adı geçen ülkelerin ihracatlarının gelişimi Grafik 3’te gösterilmektedir. Grafiğe göre, MIKTA üyesi ülkeler arasında en yüksek ihracat performansına sahip ülke Avustralya’dır. Yıllar içinde çok büyük dalgalanmalar görülmesine de genel olarak 2009 ve 2020 yıllarında bütün ülkeler açısından ihracatta önemli azalma olmuştur. Bu yılların özelliği, global kriz ve pandemi yılları olmasıdır.

Grafik 4: MIKTA Ülkelerinin İthalat Gelişimi (Milyar ABD Doları)



Kaynak: World Bank (2024, 21 Ocak), World Bank data

MIKTA ülkeleri arasında önemli nüfus potansiyeline sahip ülkeler bulunmaktadır. Bu bağlamda, tüketim açısından da önemli bir bölge olan MIKTA’da ithalatın da zamanla arttığı görülmektedir. MIKTA ülkelerinin son 20 yıldaki ithalat gelişimini gösteren Grafik 4’e göre ithalat değerlerinin özellikle 2010’dan itibaren daha çok arttığı göze çarpmaktadır. İhracatta olduğu gibi ithalatta da 2009 ve 2020 yıllarında ciddi daralma yaşanmıştır. Bunun nedenleri, aynı şekilde 2009 yılı için küresel mali kriz ve 2020 yılı için Covid-19 pandemisidir.

3. Ampirik Literatür

Uluslararası rekabet gücüyle ilgili gerek sektörler gerekse ülke ve ülke grupları örneğinde birçok çalışma bulunmaktadır. Ülke grupları üzerine yapılan çalışmalara bakıldığında, başta Avrupa Birliği olmak üzere Türkiye’nin de içinde yer aldığı çeşitli ülke grupları üzerine önemli çalışmalar yapıldığı görülmektedir. Ancak, MIKTA ülkelerinin rekabet gücüyle ilgili literatürde herhangi bir çalışma bulunmamaktadır. Bu bölümde, literatürde diğer ülke grupları üzerine yapılmış çalışmalar hakkında kısaca bilgi verilmektedir. Bu kapsamda daha önce yapılan benzer ilk çalışmalardan biri, Rana’nın (1990) çalışmasıdır. Çalışmada 14 Asya-Pasifik ülkesinin 1965-1984 döneminde açıklanmış karşılaştırmalı üstünlüklerindeki değişimler incelenmiştir. Yapılan analizler sonucunda, adı geçen ülkeler içinde ASEAN-4 ve Dört Kaplan da denilen yeni sanayileşen ülkelerin bu dönemde rekabet gücünde önemli değişikliklerin olduğu sonucuna ulaşılmıştır. İlk çalışmalardan bir diğeri, Li ve Bender (2002) tarafından 1981-1997 dönemi için AB, Güney Asya, Okyanusya, Güneydoğu Asya Ülkeleri Birliği (ASEAN), Kuzey ve Latin Amerika gibi ülke grupları üzerine yapılan çalışmadır. İmalat sanayi mal grupları ihracatında açıklanmış karşılaştırmalı üstünlük katsayılarının hesaplandığı çalışmada, karşılaştırmalı üstünlüğü en fazla olan sektörler AB’nin sahip olduğu tespit edilmiştir.

Sonraki yıllarda yapılan yerli literatürdeki çalışmalardan Erkan’ın (2012) çalışmasında, 1993-2010 döneminde BRIC (Brezilya, Rusya, Hindistan, Çin) ülkeleri ve Türkiye’nin ürün ve faktör yoğunluğu açısından ihracat uzmanlaşma ve rekabet düzeyleri incelenmiştir. Adı geçen ülkelerin SITC Rev. 3 2 haneli ürün gruplarının ihracatındaki açıklanmış karşılaştırmalı üstünlük katsayıları hesaplanmış ve SITC teknoloji sınıflandırmasına göre karşılaştırılmıştır. Yapılan hesaplamalar sonucunda, BRIC ülkelerinin genel olarak hammadde ve emek yoğun ürünlerin ihracatında

uzmanlaştığı tespit edilmiştir. Bunun yanında, Türkiye'nin ihracatında uzmanlaşma düzeyinin daha çok emek ve sermaye yoğun ürünlerle sınırlı olduğu; Çin'in ise katma değeri yüksek ar-ge bazlı ürünlerin ihracatında rekabet gücüne sahip olduğu ve üstünlüğünü sürekli artırdığı belirlenmiştir. Benzer bir çalışma Erkan ve Sarıçoban (2014) tarafından 13 AB üyesi ülke ve Türkiye üzerine yapılmıştır. Çalışmada, 1993-2012 döneminde söz konusu her ülke için çeşitli açıklanmış karşılaştırmalı üstünlükler (RCA) endeksleri SITC teknoloji sınıflandırmasına göre hesaplanmıştır. Sonuçlar, bilim temelli ürünlerin Türkiye ve 13 AB ülkesinin dünya ticaretindeki ihracat paylarının artışı üzerinde genel olarak önemli bir etkisi olmadığını ortaya koymuştur. Ancak, çalışmada 13 AB ülkesinin ihracat rekabet gücünün AB'ye katılımından sonra arttığı ve Türkiye'nin rekabet gücünün bu ülkelerden daha zayıf olduğu da tespit edilmiştir.

Konuyla ilgili yabancı literatürde yer alan çalışmalardan biri, Kim ve Kim'in (2015) Güney Kore ve ASEAN ülkelerinin imalat sektöründeki karşılaştırmalı üstünlüğünü analiz etmek amacıyla yaptıkları çalışmadır. 2000-2010 dönemi için RCA endeksi kullanılarak yapılan analizler sonucunda, Güney Kore'nin çoğunlukla Ar-Ge yoğun ürünler ihraç ettiği, Vietnam, Tayland ve Endonezya'nın ise daha az sermaye yoğun ve daha az Ar-Ge yoğun ürünler ihraç ettiği tespit edilmiştir. Malezya ve Filipinler'in ihracatının ise daha az fiziki sermaye (ya da nitelikli beşerî sermaye) yoğun olduğu sonucuna ulaşılmıştır.

Sarıçoban, Kösekahyaoglu ve Erkan (2017) ise G20 ülkelerinin teknoloji yoğunluklarına göre ihracat rekabet güçlerini belirlemeye çalışmışlardır. Adı geçen ülkelerin 1996-2014 dönemi verileri ve açıklanmış karşılaştırmalı üstünlükler (RCA) endeksinin kullanıldığı çalışmada sadece İtalya, Güney Kore, Meksika ve Japonya'nın üç sınıflandırmada birden rekabet gücüne sahip olduğu belirlenmiştir. Ayrıca, emek yoğun malların ihracatında Hindistan ve Türkiye'nin, sermaye yoğun malların ihracatında ise Güney Afrika ve Japonya'nın rekabet gücüne sahip olduğu sonucuna ulaşılmıştır.

Çeştepe ve Zorlu (2019) Şanghay İşbirliği Örgütü (ŞİÖ) ülkeleriyle Türkiye'nin ihracat uzmanlaşma ve rekabet düzeylerini 1993-2015 dönemi için analiz etmişlerdir. Ürün ve Lall (2000) tabanlı teknolojik kategoriler açısından karşılaştırmalı olarak yapılan analizde ülkelerin açıklanmış karşılaştırmalı üstünlükleri Balassa endeksiyle hesaplanmıştır. Yapılan hesaplamalar sonucunda, Türkiye ve ŞİÖ (Şangay İşbirliği Örgütü) ülkelerinin teknolojik sınıflandırma açısından benzer bir karşılaştırmalı üstünlük yapısına sahip olduğu ve ileri teknoloji ürünlerde adı geçen ülkelerin karşılaştırmalı üstünlüğünün olmadığı belirlenmiştir.

Aynagöz Çakmak ve Salar (2019) yaptıkları çalışmada, MINT (Meksika, Endonezya, Nijerya ve Türkiye) ülkelerinin imalat sanayilerinin karşılaştırmalı üstünlük ve rekabetçiliğini belirlemeye çalışmışlardır. Ampirik analiz için adı geçen ülkelerin 2007-2018 dönemi verileri ve Vollrath endeksi kullanılmıştır. Analiz sonuçlarına göre, imalat sanayinde rekabet dezavantajının sırasıyla Nijerya, Endonezya ve Meksika şeklinde gerçekleştiği, ayrıca Türkiye'nin SITC tek haneli ürün gruplarında rekabet gücünün diğer ülkelere nazaran oldukça yüksek olduğu tespit edilmiştir.

BRICS ülkeleri ve Türkiye üzerine yapılan diğer bir çalışma, Kuşat ve Atlas Denli'nin (2021) çalışmasıdır. İlgili ülkelerin 12 yıllık bir dönemde 10 farklı mal grubu verileri ve açıklanmış karşılaştırmalı üstünlükler (RCA) endeksi kullanılarak yapılan hesaplamalar sonucunda, BRICS ülkelerinden Brezilya, Rusya ve G. Afrika'nın doğal kaynak bazlı uzmanlaştığı görülürken, Hindistan ve Çin'in ise emek bazlı malların ticaretinde uzman olduğu belirlenmiştir. Bunun yanında, Türkiye'nin

de tek bir mal grubunda (gıda ve canlı hayvanlar) BRICS ülkelerinin hepsine karşı rekabet üstünlüğüne sahip olduğu tespit edilmiştir.

Konuyla ilgili yeni çalışmalardan biri, Sandalcılar ve Cihan'ın (2023) Türkiye'nin Türk Devletleri Teşkilatı ülkeleriyle dış ticaretinde karşılaştırmalı üstünlüklerini analiz eden çalışmasıdır. 1995-2021 dönemi için SITC Rev. 3 1 haneli veri setinin ve açıklanmış karşılaştırmalı üstünlükler (AKÜ) endeksinin kullanıldığı çalışmada, genel olarak ülkelerin karşılaştırmalı üstünlükler yapısının benzer olduğu sonucu ortaya çıkmıştır. Ayrıca, Türkiye'nin içki ve tütün bazlı mallarda ve çeşitli mamul grubunda Türk Devletler Topluluğu'na karşı üstünlüğe sahip olduğu, akaryakıt hariç yenilmeyen hammaddeler sektöründe ise karşılaştırmalı üstünlüğünün olmadığı belirlenmiştir.

Daha yeni bir çalışma, Türkiye'nin de içinde yer aldığı MIST (Meksika, Endonezya, Güney Kore ve Türkiye) ülkelerinin ihracat rekabet güçlerini belirlemek amacıyla yapılan Yalçın'ın (2024) çalışmasıdır. Çalışmada, adı geçen ülkelerin 2012-2021 dönemi verileri ve ihracat benzerlik endeksi, net ihracat endeksi gibi endeksler kullanılmıştır. İhracat benzerlik endeksi kullanılarak elde edilen ampirik sonuçlarına göre, MIST ülkeleri içinde Türkiye ile en yüksek ihracat benzerliğine sahip ülkenin Meksika olduğu bulunmuştur. Net ihracat endeksiyle yapılan hesaplamalar sonucunda ise Meksika'nın 71, Endonezya'nın 82, Güney Kore'nin 96 ve Türkiye'nin 97 ürün grubunda rekabet avantajına sahip olduğu tespit edilmiştir. Çalışmada ayrıca, Vollrath endeksi kullanılarak belirlenen SITC teknoloji sınıflandırmasına göre MIST ülkelerinin ne tür teknoloji yoğun ürünlerde (emek, sermaye, hammadde, kolay ve zor taklit) rekabet avantajına sahip olduğu da ortaya konulmuştur.

Konuyla ilgili literatürdeki çalışmalar genel olarak değerlendirildiğinde, çoğunluğunda Türkiye'nin de içinde yer aldığı çeşitli ülke gruplarının dış ticarete rekabet gücünü inceledikleri görülmektedir. Ancak, literatürde MIKTA grubu üzerine yapılmış benzer bir çalışma bulunmamaktadır. MIKTA ülkelerinin uluslararası rekabet gücünü malların teknolojik düzeyini de dikkate alarak analiz eden bu çalışmanın, bu yönleriyle literatüre katkı sağlayacağı düşünülmektedir.

4. Ampirik Analiz

Bu bölümde ilk olarak, MIKTA ülkelerinin uluslararası rekabet gücünü ampirik olarak analiz etmek için kullanılacak olan endekslerden bahsedilecektir. Ardından, hesaplamalarda kullanılacak veri seti hakkında bilgi verildikten sonra, ampirik analiz sonuçları değerlendirilecektir.

4.1. Yöntem ve Veri Seti

Bu çalışmada, MIKTA ülkelerinin dış ticarete hangi mallarda ya da mal gruplarında avantajları olduğunun belirlenmesi amaçlanmaktadır. Bu doğrultuda Balassa tarafından geliştirilen Açıklanmış Karşılaştırmalı Üstünlükler Endeksi, Vollrath tarafından geliştirilen Nispi Ticaret Avantajı Endeksi ve Açıklanmış Rekabet Üstünlüğü Endeksi değerleri hesaplanmıştır.

Literatürde dış ticaretin nedenini açıklayan ilk teori Mutlak Üstünlükler Teorisi olarak kabul görmektedir. Ardından da Ricardo'nun karşılaştırmalı üstünlükler teorisi gelmektedir. Ricardo teorisinde ülkelerde ticarete konu olan malların fiyat farklılıklarını dikkate almış ve teoriyi literatüre kazandırmıştır (Erkan, 2012, 197). Açıklanmış Karşılaştırmalı Üstünlükler endeksi seçili ülkenin belirli sektöründeki ihracatının toplam ihracatı içindeki payının, dünyanın aynı sektördeki ihracatının dünyanın toplam ihracatı içindeki payı olarak belirtilmektedir. Balassa endeksi olarak da bilinen endeks, ülkenin o mal ya da sektördeki rekabet gücünün bir göstergesi olarak ifade edilmektedir.

Endekste kullanılan x ihracatı, j ülkeyi, t seçili yılı k da sektörü ifade etmektedir. Buradan yola çıkarak formül şu şekilde gösterilmektedir (Balassa, 1965: 106-107):

$$\text{Açıklanmış Karşılaştırmalı Üstünlükler Endeksi (AKÜ)} = X_{kt}^i / X_t^i / X_{kt}^w / X_t^w \quad (1)$$

Açıklanmış Karşılaştırmalı Üstünlükler Endeksi değerinin 4'ten büyük olması, söz konusu sektörde uzmanlaşmanın yüksek olduğunu göstermektedir. Endeks, 2 ile 4 arası değer alırsa orta dereceli uzmanlaşma olduğunu, 1 ile 2 arasında değer alırsa zayıf dereceli uzmanlaşma olduğunu, 1'den küçük değer alırsa da uzmanlaşmanın olmadığını göstermektedir (Hinloopen, 2001, 13). Bu hesaplama ek olarak Vollrath tarafından Nispi Ticaret Avantajı Endeksi geliştirilmiştir. Bu endeks nispi ihracat ve nispi ithalat endeksleri kullanılarak elde edilmektedir (Çeştepe ve Tunçel, 2018: 122). Nispi Ticaret Avantajı endeksi sıfırdan büyük ise seçili sektörde ülkenin rekabet gücüne sahip olduğu ortaya çıkmaktadır. Açıklanmış Rekabet Üstünlüğü Endeksi için de seçili ülkede elde edilen sonuç sıfırdan büyük ise sektörün avantajlı, sıfırdan küçük ise dezavantajlı olduğu söylenebilir (Gürpınar ve Barca, 2007: 44) Bu endeks aşağıdaki şekilde formüle edilmektedir.

$$\text{Nispi İhracat Endeksi (RXA)} = [(X_{ij} / (X_{it} - X_{ij})) / ((X_{wj} - X_{ij}) / (X_{wt} - X_{it}))] \quad (2)$$

$$\text{Nispi İthalat Endeksi (RMA)} = [(M_{ij} / (M_{it} - M_{ij})) / ((M_{wj} - M_{ij}) / (M_{wt} - M_{it}))] \quad (3)$$

$$\text{Nispi Ticaret Avantajı Endeksi (RTA)} = \text{RXA} - \text{RMA} \quad (4)$$

$$\text{Açıklanmış Rekabet Üstünlüğü Endeksi (RC)} = \ln \text{RXA} - \ln \text{RMA} \quad (5)$$

Endeksler hesaplanırken kullanılan formüllerdeki semboller şöyle açıklanabilir: X_{ij} : Seçili ülkenin seçili maldaki ihracatı, X_{it} : Seçili ülkenin toplam ihracatı, X_{wj} : Dünyadaki seçili malın ihracatı, X_{wt} : Dünyanın toplam ihracatını ifade etmektedir. Benzer şekilde, M_{ij} : Seçili ülkenin seçili o mal grubundaki ithalatını, M_{it} : Seçili ülkenin toplam ithalatını, M_{wj} : Dünyanın seçili mal grubundaki ithalatını, M_{wt} : Dünyanın toplam ithalatını göstermektedir.

Çalışmada, Balassa ve Vollrath endeksleri hesaplamasında uygun ortalama yöntemi kullanılmıştır. Uygun ortalama yöntemi, bir serideki en düşük ve en yüksek değerler dışarıda tutularak ortalama alınmasıdır. Böylece serilerin ortalamadan sapması giderilerek daha sağlıklı değerlendirmeye imkân sağlanmaktadır (Küçükkiremitçi, 2006: 11). Diğer taraftan, Lall (2000) çalışmasında mal gruplarının teknolojik olarak hangi düzeyde olduğunu belirlemek amacıyla, Birleşmiş Milletler tarafından hazırlanan Uluslararası Standart Ticaret Sınıflandırması (SITC) kapsamında Tablo 1'deki sınıflandırmayı oluşturmuştur. Ampirik analiz sonuçları, bu tablodaki sınıflandırma çerçevesinde değerlendirilmiş ve yorumlanmıştır.

Tablo 1: Lall (2000) Sınıflandırması

Sınıflandırma Adı	Sınıf Kodu
Birincil ürünler (Primary Product)	LDC 01
Kaynak Temelli Mallar (Resource-based manufactures)	LSC 02, 03
Düşük Teknolojili Ürünler (Low technology manufactures)	LDC 04, 05
Orta Teknolojili Ürünler (Medium technology manufactures)	LDC 06, 07, 08
Yüksek Teknolojili Ürünler (High technology manufactures)	LDC 09, 10
Sınıflandırılmayan Ürünler (Unclassified products)	LDC 99

Kaynak: Lall (2000)'den alınmıştır.

Çalışmada SITC Rev. 3 kapsamında üç haneli mal grupları hesaplamalara dahil edilmiştir. Endeksler hesaplanırken MIKTA ülkelerinin 2007 ile (Endonezya ve Meksika hariç) 2023 arasındaki verileri Dünya Bankası'nın WITS (World Integration Trade Solution-Dünya Entegre Ticaret Çözüm Sistemi) veri tabanından alınmıştır. Önceki yıllar veri tabanında bulunmadığından Meksika'nın verileri 2008 yılından, Endonezya'nın ise 2010'dan başlamaktadır.

4.2. Ampirik Sonuçlar

MIKTA ülkelerinin her bir mal grubu için ayrı ayrı RXA, RTA ve RC endeks değerleri hesaplanmıştır. Burada, çok yer kapladığı için bu değerlerin hepsinin gösterilmesi mümkün olmadığından ülkelerin dış ticarete en avantajlı ve dezavantajlı olduğu mallar tablolar halinde verilmiş ve endeks değerlerinin ülkelere göre genel değerlendirmeleri yapılmıştır.

Tablo 2: Meksika'nın Dış Ticarete En Avantajlı Olduğu Mallar

Mal Kodu	Mal Grubu	Teknoloji Düzeyi	RCA Uzmanlaşma Düzeyi	RTA Rekabet Gücü	RC Rekabet Gücü
761	Televizyon alıcıları (birleşik olsun olmasın)	Yüksek Teknoloji	Yüksek	Var	Var
762	Radyo yayını alıcıları (birleşik olsun olmasın)	Orta Seviye Teknoloji	Yüksek	Var	Var
782	Malların taşınmasına yönelik motorlu taşıt, özel amaçlı	Orta Seviye Teknoloji	Yüksek	Var	Var
783	Motorlu kara taşıtları, başka yerde sınıflandırılmamış	Orta Seviye Teknoloji	Yüksek	Var	Var
873	Sayaçlar ve sayaçlar (başka yerde belirtilmeyen)	Orta Seviye Teknoloji	Yüksek	Var	Var

Kaynak: WITS'den alınan verilerle yazar tarafından oluşturulmuştur.

Analizde, ilk olarak Meksika'nın RCA endeksi hesaplamalarında uygun ortalama alınarak mal grupları analiz edilmiştir. Elde edilen sonuçlara göre, Meksika'nın dış ticarete en avantajlı olduğu ilk beş mal grubu Tablo 2'de verilmektedir. RCA endeksinde en iyi olduğu beş mal grubu bulunmaktadır. Endeks değerinin 2-4 arasında olduğu yani ticarete orta seviyede üstün olduğu 14 mal grubu bulunurken, düşük seviyede uzman olunan 39 mal grubu bulunmaktadır. RCA değerlerinde ticaret avantajının yüksek ve orta seviyede olduğu 20 mal grubundan 12 tanesi orta seviyeli teknoloji, iki tanesi de yüksek seviyeli teknoloji grubundadır. Uygun ortalaması alınan RTA endeksinde 76 mal grubu pozitif değere sahiptir. Bu sebeple 76 mal grubunda uzman olduğu ortaya konulmaktadır. RC endeksinde de 76 mal grubunda uzmanlaşmaya sahiptir. Meksika dış ticarete televizyon alıcıları (birleşik olsun olmasın), radyo yayını alıcıları (birleşik olsun olmasın), malların taşınmasına yönelik motorlu taşıt (özel amaçlı), motorlu kara taşıtları (başka yerde sınıflandırılmamış), sayaçlar ve sayaçlar (başka yerde belirtilmeyen) gruplarında en iyi uzmanlaşma seviyesine sahiptir. Bu mallarda genel olarak orta seviye teknoloji kullanılmaktadır. Petrol gazları, diğer gaz halindeki hidrokarbonlar (başka yerde sınıflandırılmamış), nikel cevherleri ve konsantreleri, nikel matları vb., briketler, linyitler ve turba, alüminyum cevherleri ve konsantreleri (alümina dahil), mantar, doğal, ham ve atık (bloklar, levhalar dahil) mal gruplarında da en düşük üstünlük seviyesine sahiptir. Bu mal grupları temel (kaynak temelli) teknolojiye sahiptir.

Tablo 3: Meksika'nın Dış Ticarete En Dezavantajlı Olduğu Mallar

Mal Kodu	Mal Grubu	Teknoloji Düzeyi	RCA Uzmanlaşma Düzeyi	RTA Rekabet Gücü	RC Rekabet Gücü
344	Petrol gazları, diğer gaz halindeki hidrokarbonlar, başka yerde sınıflandırılmamış	Temel Teknoloji	Zayıf	Yok	Yok
284	Nikel cevherleri ve konsantreleri, nikel matları vb.	Temel Teknoloji	Zayıf	Yok	Yok
322	Briketler, linyitler ve turba	Temel Teknoloji	Zayıf	Yok	Yok
285	Alüminyum cevherleri ve konsantreleri (alümina dahil)	Temel Teknoloji	Zayıf	Yok	Yok
244	Mantar, doğal, ham ve atık (bloklar, levhalar dahil)	Temel Teknoloji	Zayıf	Yok	Yok

Kaynak: WITS'den alınan verilerle yazarlar tarafından oluşturulmuştur.

Dış ticarete konu olan mal gruplarında yıllar içerisinde önemli sayılabilecek değişkenlikler olmaktadır. Bu duruma bazı mal gruplarındaki değişimler örnek olarak verilebilir. Alkollü içecekler (112) grubunda uzmanlaşma derecesinin 2007 yılında 1,89'dan 2023'te 3,52 seviyesine yükseldiği dikkat çekmektedir. Benzer şekilde 751, 752 grubu makineleri için parçalar ve aksesuarlar (759) grubunda da uzmanlaşma seviyesi 1,44 iken gelişerek 4,08 olmuştur. Otomatik veri işleme makinelerinde (başka yerde sınıflandırılmamış) (752) uzmanlaşma seviyesi 0,33 iken ilerleyen yıllar itibarıyla 1,82 seviyesine gelerek artış göstermektedir. Diğer tahıl ürünleri ve un (47) grubunda 2007 yılında uzmanlaşma seviyesi 1,58 iken, zaman içerisinde 4 seviyesine gelse de son yıl itibarıyla (2023) 2,33 seviyesine gerilediği görülmektedir. Motorlu kara taşıtları (başka yerde sınıflandırılmamış) (783) uzmanlaşma derecesi 2007 yılı itibarıyla 1,29 iken, ilerleyen yıllarda seviye 7 olmuş ve 2023 itibarıyla da uzmanlaşma derecesi 0,84 seviyesine gerileyerek ticarete üstünlük kaybolmuştur. Televizyon alıcıları (birleşik olsun olmasın) (761) grubunda da uzmanlaşma seviyesi (9,04) büyük avantaja sahipken, zamanla 5,49 seviyesine gelmekle birlikte ticarete avantaj devam etmektedir. Tütün (üretilmiş) (122) grubunda uzmanlaşmanın 0,65'ten 0,011 seviyesine gerilediği ve kabaca kare şeklinde ahşap (247) grubunda uzmanlaşma seviyesinin 0,0126'dan 0,0008 seviyesine gerilediği ve uzmanlaşma seviyesinin daha da kötüleştiği görülmektedir. Malların taşınmasına yönelik motorlu taşıtlarda (özel amaçlı) (782) uzmanlaşma seviyesi çok iyi iken (8,65), 4,79 seviyesine gerilediği görülse de uzmanlaşmanın hala çok iyi derecede olduğu dikkat çekmektedir. Diğer ham minerallerde (278) uzmanlaşma 1,31 iken 0,149 seviyesine gelerek 8 kat azalmaktadır.

Tablo 4: Endonezya'nın Dış Ticarete En Avantajlı Olduğu Mallar

Mal Kodu	Mal Grubu	Teknoloji Düzeyi	RCA Uzmanlaşma Düzeyi	RTA Rekabet Gücü	RC Rekabet Gücü
231	Doğal kauçuk ve benzeri sakızlar (ilk formlarda)	Temel Teknoloji	Yüksek	Var	Var
284	Nikel cevherleri ve konsantreleri, nikel matları vb.	Temel Teknoloji	Yüksek	Var	Var
322	Briketler, linyitler ve turba	Temel Teknoloji	Yüksek	Var	Var
422	Sabit bitkisel katı ve sıvı yağlar (ham, rafine edilmiş, fraktür)	Temel Teknoloji	Yüksek	Var	Var
687	Teneke	Temel Teknoloji	Yüksek	Var	Var

Kaynak: WITS'den alınan verilerle yazar tarafından oluşturulmuştur.

Endonezya, uygun ortalaması alınmış RCA endeksinde 22 mal grubunda dış ticarete yüksek derecede uzmandır. 37 mal grubunda orta ve yüksek seviyede uzmanlaşmaya sahiptir. Bunlardan sekiz mal grubu orta teknolojiye sahip iken, bir tanesi yüksek teknolojili ürün grubundadır. Tablo 4'de görüldüğü gibi uzmanlaşmanın, genellikle temel düzey teknolojilerin olduğu mal gruplarında olduğu görülmektedir. RTA ve RC endekslerinde ise 86 mal grubunda dış ticarete iyi düzeydedir. Endonezya dış ticarete doğal kauçuk ve benzeri sakızlar (ilk formlarda), nikel cevherleri ve konsantreleri, nikel matları vb., briketler, linyitler ve turba, sabit bitkisel katı ve sıvı yağlar (ham, rafine edilmiş, fraktür ve teneke) mal gruplarında en yüksek uzmanlaşma seviyesine sahiptir. Sığır eti (taze, soğutulmuş veya dondurulmuş), arpa (öğütülmemiş), kürkler (ham) (grup 211'deki postlar ve deriler hariç), ipek, uranyum veya toryum cevherleri ve konsantreleri mal gruplarında da en düşük uzmanlaşmaya sahiptir. Bu mal grupları da temel teknolojiye sahiptir.

Tablo 5: Endonezya'nın Dış Ticarete En Dezavantajlı Olduğu Mallar

Mal Kodu	Mal Grubu	Teknoloji Düzeyi	RCA Uzmanlaşma Düzeyi	RTA Rekabet Gücü	RC Rekabet Gücü
011	Sığır eti (taze, soğutulmuş veya dondurulmuş)	Temel Teknoloji	Zayıf	Yok	Yok
043	Arpa, öğütülmemiş	Temel Teknoloji	Zayıf	Yok	Yok
212	Kürkler (ham) (grup 211'deki postlar ve deriler hariç)	Temel Teknoloji	Zayıf	Yok	Yok
261	İpek	Temel Teknoloji	Zayıf	Yok	Yok
286	Uranyum veya toryum cevherleri ve konsantreleri	Temel Teknoloji	Zayıf	Yok	Yok

Kaynak: WITS'den alınan verilerle yazar tarafından oluşturulmuştur.

Endonezya'nın dış ticaret verilerinde bazı mal gruplarındaki yüksek artış ve azalışlar dikkat çekmektedir. Bunlardan ilki tahıl müstahzarları, meyve veya sebze unları (48) grubudur. Bu grupta son yıllarda iyileşmeler görülmekte olsa da tam uzmanlaşmanın seviyesi yetersizdir. Tütün üretiminde (122) de yıldan yıla dalgalanmalar olmakla birlikte, tam uzmanlaşma sağlanamamaktadır. Çay ve malzemeleri grubunda (74) uzmanlaşma seviyesi 2010 yılı itibarıyla 2,3 iken, 2022 itibarıyla 0,75 seviyesine gelerek uzmanlaşma ortadan kalkmıştır. Temel teknolojik seviyede olan bükülmemiş bitkisel tekstil lifleri ve bunların atıkları (265) grubu, uzmanlaşma derecesinin ilk gözlem yılında 1,06'dan 0,24 seviyesine gelmesiyle avantaj kaybetmiştir. Yine, orta seviye teknolojik mal grubundan olan ses kaydediciler veya çoğaltıcılar (763) grubunda ise tersine, 4,26 ile uzmanlaşma yüksek düzeyde iken zaman içinde kaybolmaktadır. Hayvanlar için yem maddeleri (öğütülmemiş tahıllar hariç) (81) grubunda uzmanlaşma seviyesi 0,52 iken 1,76 seviyesine çıkarak gelişme kaydedildiği görülmektedir. Bakır cevherleri ve konsantreleri, bakır matları, çimento (283) grubunda uzmanlaşma seviyesi çok yüksek (14) iken 2014'te azalarak üç seviyelerine düşmüş, ardından tekrar artarak endeks değeri sekiz seviyesine ulaşmıştır. Kâğıt hamuru ve atık Kâğıt (251) kategorisinde de uzmanlaşma 2,95 seviyelerinden zamanla 6,49'a çıkmış olup, 2022 yılında 5,14'e gerilese de uzmanlaşma devam etmektedir. Keten (başka yerde sınıflandırılmamış) ve diğer tekstil lifinde (264) uzmanlaşma seviyesi çok kötü durumda (0,009) iken, bu düşük dereceli uzmanlaşma 1,68 seviyesine gelerek ilerleme kaydedilmiştir. Nikel cevherleri ve konsantreleri, nikel matları vb. (284) grubunda uzmanlaşma seviyesi benzer şekilde başlangıçta 22 iken 2020'de 9 olmuş, ancak 2022'de 30 değerine ulaşarak önemli şekilde artmıştır. Alüminyum cevherleri ve konsantreleri (alümina dahil) (285) grubunda ise 2010 yılı için endeks değeri 3,39 iken, 2015'te 0,02 olmuş ve uzmanlaşma büyük oranda kaybedilmiştir. 2022 yılına gelindiğinde avantaj tekrar sağlanmaktadır. Briketler, linyitler ve turba (322)'da ise uzmanlaşma seviyesi yüksek iken (16) 2022 yılındaki endeks değeri çok büyük ilerleme kaydederek 59 seviyesine ulaşmaktadır. Pik demir ve spiegeleisen (manganezli dökme demir), sünger demir, toz ve granül (671) mal grubunda düşük olan uzmanlaşma derecesi yıllar içinde hızla artarak 18,07 seviyesine ulaşmıştır. Orta seviye teknoloji grubunda olan demir veya alaşımsız çelikten külçeler, diğer birincil formlar ve yarı işlenmiş ürünlerde (672) uzmanlaşma seviyesi başlangıç yılında çok düşük düzeyde olmasına rağmen, yıllar içerisinde 13,33'le yüksek seviyeye ulaşmıştır.

Tablo 6: Kore'nin Dış Ticarete En Avantajlı Olduğu Mallar

Mal Kodu	Mal Grubu	Teknoloji Düzeyi	RCA Uzmanlaşma Düzeyi	RTA Rekabet Gücü	RC Rekabet Gücü
266	Eğirmeye uygun sentetik elyaflar	Orta Teknoloji	Yüksek	Var	Var
511	Hidrokarbonlar, başka yerde sınıflandırılmamış ve halojenlenmiş	Temel Teknoloji	Yüksek	Var	Var
572	Stiren polimerleri, birincil formlarda	Orta Teknoloji	Yüksek	Var	Var
793	Gemiler, tekneler ve yüzen yapılar	Orta Teknoloji	Yüksek	Var	Var
871	Optik aletler ve aparatlar, başka yerde sınıflandırılmamış	Yüksek Teknoloji	Yüksek	Var	Var

Kaynak: WITS'den alınan verilerle yazarlar tarafından oluşturulmuştur.

Kore'nin dış ticaret verileri için uygun ortalaması alınmış RCA değerlerinde, Tablo 6'da görüldüğü gibi 5 mal grubunda çok iyi, 19 mal grubunda orta, 36 mal grubunda da düşük seviyeli uzmanlaşma vardır. Orta ve yüksek dereceli uzmanlaşma seviyesindeki mal gruplarından 4 tanesi yüksek teknolojiye, 9 tanesi orta teknolojiye, 4 tanesi ise düşük teknolojiye sahiptir. Uygun ortalaması alınmış RTA endeksinde ve RC endeksinde 71 mal grubu pozitif değerdedir.

Tablo 7: Kore'nin Dış Ticarete En Dezavantajlı Olduğu Mallar

Mal Kodu	Mal Grubu	Teknoloji Düzeyi	RCA Uzmanlaşma Düzeyi	RTA Rekabet Gücü	RC Rekabet Gücü
333	Petrol Yağları, Bitümlü Minerallerden Elde Edilen Yağlar, Ham	Birincil Teknoloji	Zayıf	Yok	Yok
041	Buğday (Kıluzlu Buğday Dahil) Ve Meslin (Öğütülmemiş)	Birincil Teknoloji	Zayıf	Yok	Yok
023	Sütten Elde Edilen Tereyağı Ve Diğer Katı Ve Sıvı Yağlar	Birincil Teknoloji	Zayıf	Yok	Yok
044	Mısır (Tatlı Mısır Hariç), Öğütülmemiş	Birincil Teknoloji	Zayıf	Yok	Yok
212	Kürkler (Ham) (Grup 211'deki Postlar ve Deriler Hariç)	Birincil Teknoloji	Zayıf	Yok	Yok

Kaynak: WITS'den alınan verilerle yazarlar tarafından oluşturulmuştur.

Dış ticarete konu olan mal gruplarından bazılarında çok büyük artış ve azalışlar dikkat çekmektedir. Bu mal gruplarından ilki kömür gazı, su gazı ve benzeri gazlarda (hidrokarbonlar hariç) (345) uzmanlaşma derecesi 0,132 gibi çok kötü bir durumda iken, bu endeks değeri 2019'da 11, 2023'te ise 3,64 olmuş, dolayısıyla ticarete orta seviyeli bir uzmanlaşma gerçekleşmiştir. Diğer inorganik kimyasallar (524) grubunda ise 20 kat artış sağlanarak endeks değeri 10 olmaktadır. Düşük teknoloji ürün grubu olan yassı haddelenmiş ürün, demir, alaşımsız çelik (kaplanmamış mallarda) (673) endeks değeri 2008 yılında 1,95 iken, 2022 yılında ise tam uzmanlaşma sağlanarak 4 olmaktadır. Sinematografik ve fotoğraf malzemeleri (882) endeks değeri 0,45'ten 2,47'ye, müzik aletleri, parçaları, plakları, bantları ve benzeri grubunun da (898) endeks değeri 0,82 seviyesinden 6,4'e yükselmiştir. Gemiler, tekneler ve yüzen yapılar (793) mal grubunun avantajı 8,52 gibi çok yüksekken, zaman içinde 5,11 seviyelerine düşmüştür.

Tablo 8: Türkiye'nin Dış Ticarete En Avantajlı Olduğu Mallar

Mal Kodu	Mal Grubu	Teknoloji Düzeyi	RCA Uzmanlaşma Düzeyi	RTA Rekabet Gücü	RC Rekabet Gücü
046	Buğday unu ve unu ve meslin unu	Düşük Teknoloji	Yüksek	Var	Var
273	Taş, kum ve çakıl	Düşük Teknoloji	Yüksek	Var	Var
659	Zemin kaplamaları vb.	Temel Teknoloji	Yüksek	Var	Var
655	Örme veya tığ işi kumaşlar (başka yerde sınıflandırılmamış)	Düşük Teknoloji	Yüksek	Var	Var
676	Demir ve çelik çubuklar, çubuklar, açılar, şekiller ve kesitler	Düşük Teknoloji	Yüksek	Var	Var

Kaynak: WITS'den alınan verilerle yazarlar tarafından oluşturulmuştur.

Uygun ortalaması alınmış RCA endeks değerlerinde Türkiye 23 mal grubunda dış ticarete tam uzman seviyededir. 37 mal grubunda orta, 38 mal grubunda da düşük seviyede uzmandır. Tablo 8'de görüldüğü gibi, Türkiye'nin dış ticarete en avantajlı olduğu mallar düşük teknoloji mallardır. Orta ve yüksek seviyeli uzmanlaşmaya sahip mal gruplarından 15 tanesi orta seviyeli teknolojiye sahipken, 22 mal grubunda ise düşük teknolojiye sahiptir. Uygun ortalaması alınmış RTA endeksinde 114, RC endeksinde ise 113 mal grubunda pozitif değere sahiptir.

Tablo 9: Türkiye'nin Dış Ticarete En Dezavantajlı Olduğu Mallar

Mal Kodu	Mal Grubu	Teknoloji Düzeyi	RCA Uzmanlaşma Düzeyi	RTA Rekabet Gücü	RC Rekabet Gücü
333	Petrol Yağları, Bitümlü Minerallerden Elde Edilen Yağlar, Ham	Temel Teknoloji	Zayıf	Yok	Yok
321	Kömür (Toz Haline Getirilmiş Olsun Olmasın, Aglomere Edilmemiş)	Temel Teknoloji	Zayıf	Yok	Yok
011	Sığır Eti (Taze, Soğutulmuş Veya Dondurulmuş)	Temel Teknoloji	Zayıf	Yok	Yok
244	Mantar, Doğal, Ham Ve Atık (Blokler, Levhalar Dahil)	Yüksek Teknoloji	Zayıf	Yok	Yok
246	Talaş Veya Parçacık Halindeki Ahşap Ve Ahşap Atıkları	Temel Teknoloji	Zayıf	Yok	Yok

Kaynak: WITS'den alınan verilerle yazar tarafından oluşturulmuştur.

Türkiye'nin dış ticaretinde gözle görülür şekilde değer kaybı ya da artışı sağlanan mal grupları bulunmaktadır. Bunlardan ilki meyve, konserveler ve meyve preparatları (meyve suyu yok) (58) grubunun uzmanlaşma seviyesi 6,5 iken, zamanla 3,75 gibi orta seviye uzmanlaşmaya dönüşmüştür. İkinci örnek olarak, inorganik asitlerin metalik tuzları ve peroksi tuzları (523) grubunda yaklaşık 11 kat artış sağlanarak endeks değeri 3,26 olmuştur. Tabaklanmış veya sepililmiş kürkler (8483 pozisyonundakiler hariç) (613) mal grubunun uzmanlaşma derecesi üçten sekize gelerek dış ticaret açısından tam uzmanlaşma sağlanmıştır. Pamuklu kumaşlar, dokunmuş (652) grubunun zaman içinde uzmanlaşma seviyesi beşlerden üçlere gelmiştir. 2022 yılında da 10 seviyesine gelerek rekabet avantajı yüksek seviyeye gelmektedir. Sentetik kumaşlardan dokunmuş kumaşlar (653) son iki yılda gelişerek 9 seviyesine ulaşmakla birlikte ticaret avantajı sağlanmıştır. Örme veya tığ işi kumaşlar (başka yerde sınıflandırılmamış) (655) grubunda uzmanlaşma derecesi 6 düzeyinde iken son gözlem yılında 13 seviyesinde olduğu gözlenmektedir. Değerli maddelerden mücevherat ve eşyalar (başka yerde sınıflandırılmamış) (897) grubunun gözlem yılları içerisinde uzmanlaşma seviyesi dalgalanmaktadır; ancak 2023 yılı itibarıyla uzmanlaşma yüksek (7) seviyededir.

Tablo 10: Avustralya'nın Dış Ticarete En Avantajlı Olduğu Mallar

Mal Kodu	Mal Grubu	Teknoloji Düzeyi	RCA Uzmanlaşma Düzeyi	RTA Rekabet Gücü	RC Rekabet Gücü
043	Arpa, öğütülmemiş	Temel Teknoloji	Yüksek	Var	Var
268	Yün ve diğer hayvan kılları (yün üst kısımlar dahil)	Temel Teknoloji	Yüksek	Var	Var
281	Demir cevheri ve konsantreleri	Temel Teknoloji	Yüksek	Var	Var
285	Alüminyum cevherleri ve konsantreleri (alümina dahil)	Temel Teknoloji	Yüksek	Var	Var
321	Coal, whether or not pulverized, not agglomerated	Temel Teknoloji	Yüksek	Var	Var

Kaynak: WITS'den alınan verilerle yazar tarafından oluşturulmuştur.

Avustralya dış ticareti için uygun ortalaması alınmış RCA değerlerine bakıldığında, 20 mal grubu için yüksek uzmanlaşma bulunmaktadır. Orta düzey uzmanlaşmada beş, düşük seviye uzmanlaşmada ise 19 mal grubu bulunmaktadır. Orta ve yüksek seviyede üstün olunan mal gruplarından 7 tanesi orta seviyeli teknolojiye sahiptir. RTA ve RC endekslerinde ise 59 mal grubunda pozitif değer bulunmaktadır. Ancak, Tablo 10'da görüldüğü gibi ticaret avantajının olduğu mallar da yüksek teknolojiye sahiptir.

Tablo 11: Avustralya'nın Dış Ticarete En Dezavantajlı Olduğu Mallar

Mal Kodu	Mal Grubu	Teknoloji Düzeyi	RCA Uzmanlaşma Düzeyi	RTA Rekabet Gücü	RC Rekabet Gücü
511	Hidrokarbonlar, isimler ve halojenlenmiş, nitrojen türevi	Temel Teknoloji	Zayıf	Yok	Yok
212	Kürkler (ham) (grup 211'deki postlar ve deriler hariç)	Temel Teknoloji	Zayıf	Yok	Yok
265	Bükülmemiş bitkisel tekstil lifleri, bunların atıkları	Temel Teknoloji	Zayıf	Yok	Yok
267	Eğirmeye uygun diğer suni ve sentetik lifler	Orta Teknoloji	Zayıf	Yok	Yok
231	Doğal kauçuk ve benzeri sakızlar (ilk formlarda)	Temel Teknoloji	Zayıf	Yok	Yok

Kaynak: WITS'den alınan verilerle yazar tarafından oluşturulmuştur.

Avustralya dış ticaret rakamları ilk gözlem yılı olan 2007 yılından itibaren incelendiğinde, bazı mal gruplarında artış ve azalış seviyesinin yüksek olduğu görülmektedir. Bu duruma örnek olarak, ilk önce uzmanlaşma düzeyinin arttığı mal grupları verilebilir. Sığır eti (taze, soğutulmuş veya dondurulmuş) (11) mal grubunda ticaret avantajı çok iyi (11,23), zamanla 4,14 seviyelerine düşse de uzmanlaşmanın yüksek olduğu görülmektedir. Ham postlar ve deriler (kürkler hariç) (211) grubunda ise uzmanlaşma düzeyi 8,57 ile çok yüksekken, son gözlem yılında 3,23 seviyesine gerilediği görülmektedir. Talaş veya parçacık halindeki ahşap ve ahşap atıkları (246) endeks değeri 18,6 seviyesinde çok iyi (18,6), zamanla uzmanlaşma derecesi azalmaktadır. Yün ve diğer hayvan kılları (yün üst kısımlar dahil) (268) ticaret avantajının en iyi olduğu mal gruplarından biri iken, zamanla avantajının yarısını kaybetmiş ve 15,6 seviyesine gerilediği görülmüştür. Nikel cevherleri ve konsantreleri, nikel matları vb. (284) 15,75 seviyesindeyken, 2023 yılında bu seviye 0,001 olarak ticaret dezavantajlı bir konuma düşmüştür. Alüminyum cevherleri ve konsantreleri (alümina dahil) (285) grubunda uzmanlaşma derecesi düşüş gösterse de hala çok yüksek seviyededir. Öğütülmemiş tahıllar (buğday, pirinç, arpa, mısır hariç) (45)'da ise uzmanlaşma çok düşük düzeyde iken (0,51) gözlem yılları içinde iniş çıkışlar olsa da ticaret avantajı bulunmaktadır. Diğer ham mineraller (278) yine zaman içerisinde dış ticarete avantaj sahibi olan mallardan biridir. Bu mal grubunun uzmanlaşma seviyesi 2,52 iken, yıllar içindeki dalgalanmalarla birlikte 14,28 seviyelerine gelerek uzmanlığını pekiştirmiştir.

5. Sonuç

Günümüzde küresel rekabet gücünün artırılması adına ülkeler birbirleriyle yarış halindedir. İstikrarlı büyüme ve/veya sürdürülebilir kalkınma hedeflerini gerçekleştirmek, küresel piyasalarda teknoloji yoğun mallar üretip satmaktan geçmektedir. Bu kapsamda, dış ticarete konu olan malların teknolojik açısından değerlendirilmesi ve analiz edilmesi önem arz etmektedir. MIKTA ülkelerinin dış ticaret analizinin yapıldığı bu çalışmada, SITC Rev. 4'e göre üç haneli mal verileriyle Açıklanmış Karşılaştırmalı Üstünlükler Endeksi (RCA), Nispi Ticaret Avantajı Endeksi (RTA) ve Açıklanmış Rekabet Üstünlüğü Endeksi (RC) değerleri hesaplanmıştır.

Endeks hesaplamaları sonucunda, MIKTA ülkelerinin genel olarak endeks sonuçlarının birbiri ile benzerlik gösterdiği tespit edilmiştir. Ülkeler açısından sonuçlar tek tek incelendiğinde, MIKTA ülkelerinden Meksika'nın, ağırlıklı olarak temel düzeydeki teknolojik mallarda uzmanlaştığı belirlenmiştir. Ülkenin 260 mal grubu içinde tam uzmanlaşma sağlanan 76 mal grubu bulunurken, orta seviyeli uzmanlaşmaya sahip 14 mal grubu bulunmaktadır. Orta ve yüksek seviyede uzmanlaşma sağlanan mal gruplarından 14 tanesi orta seviyeli, 2 tanesi de yüksek seviyeli teknolojiye sahiptir. Endonezya'da ise 22 mal grubunda tam uzmanlaşma mevcuttur. Yüksek ve orta seviyeli uzmanlaşmanın olduğu 37 mal grubu içerisinde sekiz tanesi orta seviyeli teknolojiye, bir tanesi de yüksek seviyeli teknolojiye sahiptir. En iyi olunan beş mal grubu ise temel seviyedeki teknolojik mallardır. Avustralya'da uzmanlaşmanın yüksek olduğu 20 mal grubu bulunmaktadır. Bu mal grupları, genel olarak orta seviye teknolojidir. Uzmanlaşmanın yüksek ve orta olduğu mal gruplarında da yedi tanesi orta seviye teknolojidir. Kore genel olarak, orta ve yüksek seviyeli teknolojiye sahip mallarda uzmanlaşma sağlamıştır. Üstünlüğün yüksek ve orta seviyede olduğu 24 mal grubu bulunurken, mal gruplarının dört tanesi yüksek teknolojili, dokuz tanesi de orta seviye teknolojidir. Türkiye'nin endeks değerlerine göre, uzmanlaşmanın temel seviye teknolojili mallarda olduğu ortaya konulmaktadır. Orta ve yüksek seviyede uzmanlaşmanın olduğu 37 mal grubundan 15'i orta seviye, 22'si düşük seviyeli teknolojiye sahiptir. MIKTA ülkeleri arasında en yüksek teknolojik düzeye sahip ülke Kore iken, en düşük düzeye sahip sayılabilecek ülke ise Endonezya'dır. Kore'deki bu durum, teknolojik gelişmişlik düzeyi ve üretimdeki verimlilik gibi sebeplerden kaynaklanmaktadır.

Literatürdeki diğer çalışmalarla karşılaştırıldığında, çalışmanın sonuçları Erkan (2012), Çeştepe ve Zorlu (2019) ve Yalçın'ın (2024) çalışmalarının sonuçlarıyla benzerlik arz etmektedir. Zira bu çalışmada olduğu gibi, Erkan (2012) ile Çeştepe ve Zorlu'nun (2019) çalışmalarında Çin'in, Yalçın'ın (2024) çalışmasında da Kore'nin orta ve/veya yüksek teknolojili ürünlerde, diğer ülkelerin ise nispeten düşük teknolojili ve daha çok emek yoğun ürünlerde karşılaştırmalı üstünlüğe sahip olduğu sonucuna ulaşılmıştır. Ancak, ülke gruplarında yer alan Türkiye'nin faktör donanımının Çin ve Kore'ye daha yakın özellikler gösterdiği düşünüldüğünde, Türkiye'nin gerçek rakiplerinin bu ülkeler olduğu ve zamanla rekabetçilik düzeyini bu ülkeler düzeyine çıkaracağı söylenebilir.

MIKTA ülkelerinin uluslararası rekabetçiliği genel olarak değerlendirildiğinde, grup ülkelerinin çoğunluğunun temel düzeyde teknolojili mallarda uzmanlaştığı görülmektedir. Kore hariç, grup ekonomilerinin üretim ve istihdamında tarım, doğal kaynaklar ve emek yoğun sanayi sektörlerinin önemli bir payı bulunmaktadır. Ülkelerin ihraç malları da doğal olarak büyük ölçüde bu sektörlerin ürettiği mallardan oluşmaktadır. Rekabet üstünlüğünün bu tür mallara dayalı olması, sürdürülebilir ekonomik büyüme ve geliştirmekte olan ülkeler için ekonomik kalkınmayı gerçekleştirme hedefleriyle uyum göstermemektedir. Günümüzde, ülkeleri uluslararası rekabette öne çıkaran unsurların başında, teknoloji üretme/geliştirme ve yenilik yapabilme gücü gelmektedir. Dolayısıyla, MIKTA ülkelerinin yüksek teknolojili mal üretiminin temelini oluşturan Ar-Ge faaliyetlerine ve nitelikli beşerî sermaye yatırımlarına daha çok önem vermesi ve kaynak ayırması

gerekmektedir. Bu bağlamda, MIKTA ülkeleri Ar-Ge harcamaları için GSYİH'sinin %4,5'ini ayıran ve dünyada uluslararası patent başvurularında son yıllarda hep en üst sıralarda yer alan grup ülkesi Kore'yi model alabilir. Özellikle Türkiye'nin son yıllarda savunma sanayiinde gerçekleştirdiği teknolojik atılımı diğer sektörleri de kapsayacak şekilde genişletmesi, uluslararası rekabetçiliğinin hızlı ve istikrarlı bir şekilde artmasını sağlayacak ve böylece gelişmiş ülkeler düzeyine çıkma hedefinin gerçekleşme süresini önemli şekilde kısaltacaktır. Bunun yanında, halihazırda bir istişare ve eşgüdüm platformu niteliğinde olan MIKTA'nın bölgesel bir ekonomik entegrasyona dönüştürülmesi için gerekli çalışmalar başlatılmalıdır. Çünkü AB, NAFTA gibi bölgesel entegrasyonlara üyelik ülkeler için dış pazarı genişletmekte; ölçek ekonomileri, teknolojik gelişme ve dış yatırım etkisi gibi dinamik etkiler yaratarak ülkelerin rekabet güçlerinin artmasına katkıda bulunmaktadır.

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Kamu ekonomisinde götürü vergileme ve götürü sübvansiyon: Teorik bir değerlendirme

Lump-sum taxation and lump-sum subsidy in public economics: A theoretical evaluation

Özlem Bapbacı¹  Berkan Karagöz² 

ÖZ

Götürü vergi ve götürü sübvansiyon uygulaması, refah iktisadının ikinci temel teoreminin bir konusudur. Refah iktisadi bilimsel olarak götürü vergi ve götürü sübvansiyon uygulamasının etkinliği bozmadan adaleti sağlayabileceğini savunur. Götürü vergi ve götürü sübvansiyonlar ikame etkisi yaratmamaktadır. Ancak özellikle vergi özelinde, farklılaştırılmış götürü vergi sistemi etkinlik bozmadan gelir dağıtım fonksiyonunu kazanabilir. Bu bağlamda kamu maliyesi, mükellefler arasında farklılaştırılmış götürü vergi sisteminin arayışı içindedir. Götürü vergi, mükellefler arası farklılaştırılabilirse vergi sistemi içinde yer edinebilir ve işlerlik kazanabilir. Götürü sübvansiyon uygulamalarında, alt gelir gruplarına uygulanacak yoksulluk programlarının serbest işleyen bir piyasada kaynak dağılımında etkinliği bozmayan doğru fiyat sinyalleri yaratacağı öngörülmektedir. Çalışmanın amacı, götürü vergi ve götürü sübvansiyon kavramlarını kamu ekonomisi açısından inceleyerek; uygulama örneklerini araştırmak ve günümüz maliye sistemlerinde götürü vergi ve götürü sübvansiyonun kullanılabilmesi için ne gibi arayışlar olduğunu ve dünyada yaygınlaşması için nelere gerek duyulduğunu ortaya koymaktır.

Anahtar Kelimeler: Kamu Ekonomisi, Refah Ekonomisi, Götürü Vergi ve Sübvansiyon.

Jel Sınıflaması: D60, H21, H24.

ABSTRACT

The application of lump-sum taxes and lump-sum subsidies is a subject of the second fundamental theorem of welfare economics. Welfare economics scientifically argues that the implementation of lump-sum taxes and lump-sum subsidies can provide equity without distorting efficiency. Lump-sum taxes and subsidies do not create substitution effect. However, particularly in the context of taxation, a differentiated lump-sum tax system can provide income distribution function without distorting efficiency. In this context, public finance is in search of a differentiated lump-sum tax system among taxpayers. If a lump-sum tax can be differentiated among taxpayers, it can be incorporated into the tax system and become operational. In the application of lump-sum subsidies, it is anticipated that poverty programs to be applied to lower-income groups will create correct price signals that do not distort efficiency of resource allocation in a freely operating market. The aim of this study is to examine the concepts of lump-sum taxes and lump-sum subsidies from the perspective of public economics; to investigate practical examples, and to identify what efforts are being made for the use of lump-sum taxes and lump-sum subsidies in contemporary fiscal systems, as well as what is required for their widespread adoption globally.

Keywords: Public Economics, Welfare Economics, Lump-Sum Tax and Subsidy.

Jel Classification: D60, H21, H24



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1. Giriş

1776 yılında Adam Smith'in Ulusların Zenginliği (The Wealth of Nations) ile temelleri atılan modern iktisat anlayışı, refahın nasıl ve hangi koşullar altında sağlanacağına yönelik politika arayışlarının önünü açarken, ekonomik sistemlerin evrimi ile beraber devletlerin ekonomik faaliyetlere olan müdahalesinin de zaman içerisinde artmasına sebep olmuştur. Ekonomik sistemlerin evrimi, 1930'lu ve 1940'lı yıllarda refah ekonomisindeki gelişmeleri de beraberinde getirmiş; politika ve kararların, toplumun refahını maksimize etmeye yönelik bir çerçevede incelenmesine olanak sağlamıştır.

Modern Neoklasik iktisata göre, etkinliğin bozulmaması için devlet, vergiler ve sübvansiyonlarla yeniden gelir dağılımı fonksiyonuna girişmemelidir. Götürü vergi ve götürü sübvansiyon uygulaması kaynak etkinliğini bozmamaktadır ve bu uygulamalarla toplumun arzu ettiği gelir dağılımına ulaşılması beklenmektedir. Uygulamaya yönelik öneriler ise refah iktisadının ikinci temel teoreminden kaynaklanmaktadır.

Götürü vergiler; salt gelir etkisi dışında, bireylerin kararlarından bağımsız olan ve dolayısıyla iş (çalışma) ve boş zaman tercihleri ile farklı tüketim malları arasında herhangi bir ikame etkisine yol açmayan vergilerdir. Aynı şekilde götürü sübvansiyonların da aynı özelliklere sahip olması beklenmektedir. Götürü sübvansiyonlar, belirli bir haneyi veya bireyi desteklemek amacıyla belirlenen sabit bir miktardaki finansal teşviklerdir. Götürü sübvansiyonlar; istihdam artışı, rekabet avantajı ve ekonomik büyümeyi sağlaması açısından belirli sektör ve dezavantajlı kişilerin desteklenmesine katkıda bulunmaktadır.

Götürü vergilerin uygulamada vergi beyanname süreçlerini azaltması, vergi kaçakçılığının önüne geçmesi, vergi sistemini basitleştirerek vergiye gönüllü uyumu arttırması, ikame etkisine yol açmaması, diğer vergilere göre daha üstün ve tarafsız kabul edilmesi kabul edilen bir gerçek olsa da, düşük gelirli bireylerden de aynı miktarda vergi alınması vergi adaletsizliği endişelerine yol açabilmektedir.

Bu doğrultuda ele alınan çalışmanın ilk kısmında refah iktisadı kavramına genel bir bakış yapılarak çalışmanın ana eksenini oluşturan götürü vergi ve götürü sübvansiyonlara yönelik teorik bilgilere yer verilmiştir. Geçmişten günümüze götürü vergi ve sübvansiyon uygulamalarının varlığı, işlerliği ve diğer ülke uygulamaları ile olan kıyaslamalara yer verilmiştir. Sonrasında ise Türkiye'de götürü vergi ve sübvansiyon uygulamalarının tarihsel gelişimi, uygulanış biçimleri ve gelecekte bu uygulamaların varlığının sürdürülebilirliği üzerinde durulmuştur.

2. Refah İktisadı Kavramına Genel Bir Bakış

Refah iktisadı iki temel teoremden oluşmaktadır. Refah iktisadının birinci temel teoremine göre, tam ve mükemmel rekabetçi piyasaya hiçbir müdahalede bulunulmazsa piyasa kendiliğinden dengeye gelir ve ekonomide kaynaklar etkin dağılır. Bu noktada Pareto optimallik sağlanır. Bir başka deyişle, toplumun refahı optimum olur. Burada sosyal refah, herhangi birinin durumunun iyileştirilmesi, başka birinin durumunu kötüleştirmeden sağlanamıyorsa sağlanmış demektir. Diğer bir ifadeyle, toplam refah bazı kişilerin durumunu iyileştiren değişiklik mutlaka başkalarının durumunun kötüleşmesini gerektirmekteyse en çoklaştırılmış olur (Karagöz, 2023: 71).

Refah iktisadının ikinci temel teoreminin temelinde götürü vergi ve götürü sübvansiyon kavramı vardır (Samuelson, 1947: 245). Bireylerin başlangıçtaki varlıklarını götürü vergi ve götürü transferlerle değiştirmek suretiyle kaynak dağılımında etkinliği bozmadan (piyasa işleyişinde bozulmalara yol açmayan) toplumun istediği Pareto optimal noktaya erişilebilir. Bu nokta aynı zamanda toplumun istediği gelir dağılımını verir. Bu duruma "refah iktisadının ikinci temel teoremi"

denir. Buradaki vergi sistemi, nispi fiyatları bozmayan ve çalışma kararlarını etkilemeyen bir vergi sistemidir. Zenginlerin tükettiği mallardan yüksek oranda vergi alınması, fakirlerin tükettiği mallara tavan fiyat konulması, tarımsal ürünlerde taban fiyat uygulaması veya gelir üzerinden artan oranlı vergi alınması ikinci temel teoremin öngördüğü müdahale biçimleri değildir. Çünkü bunlar, etkinlik kaybına neden olmaktadır. İkinci temel teorem, toplumun adaleti önemsemesi halinde, etkinliği bozmayan devlet müdahalesinin nasıl olması gerektiği üzerinde durur (Savaşan, 2017: 113). Bu da Refah iktisadının ikinci temel teoremine göre götürü vergiler ve götürü sübvansiyonlar ile sağlanabilir.

Götürü vergi ve götürü sübvansiyon kavramına etkinlik misyonu kazandırılması, Yeni refah okulunun çıkarımlarının kamu ekonomisine kattığı bir durumdur. Refah ekonomisi kendi içinde Klasik refah okulu ve Yeni refah okulu olmak üzere iki döneme ayrılır. 1930'lu yıllara kadar Klasik refah okulu savları geçerlidir ve Klasik refah okuluna göre fayda ölçülebilir ve karşılaştırılabilir düzeydedir. Tüm bireylerin benzer zevklere sahip olduğu ve bu nedenle her bireyin parasal gelir eğrisinin marjinal faydasının aynı olduğu düşünülür. Klasik refah ekonomisinde sosyal faydanın teşvik edilmesi arzu edilmekte ve sosyal fayda, bireylerin faydalarının toplamını oluşturmaktadır (Nath, 1973: 13-14). Klasik refah okuluna göre, Pigou faydaların gelirin bir yansıması olarak ölçülerek karşılaştırılabileceği görüşünü temel alarak 1920 yılında yazdığı Refah Ekonomisi (The Economics of Welfare) adlı eserde refah sağlayıcı özelliği sebebiyle artan oranlı vergilemeyi önermiştir. Buna göre oluşan Neoklasik maliye teorisine göre devlete gelir dağılımında adalet sağlama fonksiyonu verilmiştir. Klasik refah iktisadında azalan marjinal fayda prensibi geçerlidir ve etkinlik-adalet değiş-tokuşu ortaya çıkmadığı varsayılır. Bu durumda artan oranlı vergileme ile devlete gelir dağılımında adalet sağlama fonksiyonu verilebilir.

Ancak 1930'lu yıllardan sonra Pareto tarafından geliştirilen refah ekonomisi kavramı ile yeni refah yaklaşımı görüşü ön plana çıkmış ve faydanın (tatmin) ölçülemeyeceği ancak bireyler arasında sıralanabileceği savunulmuştur. Buna göre Yeni refah okulu artan oranlı vergilemeye karşı mesafeli durmuş ve götürü vergilemeye dayalı vergi sisteminin uygulanmasını önermiştir. Bunun sonucu olarak, Yeni refah okuluna dayalı Neoklasik iktisat, devlete götürü vergileme ve götürü sübvansiyon uygulamaları dışında gelir dağılımında adalet sağlama fonksiyonu vermemektedir (Karagöz, 2023: 67). Teoriye göre, götürü vergileme ve götürü sübvansiyon uygulamasında genel olarak etkinlik-adalet arasında meydana gelmesi beklenen trade-off (değiş-tokuş) yaşanmaz ve adalet sağlanırken etkinlikten ödün verilmez. Yeni refah iktisadına dayanan Neoklasik iktisat, gelir dağılımı politikalarının tercihleri değiştirdiğini ve bu durumun etkinlik kaybına yol açtığını belirtir. Bu bağlamda, Pareto optimal noktaları koruma ve Kaldor-Hicks telafi kriterini yerine getirme hedefiyle, götürü vergiler ve götürü sübvansiyonlar gibi enstrümanlar aracılığıyla verimlilik kaybı olmadan gelir dağılımını iyileştiren politikalar önerilmektedir (Samuelson, 1947: 246- 247).

Kaldor-Hicks Telafi Kriteri, ekonomik değişimlerin refah üzerindeki etkilerini değerlendiren Pareto kriterinin genişletilmiş bir versiyonudur. Kaldor'a göre; bir değişim sonucunda kazananlar, kaybedenlerin kayıplarını telafi edebiliyorsa ve bu telafiden sonra bile hala kazançlılarsa, bu durum toplumsal refahı artırmış kabul edilmektedir. Hicks ise kaybedenlerin değişimi engelleyecek bir parasal teklif sunamaması durumunda da bu değişimi refah artışı olarak görür. Bu kriter, telafi gerçekleşmese bile teorik olarak mümkünse, değişimi olumlu değerlendirir ve böylece kişisel tatminlerin karşılaştırılması sorununu aşmayı hedefler. Kaldor, kriterini kazananların bakış açısından formüle ederken Hicks, bu kriterini kaybedenlerin bakış açısından değerlendirir. İki kriter de sunulmuş açısından farklı olsa da aynıdır ve bu sebeple tek bir isimle "Kaldor-Hicks Telafi Kriteri" olarak adlandırılır (Kaldor, 1939: 550 ve Hicks, 1941: 111).

3. Götürü Vergileme ve Götürü Sübvansiyon

3.1. Götürü Vergileme

Götürü vergilendirmenin literatürdeki ilk izleri Adam Smith'in eserine (1776) dayanmaktadır. Graaf (1987), götürü vergilendirmeyi en basit, en etkin ve maliyetsiz gelir kaynaklarından biri olarak değerlendirmektedir. Bu görüş daha sonra Rothbard (1995) ve Myles & Hindricks'in (2004) çalışmalarında da bulunabilir. Yazarlar, götürü vergilendirmenin aşırı yük getirmediğini ve ikame etkisi yaratmadığını vurgularlar. Götürü vergilendirmenin etkinliğine rağmen, Hillman (2003), Tam (2004) ve Gans vd. (2011) götürü vergilendirmenin dezavantajlarının, ödeme gücü ilkesini göz ardı etmesinden kaynaklandığını savunurlar. Yazarlar, götürü vergilendirmenin adalet sağlamadığı için gerçek dünyada uygulanamaz olduğuna dikkat çekerler. Gans ve diğerleri (2011) ise götürü vergilendirmeyi adil olmayan, etik dışı ve politik olarak uygulanması zor bir yöntem olarak değerlendirmektedirler.

Etkinlik temelli oluşturulan sosyal refah fonksiyonlarında yer verilen vergiler götürü niteliğindeki vergilerdir (Lerner, 1970: 284). "Götürü vergiler, çalışma veya boş zaman, tasarruf veya tüketim gibi davranışlar arasındaki değişiklikleri en aza indiren, herkese aynı miktarda uygulanan ve etkinliğe hizmet eden vergilerdir" (Ebdon, 2005: 244). Bireylerin çalışma durumlarına bakılmaksızın tüm hanelerin kullanılabilir gelirini aynı miktarda azalttığı için ikame etkisi yaratmayan ancak yükümlü üzerinde iş gücü çabası açısından bir gelir etkisi oluşturan vergiler olarak da tanımlanabilirler. Gelir etkisi, yüksek vergiler nedeniyle gelirleri azalan bireylerin vergi öncesi yaşam standartlarını korumak için daha fazla çalışmaya yönelmeleridir. Gelir etkisinin tersi olan ikame etkisi ise, boş zamanın maliyeti azaldıkça boş zaman etkinliklerini işe tercih etme eğilimidir (Hockley, 1992: 161 ve Dalamagas, 2007: 220-221).

Götürü vergiler, mükelleflerin davranışlarını ve kararlarını, fiyat oluşumunu ve kaynakların etkin dağılımını olumsuz etkilemeyen vergi türüdür. Bu tür verginin uygulanması ile ekonomi fayda imkânları eğrisinin altına taşınmaz. Götürü vergiler, yaygın bir gerçek dünya ekonomik örneğinden ziyade teorik bir kavram olarak en etkin vergileme şekli olarak tanımlanır. Uygulamada götürü vergi politikaları pek görülmemesine rağmen bu uygulamalar düşük gelirli aileler için fazla yük oluşturmaktadır (Rosen ve Gayer, 2022: 406).

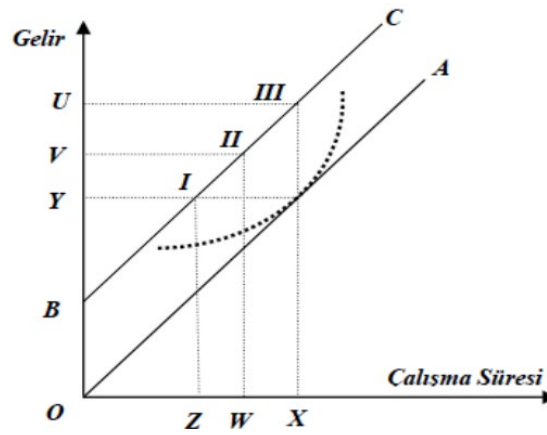
Pareto etkinliğin sağlanması durumunda bireyler arası marjinal ikame oranları eşitlenir. Burada bir bireyin, herhangi bir maldan bir birim fazla tüketmek için, ikinci maldan ne kadar fedakarlık etmeye hazır olduğunu gösteren oranın, bir başkasının kine eşitlendiği noktadaki etkinliği esas alınır. Yine burada üretim faktörleri arasında marjinal teknik ikame oranları eşitlenir. Marjinal teknik ikame oranı, üretim faktörlerinin birbirinin yerine geçme yeteneği anlamına gelir (Savaşan, 2017: 112). Bu durum, emeğin marjinal verimliliğinin, sermayenin marjinal verimliliğine oranının eşit olması anlamına gelir. Kar maksimizasyonu altında marjinal maliyeti marjinal hasılaya eşitleyen dengede etkin ürün karması ortaya çıkar. Bu noktada, iki mal arasındaki marjinal ikame oranı, bu iki malın marjinal dönüşüm oranına eşittir. Marjinal dönüşüm oranı; bir birim x malı üretmek için y malından ne kadar vazgeçmemiz gerektiğini gösteren orandır (Connoly ve Munro, 1999: 31). Götürü vergi uygulamasında tüm tüketiciler için marjinal ikame oranı ve tüm üreticiler için marjinal teknik ikame oranı birbirine eşit olmaya devam eder. Götürü bir vergi ile tüketicinin gelirinden sabit bir vergi alındığında tüketicinin geliri azaldığından bütçe doğrusu eğimi değişmeksizin paralel bir biçimde içe kayar. Malların birbirine geçme yeteneği yani marjinal ikame oranı değişmediğinden tüketici istemediği bir mal bileşimini tüketmeye zorlanmamış olur. Üretimde etkinlik açısından değerlendirildiğinde ise emek ve sermayeye götürü vergi uygulaması yapılmalı veya hiç vergi

konmamalıdır. Emek veya sermayeden sadece biri vergilendirilirse veya birbirinden farklı vergilendirilirse marjinal teknik ikame oranı dengesi bozulur (Savaşan, 2017: 112).

3.2. Götürü Sübvansiyon

Götürü vergiler gibi götürü sübvansiyonların da aynı özelliklere sahip olması düşünülmektedir (Sandmo, 1995: 470). Götürü sübvansiyon uygulamaları, alt gelir gruplarına uygulanan yoksulluk programları olarak serbest işleyen bir piyasada kaynak dağılımında etkinliği bozmayan ve doğru fiyat sinyalleri yarattığı ileri sürülen uygulamalardır. Mallardan birine tavan fiyat konduğunda marjinal ikame oranı değişir. Oysa bir miktar sübvansiyon yapıldığında bütçe doğrusu paralel bir şekilde yukarı kayar. Ancak bütçe doğrusunun eğimi aynı kaldığından marjinal ikame oranı aynı kalır. Sübvansiyonlar genellikle bir devlet kurumunun gözetimi altında verilmektedir.

Grafik 1: Götürü Sübvansiyon Uygulamasında Gelir Etkisi ve İkame Etkisi



Kaynak: Bakırcı (2001).

Götürü sübvansiyonlar bireylere yapılan; işsizlik, hastalık, yaşlılık, felaket ve sosyal güvenlik ödemeleri gibi sosyal içerikli ödemeleri kapsar (Bakırcı, 2001: 53). Şekil 1'de gösterildiği gibi Refah iktisadının ikinci temel teoremi, götürü sübvansiyon uygulamasında şekilde III gibi bir noktanın tercih edileceğini belirtmektedir. III noktasında çalışma süresi aynı kalmakta ancak toplam gelir yapılan transfer kadar artmaktadır (Bakırcı, 2001: 54).

4. Uygulama Arayışları

4.1. Götürü Vergi Uygulama Arayışları

Götürü vergilemeye yönelik uygulama arayışlarının yeni olmadığı, antik çağlardan 19. yüzyıla kadar birçok hükümet tarafından uygulandığı bilinmektedir. Roma İmparatorluğu döneminde (M.Ö. 84) ve Çin'de Beş Hanedan On Krallık döneminde (907-960) savaş harcamaları ve diğer harcamaların finansmanı için uygulanan bu vergiler; Birleşik Krallık'ta, 14. yüzyılda Yüzyıl Savaşları'nı finanse etmek, 17. yüzyılda İskoç ve İrlanda ayaklanmalarına karşı ordunun kurulmasını finanse etmek ve 20. yüzyılda (Margaret Thatcher dönemi), yerel yönetimleri finanse etmek için uygulanmıştır (Charles II, 1660; Mortimer, 1764; Pearce, 1993; Roth, 2016; Schottenhammer, 2002).

Geçmişte İngiltere'de uygulanan götürü vergiyi, tüm eleştirilere rağmen halen uygulayan ülkelerin başında İsviçre'nin yer aldığı görülmektedir. Götürü vergi anlaşmasını uygulayan İsviçre'deki ilk kanton, 1862'de Vaud Kantonu, 1862'de Cenevre Kantonu ve 1934'te İsviçre Konfederasyonu olmuştur. 1948'de ise, İsviçre'deki tüm Kantonlar, temel kuralları içeren vergi anlaşmalarına ilişkin Konkordatoyu imzalamışlardır. Götürü vergilendirme rejimi, İsviçre'ye turizm ve ekonomik fayda sağlamak amacıyla uygulamaya konulmuş ve yabancı bir bireyin vergilendirilebilir

unsurlarının (gelir ve servet) değerlendirilmesindeki zorluklara karşı koymayı amaçlamıştır (Sansonetti vd., 2011). 2017 verilerine göre, götürü vergi belirli kriterlere göre uygulanmakta olup, yaklaşık 5500 kişi götürü vergi olarak bilinen özel bir vergi rejimi kapsamında vergilendirilmektedir. İsviçre’de götürü vergi uygulamasından yararlanabilmek için kişilerin İsviçre vatandaşı olmaması, İsviçre topraklarında herhangi bir kazanç getiren faaliyette bulunmaması ancak İsviçre’de yaşamayı tercih etmesi gerekmektedir. İsviçre’de farklılaştırılmış götürü vergi uygulandığı görülmektedir. Buna göre; vergi tabanı, konut, yiyecek ve giyim, eğitim, hobi ve spor faaliyetleri, seyahat masrafları, vergiler ve ödenen faizler (özellikle ipotek faizi) gibi yaşam giderleri kullanılarak hesaplanmaktadır (Sansonetti vd., 2013: 49; Dobranschi vd., 2017). Sansonetti vd. (2011), bu tür vergi rejiminin varlıklı ve hareketli bireyler için son derece faydalı olduğunu savunmaktadır.

Dobranschi vd. (2017) Avrupa Birliği için götürü verginin bir mali araç olup olamayacağını araştırmışlardır. Yazarlara göre (2017), Avrupa Birliği bütçesini finanse etmek için götürü verginin, Avrupa Birliği’nin özel çerçevesinde değerlendirilmesi gerekmektedir. Avrupa Birliği’nin bu değerlendirmesi, “akıllı, sürdürülebilir ve kapsayıcı büyüme” hedefine katkıda bulunma yeteneğiyle ilgilidir. Gelecekteki bir Avrupa Birliği götürü vergisi, AB’nin işgücü üzerindeki vergi yükünü azaltarak istihdamı artırabilir, vergi uyumunu güçlendirebilir ve vergi kaçakçılığını azaltarak Europe2020 stratejisine katkıda bulunabilir. Öte yandan, götürü vergilendirme, vergi sistemlerinin işgücü üzerindeki bağımlılığını hafifletmede sınırlı bir etkiye sahip olabilir ve aynı zamanda düşük idari maliyete sahiptir. Ancak gelecekteki bir Avrupa Birliği götürü vergisinin iklim değişikliğini, yoksulluğu ve sosyal dışlanmayı azaltma, enerji verimliliğini ve araştırma-geliştirme faaliyetlerini artırma gibi yeteneklere sahip olmadığı da ifade edilmektedir.

Götürü vergi uygulaması tek başına gelirin yeniden dağıtılmasında işe yaramamaktadır. Götürü sübvansiyon uygulamasıyla birlikte düşünülmelidir. Bunun yanında, kamu ekonomisi mükellefler arasında farklılaştırılmış götürü vergi sisteminin ve götürü sübvansiyon sisteminin arayışı içindedir. Götürü vergilerin mükellefler arası farklılaşması, götürü vergilerin gelirin yeniden dağıtım rolü kazanmasına neden olur (Black vd., 2009). Bu nedenle götürü vergiler, gelir arttırma ve dağıtım hedeflerine ulaşmadaki etkinlikleri nedeniyle vergilendirme teorisinde merkezî bir role sahiptir. Ancak götürü vergilerin farklılaştırılması uygulamada oldukça zordur. Mirrlees (1971), kişilerin vergi ödemesinde gelir elde etme yeteneklerine vurgu yaparak kişilerin yaş, cinsiyet, eğitim, medeni ve fiziksel durumu gibi kriterlere de yer verilmesi gerektiğini savunmuştur. Söz konusu kriterler kullanılarak farklılaştırılmış götürü vergi uygulamalarına girilebilir. Ancak götürü vergilerin farklılaştırılmasında iş gücünü oluşturan kişiler, kısa sürede olası vergi yüklerinin gelirlerine dayandırıldığı farkında olabilirler ve bu sebeple çalışma ve tasarruf kararlarını buna göre ayarlayabilirler (Rosen ve Gayer, 2022: 406). Bu durumda adil bir götürü vergi sistemi elde etmek için vergiyi, bireylerin gelir elde etme potansiyelini ölçen bazı temel yetenek özelliklerine dayandırmak gerekli olacaktır. Bu şekilde yüksek ve düşük gelir yaratma potansiyeli bulunan kişiler farklı vergilendirilecektir. Vergilendirme tabanı, söz konusu potansiyele dayandırıldığından bu durumda bir bireyin vergi yükü onun davranışına bağlı olmayacaktır. Böyle bir yetenek ölçüsünün belirlenmesi mümkün olsa bile bunun vergi dairesi tarafından gözlenmesi zor olacaktır. Bu nedenle politika aracı olarak cazip değildir. Ancak götürü vergileme, aşırı yük sorunlarını minimize eder ve optimal vergileme arayışlarında teorik bakış açısı sunar ve etkinliği en üst düzeye çıkarır.

Pareto etkin dağılımların hesaplanması ve bu dengeyi destekleyecek fiyatların belirlenmesi, ekonomideki tüm bireylerin tercihleri, sahip oldukları varlıklar, firmaların üretim bilgileri ve diğer tüm ilgili verilerin detaylı bir şekilde bilinmesini ve işlenmesini gerektirir. Bu süreç, milyonlarca insanın, hanehalkının ve firmanın verilerini içerir. Böyle bir durumda, götürü vergilerin mükellefler arasında farklılık göstermesi, bu vergilere gelir dağılımını düzenleme işlevi kazandırır. Bunun içinse

vergi idaresinin ar-ge çalışması ve teknolojik altyapı kurması gerekir. Buna bağlı olarak günümüzde gelir dağılımında adalet sağlayıcı götürü vergi sistemi kurmak teknolojik gelişmelerden alınacak sonuçlara bağlıdır. Ancak bazı yazarlar tarafından götürü vergiler, bir kereye mahsus toplu uygulanan bir vergi olarak düşünülmekte ve kalıcı bir sistem olarak düşünülmemektedir (Sandmo, 1976: 38).

4.2. Götürü Sübvansiyon Uygulama Arayışları

Bireylerin ve hanelerin ek gelirlerini kısa ve uzun vadede en iyi şekilde nasıl kullanacakları konusunda dikkatli kararlar almaları muhtemeldir. Götürü sübvansiyonların olası olumsuz etkisini önlemek için uygulamada yararlananların bir kamu işinde çalışması şartı konabilir. Medeiros vd. (2008) Brezilya için yaptığı bir çalışmada, söz konusu sübvansiyonlarla gelirlerini ortalama %11 oranında arttıran ailelerin, işleri tehlikeli veya çok düşük ücretli olanlar dışında çalışmayı caydırıcı (iş bırakması gibi) bir durum olmadığını gözlemlemiştir. Bu durumda götürü sübvansiyon uygulamasının Brezilya'da ikame etkisi yaratmadığı tespit edilmiştir. CEDEPLAR (2006) tarafından yapılan bir çalışmada da götürü sübvansiyon uygulamalarının ikame etkisi yaratmadığı, hatta götürü sübvansiyon uygulamalarının şirket kurma önündeki likidite engelleri hafiflettiği belirlenmiştir. Tablo 1'e göre götürü sübvansiyon uygulama türlerinden şartsız nakit transferler temel destek sağlamak için verilirken, şartlı nakit transferler iyileştirme hedefiyle koşula bağlanmaktadır.

Götürü transferlerin sağlanması, hangi şekilde ve hangi miktarlarda olması gerektiği konusu çokça tartışılmıştır. İhtiyaçlara veya haklara dayalı götürü transferlere artan bir bağlılık olmasına rağmen, sosyal transferlerin kamu kaynaklarını tüketen ve çalışma motivasyonunu azaltan bir etkisi olduğu görüşü, gelişmekte olan ülkelerdeki bazı kesimlerde transferlerle ilgili tartışmaları hâlâ etkilemektedir (Farrington vd., 2005: 7). Transferlerin gereksiz harcamalara (örneğin kumar, alkol, tütün) israf edileceği endişesine karşılık, Kronik Yoksulluk Araştırma Merkezi (2007) ve Devereux vd. (2005) tarafından incelenen kanıtlar, bireylerin ve hane halklarının ek geliri nasıl kullanacakları konusunda dikkatli kararlar vereceklerini ve en iyi kısa ve uzun vadeli çıkarları için kullanacaklarını göstermektedir (Farrington vd., 2009: 1).

Tablo 1: Götürü Sübvansiyon Uygulama Türleri

Şartsız nakit transferler	İhtiyaçlar ve/veya geçim koruma ve kurtarma açısından temel destek sağlamak amacıyla kullanılır.
Şartlı nakit transferler	Şartlı nakit transferler, sıklıkla barınma, yeniden entegrasyon ve geçim kaynaklarının iyileştirilmesi hedefleriyle gerçekleştirilen programlarda kullanılır. Bir evin yapımının bir aşamasının tamamlanması, bir sonraki aşama için ödeme yapılması koşulu olabilir.
Kuponlar	Kuponlar genellikle tek seferliktir (yemek için olmadığı sürece), ancak ürün seçimi ve satıcı değişkenlerinde kısıtlar vardır.
Kamu İşleri	Götürü Sübvansiyon için nadiren istenir.

Kaynak: Harvey, P. (2007).

Olumlu yönleriyle nakit, alıcıların ihtiyaç duydukları mal veya hizmetleri edinmelerine olanak sağlar ve kullanım tercihleri haneler ve bireyler arasında değişebilir. Mal transferine göre nakit transferinin maliyetinin daha düşük olması muhtemeldir. Olumsuz bir yönü ise, mal transferine kıyasla çeşitli türlerde kötüye kullanıma daha yatkın olabilmesidir. Ayrıca, harcamanın yerindeligi cinsiyete göre değişebilir; kadınlar ve çocuklar, ev halkının ihtiyaçlarına erkeklere göre daha fazla

harcama yapma olasılığına sahiptir. Bu arka planda, küçük düzenli miktarlar halinde veya tek seferlik olarak yapılan nakit transferleri giderek daha popüler hale gelmektedir. Tek seferlik transferler iki ayrı avantaj sunmaktadır. Birincisi, “tek seferlik” yönetimin kolaylığıdır; diğeri ise acil durum veya kalkınma bağlamında, örneğin ev, balıkçılık teknesi veya büyükbaş hayvan gibi büyük varlıkların edinilmesi veya değiştirilmesinin gerektiği durumlarda geçim kaynaklarının hızla artırılmasına olanak sağlamasıdır. Bununla birlikte, ailelerin alışık olduğundan çok daha büyük bir miktarı yönetmek zorunda kalabileceği (yeterli danışmanlık ve eğitim olmadığı durumlarda) ve bu birim miktarın ya da kötü bir şekilde yatırım yapılmasının riskini artırabileceği gibi zorluklar da vardır. Ayrıca, ortaya çıktıkça temel ev halkı veya üretimle ilgili harcamaları karşılamak için gerekli olan süreklilik eksikliği olabilir.

Öncelikle götürü sübvansiyonda paranın belirlenen amaç için harcanıp harcanmadığı ve başka herhangi bir koşula uyulup uyulmadığı; daha sonra, büyük miktarlı transferlerin küçük ve düzenli transferlere göre daha fazla yolsuzluk riski taşıyıp taşımadığı; son olarak, hane halklarının transferleri en iyi şekilde kullanabilmeleri için hangi tür desteklerin uygun olabileceği, yatırım amaçları için en uygun transfer miktarının ne olduğu ve beklenmedik kazançların yönetimi için destek sistemlerinin rehberlik sunup sunmadığı önemlidir (Farrington vd., 2009: 1-2).

Götürü sübvansiyonlar acil durumlara karşı iyileştirme ve olanak geliştirme amaçlı olabilir. Olanak geliştirme ödenekleri; konut edindirme ve işsizliği giderme olarak ikiye ayrılabilir. Gözlenen harcama düzenleri, toplu para transferinin belirlenen amacından sapma gösterebilir. Bunun nedenleri arasında transfer sağlayıcılarının öncelikleri ile kişisel tercihler arasındaki gerilimler, hane halklarının program hedeflerinden farklı öncelikleri olması, götürü sübvansiyonun yapılma zamanı, tamamlayıcı faaliyetlere ihtiyaç olması, transferin başkalarıyla paylaşım durumu, götürü transferin tazminat olarak algılanması, götürü sübvansiyonların önceliklerinin yerel koşullara göre değişkenlik göstermesi olabilir.

Götürü sübvansiyonların bir bireyin çalışma miktarını azaltacağını yönündeki görüşlere karşı (Diamond, 1968) özellikle yoksul kesimin götürü sübvansiyon karşısında çalışma süresini koruduğu sonucuna ulaşılmıştır (Holtmann, 1970: 470). Yoksulluk programlarıyla yapılan deneylere ilişkin veriler detaylı bir şekilde analiz edilmemiş olsa da, yoksulların gelir verildiğinde daha az çalışmadığı tespit edilmiştir (Holtmann, 1970: 471). Götürü sübvansiyonun çalışma isteğini arttırması ise, boş zamana olan talebin bazı dışsal faktörler nedeniyle azalmasına bağlıdır. Bu sonucu elde etmek için yalnızca yeterli sayıda tüketici malının düşük olması yeterlidir. Eğer düşük mallar tüketim sürecinde çok fazla zaman gerektiriyorsa, çalışma isteği daha olası hale gelir. Tüketim mallarının farklı tüketim şekillerini içerecek şekilde kullanılması çalışma isteğinin belirlenmesinde rol oynar. Bu tüketim şekilleri, malın tüketildiği zaman-maliyet boyutuyla ilgilidir. Bu nedenle, bir sübvansiyonun ikame etkisini belirlerken, tüketici olarak farklı alternatif hizmet teslimat sistemleri arasındaki tercihe de bakılmalıdır (Holtmann, 1970: 471).

4.3. Türkiye Uygulamasına Bakış

Günümüzde götürü vergi uygulamasına yönelik bir vergilendirme sistemi olmamasına rağmen İslamiyet’in ilk yıllarından itibaren devletlerin mali sisteminde götürü vergilemeye yönelik uygulamaların olduğu görülmektedir. Osmanlı Devleti’nden önce kurulmuş olan Türk-İslam Devletleri içerisinde gayrimüslim halkın ödemekle mükellef olduğu vergi olan baş vergisi (cizye-kelle vergisi, poll tax), Büyük Selçuklu ve Anadolu (Türkiye) Selçuklu Devletinin merkezî hazinesi tarafından toplanmıştır. Bilinen erken dönem cizye kayıtlarının 894/1488-9 ile bunu izleyen yıllara uzandığı bilinmektedir (Erdem, 2003: 55; Faroqhi ve Fleet, 2012: 363). Osmanlı Devleti kuruluşu ile birlikte kendinden önce kurulmuş devletler gibi cizye vergisini gayrimüslim halktan nüfusun

toplumsal durumuna göre sınıflandırılmış erkek hane reislerinden, servet ve ödeme gücüne vergiler halinde toplamıştır. Hane halkı başına alınan cizye ile fakir, bekâr veya dul kadınlar, çocuklar ve rahipler ile yaşlılar ve hastalar vergiden muaf tutulmuştur (Shaw, 1975: 424). 1691 yılında Köprülüzâde Fâzıl Mustafa Paşa sadrazamlığı ve Kirli İsmail Efendi Defterdarlığı'nda çeşitli malî uygulamalar ile cizye reformu gerçekleştirilmiştir (Belin, 1865: 174-175). Yapılan vergi reformu ile uygulamada birçok haksızlığa sebep olan hane halkı başına alınan cizye vergisi tahsilinin (belirli bir yaşa gelen tüm yetişkin erkeklerden tahsiline karar verilerek) üç sınıf üzerinden tahsil edilmesine karar verilmiş ve devletin en önemli gelir kaynaklarından birisi haline gelmiştir. Ancak 1839 Tanzimat Fermanının getirmiş olduğu eşitlikçi anlayış ve Osmanlı topraklarında yaşayan herkesin askerlik yapması fikri, cizye vergisinin kaldırılmasına sebep olmuş ve devletin önemli bir gelir kaynağında ciddi kayıplara sebep olmuştur. Yaşanan mali sorunlar ve ekonomik dar boğaz sonucu cizye vergisi, Gayrimüslim halktan (tekrardan ödemek isteyen) bedel-i askeri adı altında 1907 yılına kadar tahsil edilmiştir (İnalçık, 1993: 46-48). 1909 yılında ise tüm Osmanlı vatandaşlarının, mensup oldukları din göz önüne alınmadan askerlik yapmaları zorunlu hale getirilmiş ve bu vergi tamamen kaldırılmıştır (Nedkoff, 1944: 630).

Cumhuriyetinin kuruluş dönemleri ile birlikte savaştan yeni çıkan bir ülke konumunda olan Türkiye Cumhuriyeti, Osmanlı'dan miras olarak aldığı bazı düzenlemeleri de uygulamaya koyarak çeşitli vergilerle gelirlerini arttırma çabasına girmiştir. Cumhuriyet döneminde gayrimüslimlerden alınan Varlık Vergisi en çok tartışılan vergilerden biri olmuştur. 1942 yılında yürürlüğe giren ve aşırı stok yaparak ellerindeki stokları değerlenen ticaret erbabını (ticaretin ağırlıklı olarak gayrimüslimlerin elinde olmasından dolayı götürü vergi olarak değerlendirilebilir) vergilendirmeyi amaçlayan bu düzenleme, hazineye gelir kazandırmayı amaçlasa da, gayrimüslimler üzerinde ağır vergi yükünden dolayı oldukça adaletsiz görülmüştür. Bu vergi sonucunda gayrimüslim azınlıklar vergiyi ödeyebilmek için evlerini, işyerlerini satmak zorunda kalmış ve birçok gayrimüslimin göç etmesine neden olmuştur. Uygulanan bu verginin gayrimüslimlerden alınması da dönemin götürü vergilendirme şekli olarak değerlendirilebilir. Verginin şekli, itiraz hakkının tanınmaması ve adaletsizliği gibi sebeplerle 1944 yılında uygulamadan kaldırılmasına karar verilmiştir (Özyüksel, 1985: 65). Günümüzde uygulanan yurt dışına çıkış harcının, teorik olarak götürü vergi olduğu söylenebilir (Kanun No: 5597, RG. 23.3.2007, 26471).

Götürü sübvansiyonların uygulanması konusunda çeşitli girişimlerin olduğu görülmektedir. Yakın zamanlarda 2019 yılında, Çin'in Wuhan bölgesinde ortaya çıkan ve kısa sürede tüm dünyaya yayılan Covid-19 pandemisinin etkilerinin ortadan kaldırılması için devletlerin maliye politikası kapsamında çeşitli politikalarla ekonomik büyümenin sağlanmasına katkıda bulunması Türkiye'de de çeşitli maliye politika araçlarının kullanılarak pandeminin etkilerin en aza indirilmesi için düzenlemelerin yapılmasına sebep olmuştur. 18 Mart 2020 tarihinde Koronavirüsle Mücadele Eşgüdüm Toplantısı sonrasında açıklanan "Ekonomik İstikrar Kalkanı Paketi" kapsamında çalışandan emekliye, işverenden esnafa kadar pek çok kesim için önlemler alınmıştır. Kamu bankalarının aylık 5 bin liranın altında geliri olan vatandaşlar için temel ihtiyaç desteği paketini devreye alması, kısa çalışma ödeneği ile faaliyetleri duran ya da azaltan işletmelerdeki çalışanlara maaş desteğinin verilmesi, ihtiyaç sahibi 2,1 milyon hane için nakdi yardımların yapılması götürü sübvansiyon kapsamında değerlendirilebilir. Diğer yandan emekli ikramiyeleri, bayram ikramiyeleri gibi ödemeler ile belediyelerin sosyal belediyecilik anlayışı kapsamında yapmış oldukları tüm desteklemeler götürü sübvansiyonlar olarak ele alınabilir.

5. Sonuç

Götürü vergi ve götürü sübvansiyon uygulaması, refah iktisadının ikinci temel teoreminin bir konusudur. Diğer bir ifadeyle, götürü vergiler ve götürü sübvansiyon kavramı, Yeni refah

okulunun çıkarımlarının kamu ekonomisine sunduğu kavramlardır. Refah iktisadı bilimsel olarak götürü vergi ve götürü sübvansiyon uygulamasının etkinliği bozmadan adaleti sağlayabileceğini savunur. Ancak özellikle vergi özelinde, farklılaştırılmış götürü vergi sistemi etkinlik bozmadan gelir dağıtım fonksiyonu kazanabilir. Bu bağlamda kamu maliyesi, mükellefler arasında farklılaştırılmış götürü vergi sisteminin arayışı içindedir. Götürü vergi, mükellefler arası farklılaştırılabilirse vergi sistemi içinde yer edinebilir ve işlerlik kazanabilir. Söz konusu farklılaştırma yeteneğe (IQ, cinsiyet, yaş, gelir kazanabilme yeteneği, özel yetenekler vb.) göre götürü vergileme modellerinin oluşturulması ile mümkün olabilir. Bu da bilgi teknolojileri, ar-ge çalışmaları, yapay zeka teknolojileri alanında yeni buluşlara bağlıdır. Söz konusu buluşların imkân vermesi dâhilinde, vergi idareleri tek tek mükelleflere, etkinliği bozmayan ve adalet sunan götürü vergi uygulayabilirler. Aynı şekilde götürü sübvansiyonlar da karakterine göre iyi analiz edilmeli ve mükellefleri boş zamanda kalmayı itmeyen yöntemler geliştirilmelidir. Götürü sübvansiyon uygulamalarında alt gelir gruplarına uygulanacak yoksulluk programlarının serbest işleyen bir piyasada kaynak dağılımında etkinliği bozmayan doğru fiyat sinyalleri yaratacağı öngörülmektedir. Sadece götürü vergi uygulaması tek başına gelirin yeniden dağıtılmasında işe yaramayabilir. Bu nedenle götürü sübvansiyon uygulamasıyla birlikte kurgulanan bir sisteme ihtiyaç vardır.

Hakem Değerlendirmesi: Dış bağımsız.

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Bibliometric analysis of knowledge management articles in the web of science database

Web of science veri tabanında yer alan bilgi yönetimi makalelerinin bibliyometrik analizi

İlknur Taştan¹ , Bilge Kural² 

ABSTRACT

The aim of this study is to guide future research by highlighting prominent developments, trends, authors, publications, journals, and concepts in the field of knowledge management within the management and organization literature. In accordance with the research objective, a bibliometric analysis was conducted using the VOSviewer tool on 3,445 knowledge management articles published in the Web of Science database since 2000. The analyses conducted reveal the distribution of publications by years, the identities of productive authors, and the identification of influential articles, countries, and journals. The research also reveals the frequently used keywords in the field and the prominent research topics over by years. One of the most critical findings that will guide future studies in the field is the emergence of topics such as technological innovation, open innovation, environmental dynamism, innovation performance, COVID-19, digital transformation, business model innovation, green innovation, and knowledge hiding as prominent areas of focus in knowledge management over the past three years.

Keywords: Knowledge Management, Bibliometric Analysis, Web of Science.

Jel Classification: D83,M10.

ÖZ

Bu çalışmanın amacı, yönetim ve organizasyon literatüründe bilgi yönetimi alanında öne çıkan gelişmeleri, eğilimleri, yazarları, yayınları, dergileri ve kavramları belirleyerek gelecek araştırmalara yön göstermektir. Araştırma amacından hareketle 2000 yılından itibaren bilgi yönetimi alanında Web of Science veri tabanında yayınlanan 3445 makale bibliyometrik analiz yöntemiyle VOSviewer aracılığı ile analiz edilmiştir. Yapılan analizler doğrultusunda yayın sayısının yıllar itibari ile dağılımı, üretken yazarların kimler olduğu, etkili makalelerin, ülkelerin ve dergilerin hangileri olduğu tespit edilmiştir. Araştırmada bu tespitlerin yanında alanda sık olarak kullanılan anahtar kelimelerin ne olduğu ve yıllar itibari ile öne çıkan araştırma konularının neler olduğu ortaya konmuştur. Gelecekte alanda yapılacak çalışmalarda yön göstermesi açısından en kritik bulgularından biri ise son üç yılda bilgi yönetimi ile ilişkili olarak teknolojik yenilik, açık yenilik, çevresel dinamizm, yenilik performansı, Covid-19, dijital dönüşüm, iş modeli yeniliği, yeşil yenilik ve bilgi gizleme konularının öne çıktığı tespit edilmiştir.

Anahtar Kelimeler: Bilgi Yönetimi, Bibliyometrik Analiz, Web of Science.

Jel Sınıflaması: D83,M10.



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1. Introduction

The concept of knowledge has been a subject of continuous research and discussion throughout history. It has been a subject of research of philosophy, positive sciences and religions. This process, which began thousands of years ago with Socrates' pursuit of knowledge, has led to the continuous progress and development of knowledge. Knowledge is specific; it belongs to a certain time. It will become obsolete, change and evolve over time (Güçlü & Sotirofski, 2006: 351). Özdemirci & Aydın (2007) explained the concept of knowledge as, "It is an advanced level of personal activity related to knowing and comprehending to a large extent." From a source-based viewpoint, knowledge-based sources are more dependable for companies, as firms that effectively manage new knowledge sources generally outperform those that do not (Shahzadi et al., 2021).

One of the factors that leading to the emergence of knowledge management has been the downsizing strategy in organizations. With the aim of improving organizational performance, businesses have been adopting this strategy since the 1980s. Organizations have diminished their workforce through downsizing, leading to the forfeiture of both explicit and implicit knowledge possessed by the terminated employees. Businesses have realized the importance of managing information to prevent the loss of unique knowledge from laid-off employees and to ensure that a small number of employees can handle big data effectively (Aktan & Vural, 2005: 12). In the 1990s, businesses discovered that, by using management, they could keep up with change, and that knowledge provided a competitive advantage. Information and communication technology advancements have contributed to the emergence of knowledge management. Rapid developments in the 1990s gave rise to various disciplines such as artificial intelligence, software engineering, change engineering, and knowledge-based systems, from which knowledge management emerged. According to the literature, Dr. Karl Wiig introduced the concept of knowledge management in 1986. In 1994, consulting firms that could adapt to innovation began to use information systematically for the first time, providing services to their clients (Özgener, 2005: 271).

Knowledge management consists of three fundamental elements: people, processes, and technology. The human element is necessary/ essential for the production, development and sharing of knowledge. Knowledge management consists of fundamental processes such as the acquisition, storage, distribution, and application of knowledge. Technology is necessary for the storage of information in networks, its distribution through programs and networks, and the ability for many people to access and collaborate on information (Aktan & Vural, 2005: 11).

Knowledge management has transformed organizations' structure, management, and goals due to the increasing importance of knowledge, today's rapid technological change, and the wealth of knowledge and communication tools (Giudice & Maggioni, 2014). Knowledge management is defined as a comprehensive set of management activities of the structure that ensures the implementation of knowledge-related processes in an organization, as well as the creation and development of the infrastructure that will feed these processes (Andreeva & Kianto, 2012). Another study identifies six stages in the knowledge management process: knowledge acquisition, storage, coding, sharing, application, and creation (Costa & Monteiro, 2016: 387). Odabaş (2006) explains the knowledge management process in nine steps. The steps include determining the necessary knowledge, identifying accessible knowledge, identifying knowledge gap, developing and acquiring knowledge, creating knowledge channels, ensuring knowledge sharing, benefiting from knowledge, and evaluating the knowledge.

The relevant literature has yielded significant findings by investigating the effects of various factors on this process in businesses from multiple perspectives. A key finding is that effective knowledge management positively influences organizational outcomes. In this regard, among the findings of studies highlighting its positive effects, key topics include maintaining organisational competitiveness, providing efficiency in decision-making processes, ensuring sustainability, enhancing performance, and fostering innovation (Kavalić et al., 2021; Litvaj et al., 2022; Ode & Ayavoo, 2020). In their study, López-Nicolás and Meroño-Cerdán (2021) examines the impact of knowledge management on innovation capability and reveals that these processes contribute to businesses gaining sustainable competitive advantage. Among the benefits of effective knowledge management in business processes are avoidance of repetitive mistakes, reduction of knowledge retrieval times, and cost savings by increasing operational efficiency.

Nonetheless, research examining the influence of diverse variables on effective good knowledge management or its success is particularly noteworthy. The variables include organizational climate, organizational structure, leadership, trust, and technological capacity for knowledge (Chen & Huang, 2007; Koochang et al., 2017; Panda & Rath, 2021; Yew Wong, 2005). Yew Wong (2005) has thoroughly identified eleven distinct variables as important success criteria within a model for effective knowledge management in small and medium-sized enterprises (SMEs). The elements encompass management, leadership, organizational culture, information technology (IT), strategy, purpose, measurement, infrastructure, procedures, activities, motivational support, resources, training and education, and human resource management. Regarding knowledge management, he elucidates that these variables can be perceived as activities and practices that must be addressed to guarantee successful implementation. Effective management of knowledge resources necessitates dynamic capabilities, including knowledge management capabilities, to create, integrate, and reorganize both internal and external knowledge resources, enabling organizations to enhance their ability to confront external threats and seize opportunities while executing strategies. Knowledge management capabilities allow an organization to identify, develop, co-develop, evolve, evaluate, operate, and refresh knowledge resources in conjunction with other institutional capacities to provide effective solutions (Rafi et al., 2021).

The study aims to provide a comprehensive framework for academics to investigate knowledge management, outlining the focal points, contexts, and methodologies for their research, while also considering the implications for companies.

2. Conceptual Framework

In order to ensure the originality of our study, a search was conducted across various databases on February 16, 2024 to determine the scope, timeframes and differences of the studies on a similar themes in the literature. This literature review identifies six different studies that are relevant to the current study. Table 1 below provides information about the database where these studies were found, the years examined, their scope, the analysis program used, sample size and method.

Table 1: Bibliometric Analysis Studies in Knowledge Management

Source	Database	Time Interval	Scope of the Study	Program	Sample size
Farooq (2024)	Scopus	1988-2021	The study analyses articles on "knowledge management", "knowledge sharing" and "knowledge transfer" within specified year intervals.	R package	1016
Farooq (2023)	Scopus-Web of Science	1988-2021	The study analyses articles in which the words "knowledge management" and "performance" were used together during the specified years.	R package	1583
Fauzi (2023)	Web of Science	1975-2022	The study includes articles on knowledge management and research within the hospital or tourism sectors during the specified year intervals.	VOSviewer	1732
Karaboga, Sehitoglu, Karaboga (2022)	Web of Science	2013-2022	The study analyses studies that explore the concepts of "big data" and "knowledge management" collaboratively.	VOSviewer	622
Gaviria-Marin, Merigo, Baier-Fuentes (2019)	Web of Science	1960-2015	In this study, bibliographic records are obtained from Web of Science (WoS) database by searching with specific keywords such as "knowledge management," "knowledge creation," and "knowledge transfer," resulting in 42,795 bibliographic records.	VOSviewer	42795
Qiu, Lv (2014)	Web of Science	1993-2012	The study covers different fields including business, management, engineering and computer science, and examines all types of documents.	Unspecified	12925

As shown in Table 1, the first bibliometric study in the field is based on the works of Qui and Lv (2014). This study emphasizes that knowledge management has attracted attention in both academic and commercial fields and is recognised as an interdisciplinary area of study. Additionally, it emphasizes the importance of using bibliometric analysis methods to understand knowledge management research conducted between 1993 and 2012, as well as identifying trends collaboration patterns, and significant research topics in this field. The study includes various types of documents. It specifically focuses on academic works such as articles, conference proceedings, and reviews. In the second bibliometric study in the field, Gaviria-Marin et al. (2019) emphasize the effectiveness of knowledge management in determining organizational strategies and developing competitive advantage. Additionally, the KM field comprises three generations, each building culminatively on the previous one. As seen in Table 1, this study obtained 42,795 bibliographic records from the Web of Science (WoS) database using the keywords "knowledge management," "knowledge creation," and "knowledge transfer." We have examined the historical development and thematic evolution of the literature in the field of information management using these records. This study differs from ours in its research objectives, year criteria, and inclusion of works from various disciplines. Another study in the same table covers research papers on knowledge management related to big data, which is increasingly becoming integral to our lives due to digitization. This study, conducted by Karaboğa, Sehitoğlu and Karaboğa (2022), focuses on a specific area, such as the concept of big data, which relates to knowledge management. Furthermore, the current study, presented in the same table and carried out by Fauzi (2023), aims to perform a bibliometric analysis of knowledge management studies in the hospital and tourism sectors. It is an important guide for researchers working in these specific fields. Farooq (2023,2024) has contributed to the knowledge management literature with two different bibliometric studies, as shown in Table 1. Our study reveals differences in trends and objectives when evaluating the details of these two studies. In his study, Farooq (2024) examines 1,016 articles obtained from the Scopus database between 1988 and 2021, employing the bibliometric method for analysis. The study aims to analyze scientific productivity in this field and identify the most influential authors, articles, and countries. In this context, the researcher filtered articles using the same keywords as shown in Table 1. The inclusion of the three concepts in the keywords restricts the number of studies. The study makes a significant theoretical contribution by highlighting the prominent themes in knowledge management research. The study also identifies two main thematic clusters as common themes in the field of knowledge management. The first focuses on implementing technological innovations and achieving success, while the second focuses on the creation and use of knowledge within organizations. Farooq conducted another study in 2023, as shown in Table 1 above, examining studies on information management and performance published between 1988 and 2021 using bibliometric analysis methods with data the Scopus and Web of Science (WOS) databases. The study assesses relevant research themes, keyword associations, citation analyses, and author collaborations through a combination of performance analysis and bibliometric mapping. Upon evaluating the two studies collectively, we deduce that incorporating additional concepts into the keyword search constrains the number of studies.

In addition to the aforementioned studies, some articles have carried out bibliometric analysis on a journal-based basis, targeting journals focusing on key knowledge management topics (Chaudhuri et al., 2020; Gaviria-Marin et al., 2018; Islam & Widen, 2023; Koç et al., 2019; Tok, 2022). Upon examining the studies listed in Table 1 above, we find no research that comprehensively identifies performance and trends in knowledge management in relation to the fields of business and management.

This research aims to assist future scholars by analyzing the chronology of the most significant articles, authors, journals, countries, relationships, key terms, and trends associated with "knowledge management" published in the business and management domain within the Web of Science (WoS) database using bibliometric analysis. In this context the research should focus on the following questions:

- What is the distribution of articles and citations for 'Knowledge Management' in the WoS, by year, from 2000 to February 2024?
- Who are the most prolific authors and what are the most influential journals for 'Knowledge Management' related articles in the WoS?
- What are the most cited articles on "Knowledge Management" in the WoS?
- Which countries have the highest number of citations for articles on "Knowledge Management" in the WoS?
- What is the structure of the co-authorship network for articles related to "Knowledge Management" in the WoS?
- What is the structure of the author citation network for articles on "Knowledge Management" in the WoS?
- What are the most common keywords used in the articles about "Knowledge Management" in the WoS?
- What structure emerges in the WoS in terms of keyword associations for articles related to "Knowledge Management"?

This article is expected to make various contributions within the framework of the aforementioned research questions. First of all, general information about the bibliometric analysis method is given to researchers wishing to conduct an in-depth examination of previous studies in a given field.

Furthermore, unlike similar studies, the years analyzed in this research are not addressed in other investigations considering the sample, scope, field of study, and selected document types. This study offers readers insights into the current landscape of authorship, national performance, citations, and keywords associated with articles from 2000, when "Knowledge Management" studies began to proliferate, through to February 2024, when the research was conducted.

3. Method

This study employs a bibliometric analysis methodology. Bibliometric analysis is a technique for investigating and evaluating extensive data sets, illustrating the evolution of a subject or body of knowledge within a certain domain across time (Donthu, Kumar, Mukherjee, Pandey & Lim, 2021). Bibliometric analysis is a quantitative assessment technique for publications and research generated in scientific and applied domains (Ellegaard & Wallin, 2015). Bibliometric analysis facilitates the assessment of research within a certain domain, including authors, journals, nations, and other relevant aspects (Van et al., 2018). Simultaneously, citation frequencies, keywords, and co-authors can be identified and mapped. The data is examined under two subheadings: performance analysis and scientific mapping. Performance analysis emphasizes metrics such as the total number of publications, the count of contributing authors, the overall citation tally, and the annual publishing frequency. Scientific mapping emphasizes the interrelations of elements, including co-authorship analysis, author citation analysis, and keyword co-occurrence analysis (Donthu et al., 2021). Bibliometric analysis provides a comprehensive overview of the literature, facilitating the identification of emerging patterns (Ellegaard & Wallin, 2015). Researchers employ bibliometric analysis to assess publication volumes and subjects over

time, identify significant titles and gaps in the field, and produce original concepts (Van et al., 2018).

For the bibliometric analysis, articles on knowledge management journals indexed in the Web of Science (WoS) database were analyzed. "Knowledge Management" was searched by selecting the relevant topic category in the Web of Science database. Filtering was performed by selecting 'article' as the document type. From 2000 to February 2024, the filtering process was carried out by considering the studies published in English language.

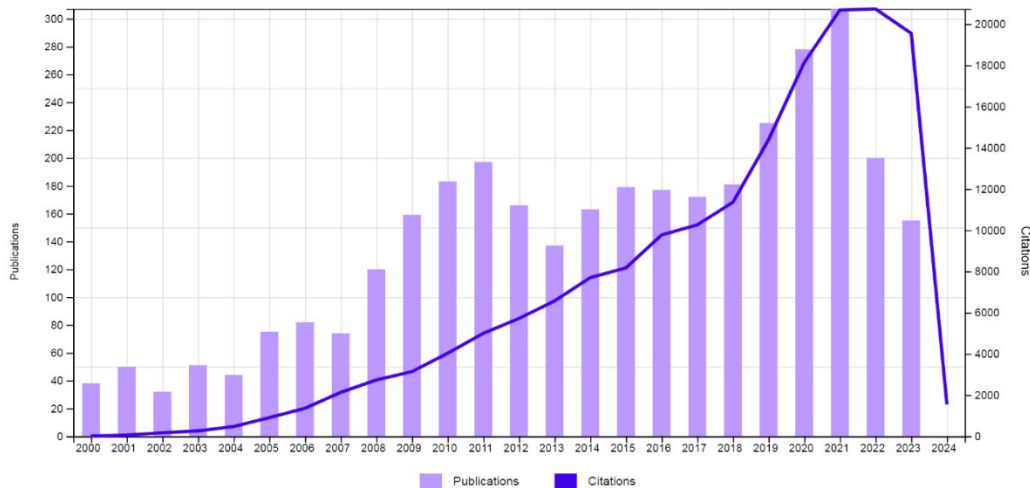
"Management" and "Business" categories were selected in the category filtering section and "Management" was selected in the citation topics (Citation Topics Meso) filtering section. In the last filtering section, "Social Science Citation Index (SSCI)" was selected as the index and the data obtained were analyzed. As a result of the filtering process, 3,445 articles were evaluated according to the data obtained from the WoS database. The data obtained were downloaded as "Tab Delimited File (standardized capitalisation of the file type)" and analysed using the Vosviewer program. Citation analysis of countries, co-authorship analysis, author citation analysis, keyword analysis and keyword association analysis were performed in VOSviewer program. Using the bibliometric analysis method, the study aims to help researchers identify important and critical articles in the field of knowledge management, provide structural links, understand the effective articles and their relationships identify trends for future studies.

4. Findings

The elucidation of the results corresponding to each aforementioned research question adheres to the sequence of the study purpose. Initially, we quantified the articles within the research area over the years and their citations.

A total of 3,445 articles on "Knowledge Management" were published in the WoS from 2000 to February 2024. The distribution of the studies by years and the number of citations are shown in the table below.

Table 2: Citations and Numbers of Articles by Years



As seen in Table 2, the number of published articles has increased from 2000 to 2021, although not in a linear way. Given this increase, it can be concluded that researchers' interest in knowledge management is high. Until 2008, the number of articles published did not exceed two digits. On the other hand, there was a significant increase, especially between 2017 and 2021, with a rapid acceleration. In the last two years, there has been a sharp decline. The highest number of articles

in the table was 307 in 2021, 278 in 2020, and 225 in 2019, respectively. As shown in the same table, the number of citations to articles increased linearly between 2000 and 2023. Particularly after 2016, this increase appears to be very rapid. The year with the highest number of citations was 2022, with a total of 20,734.

Table 3: Authors with the Highest Number of Publications

Queue	Author	Number of Articles	% of 3.445
1	Kianto A	21	%0,61
2	Del Giudice M	20	%0,58
3	Bontis N	17	%0,49
4	Ferraris A	17	%0,49
5	Cegarra-navarro JG	16	%0,46
6	Vrontis D	16	%0,46
7	Lee S	14	%0,40
8	Papa A	14	%0,40
9	Scuotto V	14	%0,40
10	Bresciani S	12	%0,34

Table 3 displays the rankings of the top 10 authors with the highest productivity in publishing knowledge management articles. The most prolific author is Aino Kianto, with 21 articles, followed by Manlio Del Giudice with 20 articles. Additionally, Bontis N. (17 articles) and Ferraris A. (17 articles) were identified as the third most prolific authors.

Table 4: The Allocation of Journals Determined by the Quantity of Articles Published

Ranking	Journal Name	Number of Articles	% 3.445
1	Journal of Knowledge Management	682	%19.79
2	Knowledge Management Research Practice	332	%9.63
3	Journal of Business Research	127	%3.68
4	International Journal of Technology Management	108	%3.13
5	Management Decision	88	%2.55
6	Journal of Intellectual Capital	81	%2.35
7	Information Management	67	%1.94
8	Ieee Transactions on Engineering Management	61	%1.77
9	Total Quality Management Business Excellence	56	%1.62
10	Technological Forecasting and Social Change	52	%1.50

Table 4 is a compilation of the ten leading journals with the highest volume of papers pertaining to knowledge management in the WoS. The "Journal of Knowledge Management" ranks first with 682 published articles. This statistic represents almost 20% of the 3,445 articles analyzed.

"Knowledge Management Research Practice," with 332 articles, occupies the second position in the rankings, succeeded by "Journal of Business Research," which has 127 articles.

Table 5: Most Cited Articles

Title	Authors	Total Citation	Total Annual Citation
Why should I share? Examining social capital and knowledge contribution in electronic networks of practice	Wasko, M; Faraj, S	2806	140,3
Creating and managing a high-performance knowledge-sharing network: The Toyota case	Dyer, JH; Nobeoka, K	1960	78,4
A pragmatic view of knowledge and boundaries: Boundary objects in new product development	Carlile, PR	1843	80,13
Contributing knowledge to electronic knowledge repositories: An empirical investigation	Kankanhalli, A; Tan, BCY; Wei, KK	1668	83,4
Knowledge sharing: A review and directions for future research	Wang, Sheng; Noe, Raymond A.	1578	105,2
Managing knowledge in organizations: An integrative framework and review of emerging themes	Argote, L; McEvily, B; Reagans, R	1225	55,68
It is what one does: why people participate and help others in electronic communities of practice	Wasko, M; Faraj, S	1062	42,48
IT competency and firm performance: Is organizational learning a missing link?	Tippins, MJ; Sohi, RS	1021	46,41
Diagnosing cultural barriers to knowledge management	De Long, DW; Fahey, L	963	38,52
Work groups, structural diversity, and knowledge sharing in a global organization	Cummings, JN	950	45,24

Table 5 presents the ten most cited papers included in the study's results. The table additionally presents the yearly citation count for each publication. The most referenced article, as seen in Table 5, beginning with "Why should..." is authored by Molly Wasko and Samer Faraj. Since its release, this article has garnered a total of 2806 citations. This essay examines the reasons why individuals communicate ideas and disseminate knowledge across electronic application networks. Figure 1 illustrates the network map of knowledge management research across several countries.

Figure 1: Citation Analysis of Countries

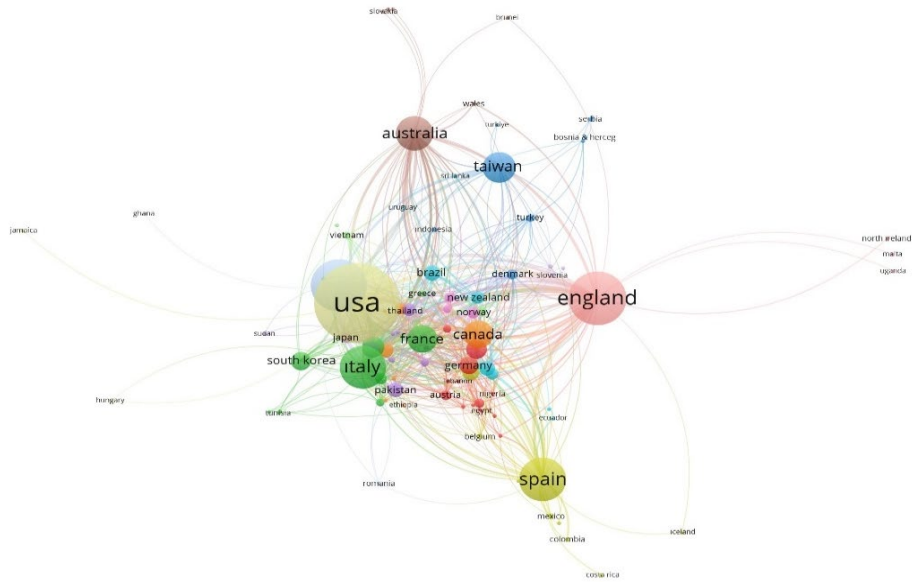


Table 6: Articles and Citations by Countries

Country	Number of Articles	Citations	Total link strength
United States of America	751	68295	476
England	427	19586	424
China	416	15179	307
Spain	320	16785	169
Italy	316	12081	295
Australia	229	6333	199
Taiwan	200	8513	63
Canada	171	10377	161
France	168	6075	229
India	112	3200	97
Finland	101	3749	83
South Korea	95	4262	67
Germany	91	4531	83
Malaysia	87	2788	77
Netherlands	81	4196	62
Brazil	77	1907	47
Sweden	72	2923	81
Pakistan	69	2209	96
Iran	67	1140	33
New Zealand	56	1732	44
United Arab Emirates	55	1948	74
Singapore	53	4092	53
Portugal	52	2078	50
Norway	50	2970	65
Russia	47	3095	76
Ireland	44	1071	36
Japan	42	3049	26
Scotland	42	2422	47
Austria	40	1356	42
Denmark	40	3472	48
Switzerland	37	2317	30
Saudi Arabia	31	935	38
South Africa	30	540	37
Cyprus	29	1513	39
Poland	28	694	27
Türkiye	28	937	27

Table 6 ranks countries based on various factors influencing the production of knowledge management articles. The criteria include the number of publications and citations and also the overall link strength. The United States excels with a high volume of articles and citations, while China and the United Kingdom exhibit comparable academic impact.

As indicated in the table's footer, 12 nations in the region possess fewer than 50 articles. This data is essential for comprehending the performance disparities among countries in academic research and assessing research plans.

4.1. Co-authorship Analysis

Co-authorship analysis facilitates the examination of collaboration ties among writers and their influence on the spread of information. By emphasizing the collaborative efforts of writers in generating scientific output, it underscores the network structure inherent in these collaborations. Analyzing author collaboration allows for the identification of primary authors and proficient research groups within a particular domain.

Figure 2: Co-authorship Analysis Network Map

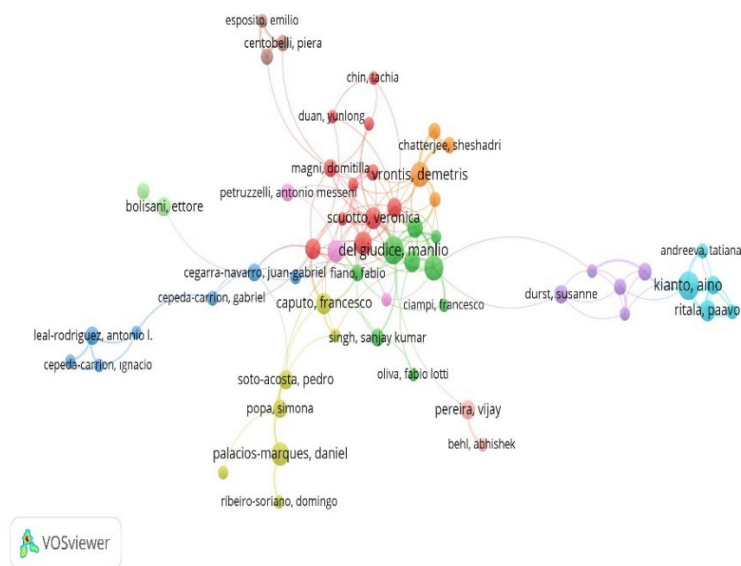













Figure 2 shows the network map of the co-authorship analysis. Authors with a minimum of 5 articles and 1 citation were included in the analysis. We identified 58 articles that met this criterion. As a result, the co-authorship map revealed 58 articles, 11 clusters, 151 links, and 282 total link strength.

Table 7: Co-authorship Analysis Cluster and Its Elements

Cluster and Number of Items	Author Name	
Cluster 1  Red 11 items	Roberto Chierici	Alice Mazzucchelli
	Tachia Chin,	Rosa Palladino
	Valentina Cillo	Armando Papa
	Luca Dezi	Veronica Scuotto
	Yunlong Duan	Antonio Usai
	Domitilla Magni	
Cluster 2  Dark Green 9 items	Stefano Bresciani	Fabio Fiano
	Francesco Ciampi	Fabio Lotti Oliva
	Manlio Del Giudice	Gabriele Santoro
	Maria Rosaria Della Peruta	Sanjay Kumar Singh
	Alberto Ferraris	
Cluster 3  Dark Blue 7 items	Antonio I. Leal-Rodriguez	Antonio Leal- Rodriguez
	Ignacio Cepeda-Carrion	Jaime Ortega-Gutierrez
	Gabriel Cepeda-Carrion	Silvia Martelo-Landroguez
	Juan Gabriel Cegarra-Navarro	
Cluster 4  Yellow 7 items	Francesco Caputo	T. Ramayah
	Alberto Mazzoleni	Domingo Ribeiro-Soriano
	Daniel Palacios-Marques	Pedro Soto-Acosta
	Simona Popa	
Cluster 5  Purple 5 items	Murad Ali	Eric Tsui
	Susanne Durst	Muhammad Saleem Sumbal
	Muhammad Shujahat	
Cluster 6  Blue 5 items	Tatiana Andreeva	Josune Saenz
	Aino Kianto	Mika Vanhala
	Paavo Ritala	
Cluster 7  Orange 4 items	Sheshadri Chatterjee	Alkis Thrassou
	Ranjan Chaudhuri	Demetris Vrontis
Cluster 8  Brown 3 items	Piera Centobelli	Emilio Esposito
	Roberto Cerchione	
Cluster 9  Pink 2 items	Alexeis Garcia-Perez	Antonio Messeni Petruzzelli
	Vahid Jafari-Sadeghi	
Cluster 10  Light Pink 2 items	Abhishek Behl	Vijay Pereira
Cluster 11  Light Green 2 items	Ettore Bolisani	Enrico Scarso

The clusters, the number of items and the list of authors in the clusters are shown in Table 7. For example, Cluster 1, which is more prominent on the map and shown in red, has 11 items. These are Roberto Chierici, Tachia Chin, Valentina Cillo, Luca Dezi, Yunlong Duan, Domitilla Magni, Alice Mazzucchelli, Rosa Palladino, Armando Papa, Veronica Scuotto and Antonio Usai. It is evident that these authors are in cooperation in their studies on knowledge management. In addition, when we look at the institutions and geographical regions where the authors are located, it is seen that 2 of the 11 authors are located in China, 9 of them are located in Italy and 3 of them are located in Milano-Bicocca University.

The second cluster, shown in dark green, consists of 9 authors. These authors are Stefano Bresciani, Francesco Ciampi, Manlio Del Giudice, Maria Rosaria Della Peruta, Alberto Ferraris, Fabio Fiano, Fabio Lotti Oliva, Gabriele Santoro and Sanjay Kumar Singh. Of these 9 authors, 7 are affiliated with universities in Italy, 1 with an institution in Brazil and 1 in the United Kingdom. This shows that authors from the same institutions or geographical regions collaborate.

4.2. Author Citation Analysis

Author citation analysis is a bibliometric technique used to assess the influence of scientific research. This research examines the citation frequency of a writer's work, identifies which writers cite each other more frequently, and assesses who has greater influence in the literature.

Figure 3: Author Citation Analysis

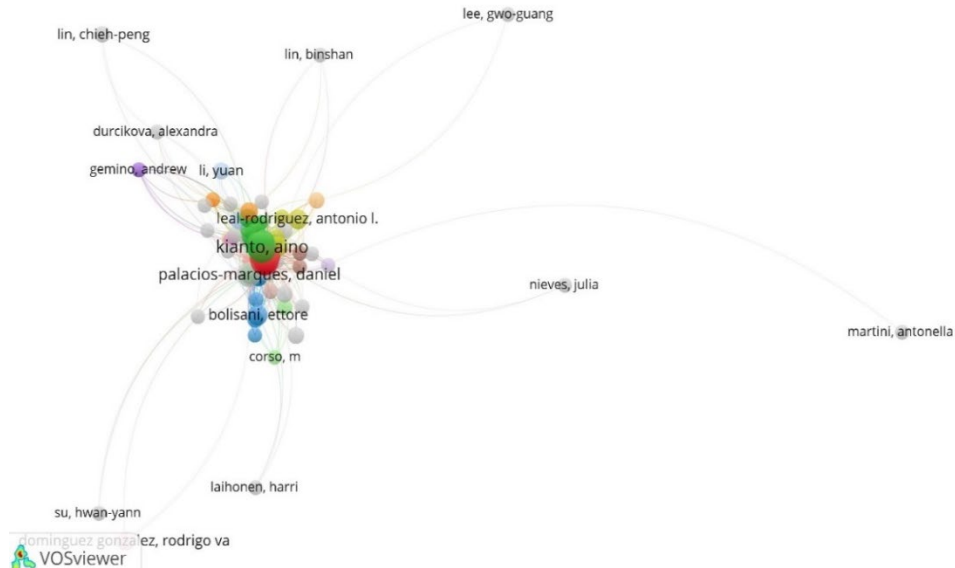


Table 8: Author Citation Analysis

Author	Number of publications	Number of citations	Total connection strength
Del Giudice, Manlio	20	2112	284
Santoro, Gabriele	11	1226	216
Ferraris, Alberto	17	1575	208
Dezi, Luca	10	836	176
Bresciani, Stefano	12	1164	169
Papa, Armando	14	641	157
Kianto, Aino	21	1675	122
Scuotto, Veronica	13	834	120
Vrontis, Demetris	16	809	119
Soto-Acosta, Pedro	10	959	114
Della Peruta, Maria Rosari	5	534	98
Thrassou, Alkis	6	572	86
Cillo, Valentina	11	612	78
Popa, Simona	9	514	78

In the author citation analysis, the minimum criteria were set at 5 published studies and at least 10 citations. As a result, 109 authors from a total of 7,251 were analyzed. Among these authors, the first 10 authors with the highest number of citations and publications were selected. The most cited authors in knowledge management are Manlio Del Giudice, Aino Kianto, Alberto Ferraris, Gabriele Santoro, Stefano Bresciani. Manlio Del Giudice, who has the highest number of citations, has a total of 20 articles on knowledge management and 2112 citations. The total link strength was 284. Aino Kianto ranks second, with 21 publications and 1,675 citations. Thirdly, Alberto Ferraris has 17 articles, 1575 citations and 208 total link strength.

4.3. Keyword Analysis

Figure 4: Keyword Network

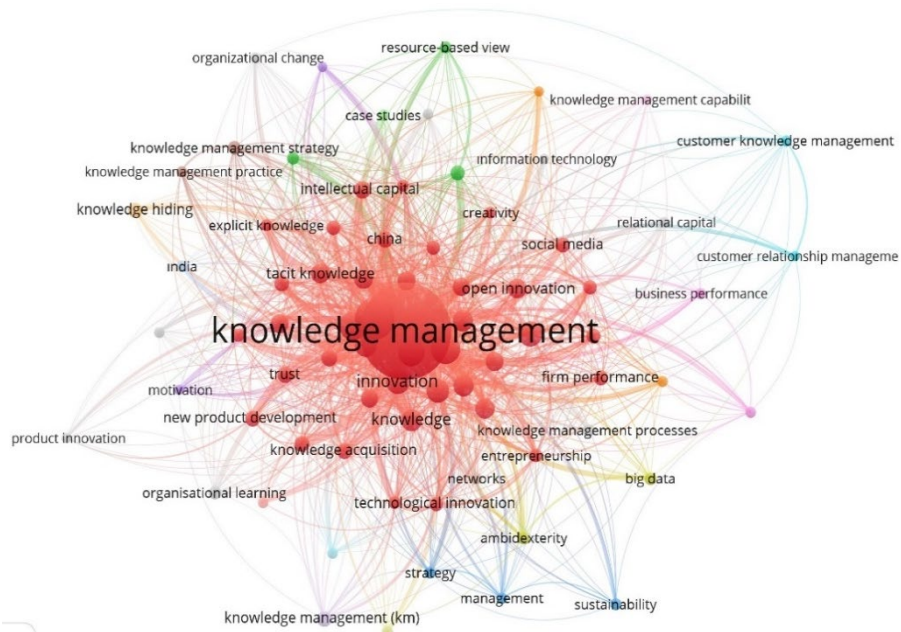


Figure 4 shows the keyword network map obtained as a result of bibliometric analysis. Keywords used at least 20 times in the VOSviewer program were analyzed. The analysis revealed 77 clusters.

Table 9: Most Used Keywords

Keyword	Frequency	Total connection strength
Knowledge management	1561	1620
Knowledge sharing	289	403
Innovation	265	442
Knowledge transfer	138	225
Organizational learning	130	208
Intellectual capital	107	137
Absorption capacity	98	140
Knowledge creation	90	153
Performance	80	152
Information	83	128
Organizational performance	77	132
Dynamic capabilities	73	102
Tacit knowledge	69	124
Case Analysis	68	99
Being open to innovations	68	79
SMEs	63	104
Organizational culture	61	116
Social capital	57	107
Learning	57	100
Intellectual capital	50	69
Human Resources Management	49	85
China	46	79
Competitive advantage	43	67
Obtaining information	43	67
Technological innovation	36	71
Cooperation	36	67
Leadership	35	69
Human capital	35	73

Table 9 lists the frequencies and total link strength of the keywords in the network. The most frequently used keywords are knowledge management (1561), knowledge sharing (289), innovation (160), knowledge transfer (138) and organizational learning (130).

Figure 5: Keyword Association Network Map

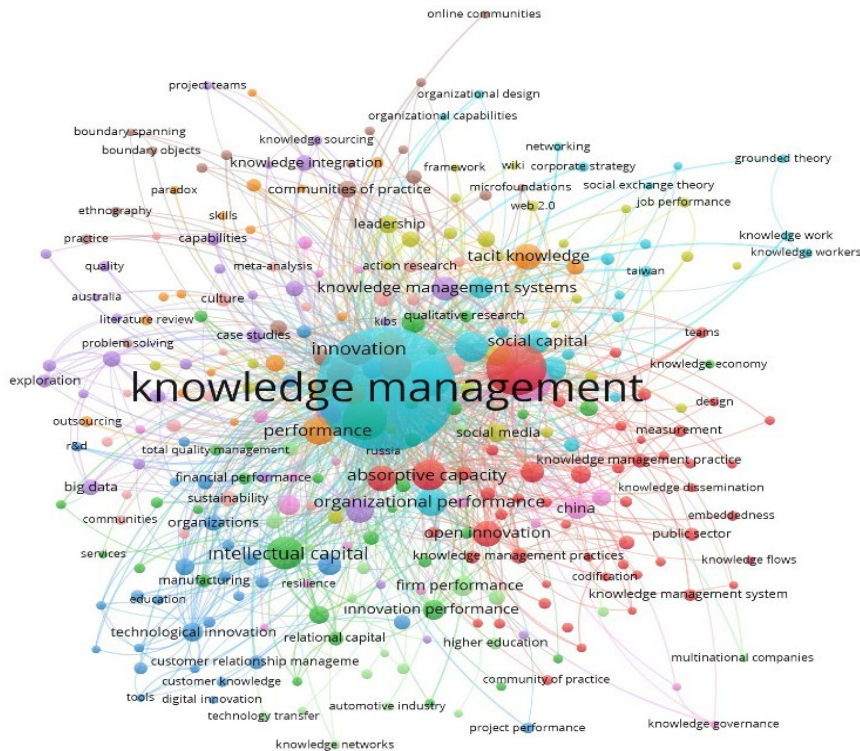
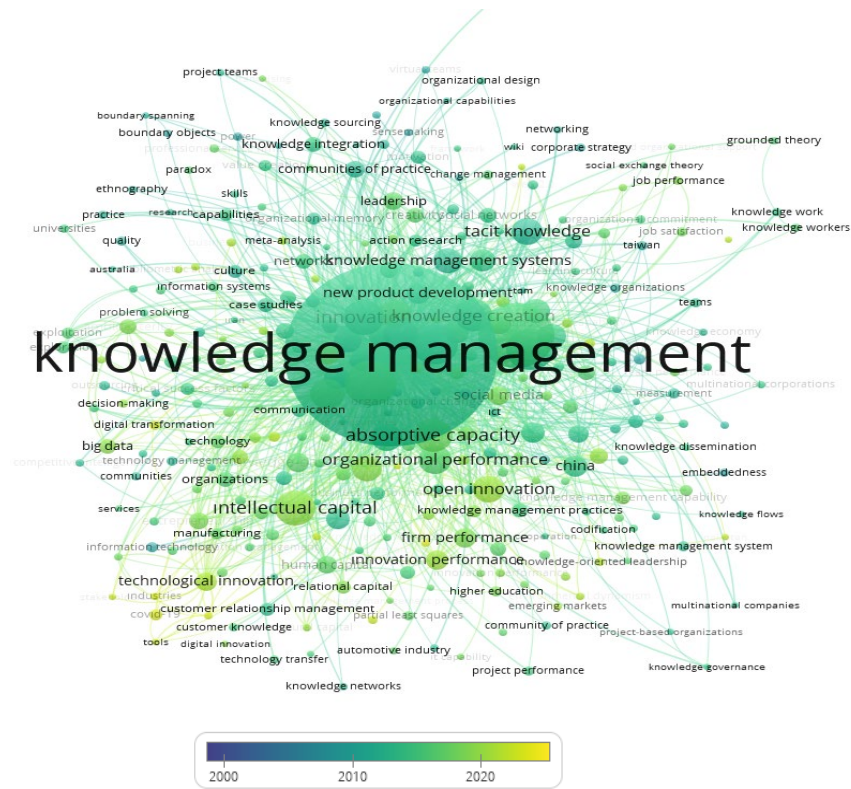


Figure 5 shows the concept association network map obtained through bibliometric analysis. There are 7171 keywords in total. In order to reach more meaningful results, the analysis was adjusted to include only keywords found at least 7 times. As a result of the analysis, 300 words meeting the criteria were identified and the keywords are shown in the network map below. As a result, the keyword association map revealed 11 clusters, 3,927 links and 7,935 total link strength. For example, there are 51 elements in Cluster 1, which is shown in red color on the map. Some of the densest ones include keywords such as knowledge sharing, knowledge acquisition, open innovation, absorptive capacity and knowledge management strategy. This domain focuses on the learning capacities of organizations, knowledge generation, and the processes through which knowledge is cultivated at the organizational level. The second cluster, shown in dark green, consists of concepts such as intellectual capital, human capital, innovation, innovation performance, firm performance, new product development, and structural capital. This cluster encompasses research examining the impact of knowledge management strategies on organizational performance and innovation processes. This cluster emphasizes the enhancement of knowledge management performance and the administration of innovations. The yellow cluster encompasses themes including "strategic planning," "leadership," and "organizational capabilities." In strategic management, knowledge management emphasizes leadership and planning. The purple cluster has keywords including "innovation," "community of practice," "organizational culture," and "knowledge transfer." Efforts have concentrated on knowledge dissemination and fostering an innovative culture. The sixth cluster, shown in blue, mostly consists of words such as social capital, knowledge creation, organizational learning, human resource management, organizational culture, and organizational performance. This cluster addresses the installation and utilization of knowledge management systems and their effects on knowledge sharing within the organization.

Figure 6: Keyword Association by Years



The time map of keyword co-occurrence shows keywords used between 2000 and 2020, color-coded by years. The years with the highest usage of a certain keyword are indicated by colors. The mid-2010s are represented by the green tones, whilst the early 2000s are depicted in blue and purple tones. As a result, the discipline of knowledge management research grew quickly in the early 2000s. More basic terms like "organizational learning," "tacit knowledge," and "knowledge creation" were the topic of keywords. The foundational theoretical framework of knowledge management was established at this time by research on the production, exchange, and management of knowledge. The primary motifs that emerge are:

- The significance of tacit knowledge and knowledge creation concepts: Organizational knowledge creation and dissemination are frequently the subject of theoretical research.

- Organizational learning: During this time, research concentrated on the subjects of enhancing an organization's capacity for learning and leveraging it as a competitive advantage.

Building on the theoretical framework, it started to incorporate creative applications and tactics in the middle of the decade. This era's dominant vocabulary focused on concepts like "knowledge management systems", "intellectual capital" and "organizational performance". Among the noteworthy subjects were:

- Systems for managing knowledge: During this time, extensive research was conducted on how digital technologies can systematically assist and handle information.

- Intellectual capital: The role of knowledge in value creation and the significance of managing intellectual capital have gained attention.

- Performance of the organization: Research was done on how knowledge management affects business performance.

The map's yellow-toned regions correspond to the keywords that gained popularity in the run-up to 2020. Knowledge management study appears to be concentrating on issues like

performance, innovation, and digitization at this time. During this time, terms like "digital transformation", "innovation" and "absorptive capacity" were commonly used. These themes highlight the significance of innovation processes and the function of digital tools in knowledge strategy management:

Digital transformation: Research increasingly concentrated on how knowledge management changed in the digital era and how digitization affected knowledge sharing.

Creativity and innovation: The emphasis was on the ways in which knowledge management facilitates the processes of invention.

Absorption capacity: Organizations' ability to absorb and apply new information became more significant.

5. Discussion and Conclusion

This study examines the articles published in the field of knowledge management over the past 20 years using the method of bibliometric analysis, providing a comprehensive resource for those interested in conducting research in this field. We analyzed the data using Vosviewer program, which accessed article data from the Web of Science database. The study found that broadcasts grew very quickly between 2017 and 2021, then declined quickly in 2022 and 2023. In 2021, the year with the highest number of articles published, 225 papers were published. The most productive authors in the years analyzed in the study were Kianto A. (21 articles), Del Guidice M. (20 articles), Bontis N. (17 articles), and Ferraris A. (17 articles). In terms of academic research performance, the United States has a high number of articles, while China and Britain exerts a strong academic influence. The mentioned countries can be considered among the primary contributors to their significant investments in knowledge technologies, innovation ecosystems, education systems, and research and development (R&D) activities.

Among the journals in which the articles analysed in the study were published, the 'Journal of Knowledge Management' ranks first with 682 articles. It is followed by "Knowledge Management Research Practice" with 332 articles. In the third place, 127 articles were published in the "Journal of Business Research".

Another important finding specific to the field is which articles are most effective in terms of the number of citations. The article by Molly Wasko and Samer Faraj (n = 2806), titled "Why should I..." has the highest number of citations in field covered by this research. When the details of this highly cited article are examined, it is found to have been conducted to answer the question of why individuals help/share knowledge in electronic networks of practice. According to the study, the factors that influence people's contribution to knowledge-sharing are professional reputation, experience, and networking structures (Wasko & Faraj, 2005). The second study describes Toyota's production network and the factors behind the fast and effective realization of knowledge sharing. Toyota's knowledge network succeeded by solving three key dilemmas. First, members were motivated to share valuable knowledge while preventing unwanted spillovers to competitors. Second, free riders were blocked, preventing the unauthorized use of knowledge. Third, methods were developed for terminating different types of valuable knowledge and reducing access costs. The research argues that the dynamic learning capability that creates competitive advantage should cross firm boundaries (Dyer & Nobeoka, 2000). The third study explores the proposition that knowledge can be both a barrier and a source of innovation in new product development. It was observed that knowledge is structured differently, creating boundaries and the use of the boundary object was proposed (Carlile, 2002).

When analyzed in terms of the number of author-based citations in the field of knowledge management, all studies conducted by an author were included and evaluated. The

most cited authors in knowledge management are Manlio Del Giudice, Aino Kianto, Alberto Ferraris, Gabriele Santoro, Stefano Bresciani. Manlio Del Giudice, with the highest number of citations, has a total of 20 articles on knowledge management and 2112 citations. The total link strength was 284. In second place is Aino Kianto with 21 publications and 1675 citations. Third is Alberto Ferraris, with 17 articles, 1575 citations and 208 total link strength.

When examining the frequency of keywords used in articles published in the field, the most common keywords are knowledge management, knowledge sharing, innovation, knowledge transfer, and organizational learning. In the association network analysis showing the co-use of keywords, various clusters were identified. The most intensely used concepts in the first cluster consist of keywords such as knowledge sharing, knowledge acquisition, open innovation, absorptive capacity and knowledge management strategy. In the second cluster, the key concepts are intellectual capital, human capital, innovation, innovation performance, firm performance, new product development, and structural capital. The third cluster includes terms such as social capital, knowledge creation, organizational learning, human resource management, organizational culture, and organizational performance.

Another important finding in the research is the use of the specified keywords by years. In this respect, especially after 2020, concepts such as technological innovation, open innovation, environmental dynamism, innovation performance, COVID-19, digital transformation, business model innovation, green innovation and knowledge hiding have become prominent keywords in the field of knowledge management. Studies have increasingly highlighted the contribution of key terms related to knowledge management as an important tool for businesses in achieving sustainability, innovation, flexibility, and environmental compliance in recent years (Feng et al., 2022; Polas et al., 2023; Makhouloufi et al., 2023). Researchers conducting knowledge management studies should focus their attention on the relationships between the mentioned concepts, given their specified contributions and importance.

Many factors are transforming the future of the business world. An evaluation of these factors highlights the adaptation of organizations to technological changes, the permanence of hybrid and remote working models, and the reshaping of human resources policies. In this transformation, topics such as artificial intelligence, digital surveillance, and employee safety emerge as key areas of focus (Kraus et al., 2023). Policymakers and managers should focus on research on these prominent topics to understand how knowledge management should evolve and adapt during this process.

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“Do leaders change?": A review of the contrasting behaviors of political leaders in ordinary-extraordinary situations

“Liderler değişir mi?": Siyasi liderlerin sıradan-sıra dışı durumlarda gösterdikleri davranışlarının karşılaştırılması üzerine bir değerlendirme

Yunus Yılan¹ , Arzu Özkanan² 

ABSTRACT

The images of political leaders are affected by various factors such as their personality traits, leadership skills, behaviors, and attitudes. In times of crisis, the communication skills, leadership skills, and decision-making processes of political leaders are of great importance. The extraordinary situations brought about by the global pandemic constituted the focus of this study in order to determine and compare the behaviors of leaders in both ordinary and extraordinary conditions. In the study, the biographies, relevant scientific research, media, and official statements of the leaders of countries such as Germany, America, China, England, and Russia were transferred to the NVivo 10 program and examined, considering their pre-pandemic situations. The findings obtained reveal that the behaviors of leaders in ordinary and extraordinary situations vary. Angela Merkel moved away from stability during the period of uncertainty; Vladimir Putin maintained his authoritarian and oppressive leadership, but shifted from ideological leadership to pragmatic leadership. Boris Johnson, while defined as an ideological leader, has occasionally exhibited pragmatic behaviors. Donald Trump, on the other hand, adopted a pragmatic approach in ordinary times, but tried to strengthen this approach even further in extraordinary times.

Keywords: Extraordinary Leadership, Political Leader, Pandemic.

Jel Classification: H12, M10, M12.

ÖZ

Siyasi liderlerin imajları, kişilik özellikleri, liderlik becerileri, davranışları ve tutumları gibi çeşitli faktörlerden etkilenir. Kriz dönemlerinde, siyasi liderlerin iletişim yetenekleri, liderlik becerileri ve karar alma süreçleri büyük bir önem taşır. Küresel pandeminin getirdiği olağanüstü durumlar, liderlerin hem sıradan hem de sıra dışı koşullarda sergiledikleri davranışları belirlemek ve karşılaştırmak amacıyla bu çalışmanın odak noktasını oluşturmuştur. Çalışmada, Almanya, Amerika, Çin, İngiltere ve Rusya gibi ülkelerin liderlerinin pandemi öncesindeki durumları dikkate alınarak biyografileri, ilgili bilimsel araştırmalar, medya ve resmi açıklamaları NVivo 10 programına aktarılmış ve incelenmiştir. Elde edilen bulgular, liderlerin sıradan ve olağanüstü durumlarda sergiledikleri davranışların değişiklik gösterdiğini ortaya koymaktadır. Angela Merkel, belirsizlik döneminde istikrardan uzaklaşmış; Vladimir Putin, otoriter ve baskıcı liderliğini sürdürmüş ancak ideolojik liderlikten pragmatik liderliğe kayma göstermiştir. Boris Johnson, ideolojik bir lider olarak tanımlanırken zaman zaman pragmatik davranışlar sergilemiştir. Donald Trump ise olağan dönemde pragmatik bir yaklaşım benimsemiş, ancak olağanüstü dönemlerde bu yaklaşımını daha da güçlendirmeye çalışmıştır.

Anahtar Kelimeler: Sıra Dışı Liderlik, Siyasi Lider, Pandemi.

Jel Sınıflaması: H12, M10, M12.



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1. Introduction

Leadership research has focused on the ability to manage change during the change process. It has been suggested that transformational leadership is at one end of the process of managing change and renewal, and transactional leadership is at the other end. Throughout history, leadership theories have been studied extensively. Charismatic, transformational, and strategic theories have been frequently studied and dominated, while other theories such as leader-member exchange, team leadership, systems approaches, and leader emergence approaches have not been studied as frequently (Meuser et al., 2016). However, regarding the emergence of leaders, Mumford (2010) has already suggested that different leadership approaches should be questioned. While the extraordinary conditions resulting from the uncertainties that arise during change processes require a refocus on what constitutes real leadership and leadership, they have also created the opportunity to question the extraordinary leadership born in a crisis environment. Because leaders can change and adapt their behavior, style, and approach according to the context and needs of the situation. Leadership is not a fixed characteristic but a dynamic process that can develop and change over time. One of the active actors in this process is political leaders.

Political leaders are people who are influential in the political processes of society and take on leadership roles (Özgül, 2022). The images of political leaders are shaped by factors such as personality traits, leadership skills, behaviors, and attitudes (Yaşar & Uğurhan, 2022). Communication skills of political leaders, along with their leadership capabilities and decision-making methods in times of crisis hold considerable importance (Yıldırım, 2021).

During the COVID-19 pandemic, in which political leaders have taken an active role, the need for extraordinary leadership in professional practice has become even more evident. Crises such as pandemics place additional burdens on leaders, and developing extraordinary leadership is crucial to navigating challenging circumstances (Howard & Dhillon, 2022). Based on this, the changing conditions with the Covid-19 epidemic, the possibilities of the countries, and the development of technology have provided the opportunity to question extraordinary leadership in detail again. As a matter of fact, the purpose of the study is to compare the behaviors of political leaders and the decisions they made with the onset of the pandemic in ordinary and extraordinary situations. For this purpose, Özkanan and Yılan (2023) examined the behavior of national leaders in their study, considering the official dates of the coronavirus first appearing in Germany, America, China, England and Russia. In the research, the behavior of the leaders of these five countries before the extraordinary event occurred was examined and compared. Therefore, the study poses the inquiry “Do leaders change?” by comparing the behavior of Trump, Borris, Putin, Merkel and Xi Jinping while governing their countries in the normal period with their behavior in the extraordinary period. The answer to the question has also been sought.

2. Conceptual Framework

Leadership is the process of directing people toward a specific goal, motivating them and inspiring them. Throughout history leaders have been regarded as guides by their societies and institutions. Modern leadership theories argue that leadership is a set of skills that can be learned and developed rather than an innate talent. These theories emphasize that leaders should not only have knowledge and skills but also develop characteristics such as emotional intelligence, empathy, and effective communication (Goleman, 1998). The term “transformational leadership” coined by James MacGregor accounts that leaders not only fulfill tasks but also transform their followers and enable them to reveal their potential (Burns, 1978). In this context, vision, trust, and sustainable relationship-building skills lie at the core of effective leadership. However, the increasing

importance of vision and change in leadership research has revealed the need to re-evaluate different leadership approaches. Mumford (2010) suggests that uncertainties and extraordinary conditions, especially during change processes, require the concept of leadership to be redefined. While the extraordinary situations that emerge during times of crisis bring new focus to the question of what real leadership is, they also provide an opportunity to examine the extraordinary leadership styles that arises in these demanding/challenging settings.

2.1. Extraordinary Leadership

Observations about the situations that cause extraordinary leadership indicate that extraordinary leadership seems to emerge under conditions of crisis, change, and turbulence. (Beyer, 1999: 314). The first step in becoming an extraordinary leader is to decide whether his behavior is suitable for every behavior he wants his followers to do (Zenger, et al., 2009: 69). People pay significant attention to the leaders' behaviors, shaping their own actions in response to it.

Extraordinary leadership is defined by the characteristics, behaviors, and abilities that contribute to extraordinary performance. This type of leadership includes the ability to inspire and motivate others, communicate a compelling vision, and achieve extraordinary results (Mumford, 2006). Mumford's (2006) work has contributed to our understanding of extraordinary leadership; he has highlighted the importance of charisma in leadership through leaders' negotiation and persuasion skills. He also suggested that transformational leadership could facilitate the emergence of creative ideas and potential by motivating followers, providing vision, and providing intellectual stimulation (Zhang et al., 2011).

While ideological leadership emphasizes visions that have been established and shared in the past, charismatic leadership, similar to transformational leadership, offers a vision for the future by emphasizing the need for change. A clear distinction has been made between these two types of leadership (Cheng & Su, 2020).

Extraordinary leaders are defined by their ability to effectively communicate a vision, build trust, bring out the best in people, and lead by example (Howard & Dhillon, 2021). These leaders, who exhibit qualities such as charisma, emotional intelligence, and problem-solving (Poonamallee et al., 2018; Wong et al., 2011), are also known for their ability to navigate difficult and uncertain conditions, provide comfort, and make sense of complex situations (Sheaffer et al., 2011). In addition, the perception of extraordinary leadership may differ across cultures because it is influenced by culturally accepted implicit leadership theories (Rossberger & Krause, 2015; Muralidharan & Pathak, 2019).

Extraordinary leaders are viewed by their followers as inspiring, trustworthy, and capable of bringing out the best in others (Getz & Roy, 2013; Howard & Dhillon, 2021). In general, extraordinary leadership involves a combination of personal characteristics, behaviors, and abilities that enable leaders to achieve extraordinary results and inspire and rally others.

According to Zenger (2009), the prominent strengths of extraordinary leaders are as follows:

- The leader has a clear vision and communicates it effectively.
- The leader makes a great effort to achieve extraordinary results.

- The leader values people and contributes to their development.
- The leader exhibits a highly integrative approach and is committed to the principle of honesty.
- The leader has strong technical knowledge.

2.2. Extraordinary Leadership Types

Mumford (2010) suggested that crisis and chaos environments are effective in the emergence of extraordinary leadership and that these environments intersect with charismatic, ideological, and pragmatic leadership types. According to Mumford, charismatic leadership is a leadership style in which the leader expresses himself strongly, while it consists of followers who are visionary, self-confident, honest, and loyal to the leader. Ideological leadership is defined as a style in which the leader expresses a desire to return to an idealized past and attracts a small group of followers who are loyal to the leader's values. Pragmatic leadership is an approach that emphasizes knowledge management, expertise, problem-solving, and consensus building. In short, charismatic leaders focus on the future, ideological leaders focus on the past, and pragmatic leaders focus on the present.

Charismatic Leadership

Conger and Kanungo (1998) define charismatic leadership as the leader's capacity to mobilize followers through a powerful vision and persuasive communication style. These leaders create strong commitment by responding to social and psychological needs.

Yukl (2013) defines charismatic leadership as the leader's ability to motivate and direct followers through their personal charm and impressive characteristics. These leaders often exhibit high self-confidence and persuasiveness, which reinforces their followers' trust in them.

Charismatic leadership is a leadership style in which leaders demonstrate a strong personality, inspire people, and inspire trust. These leaders guide and direct their followers and support them with motivating behaviors. At the same time, they help their followers realize what is truly important in their lives by having a sense of mission. In this context, charismatic leaders encourage individuals to develop a positive perspective on the future, thus guiding them toward greater goals (Uyguç et al., 2000). In other words, their ability to encourage positive thinking about the future indicates that charismatic leaders enable their followers to progress toward a greater purpose. Therefore; charismatic leadership is not only about a leader's appeal but also how this appeal affects and directs others.

Ideological Leadership

Michael D. Mumford defines ideological leadership as leaders motivating their followers by acting with strong beliefs based on a certain moral or value system. Ideological leaders generally define the problems in their environment on a moral or ethical axis and offer solutions within this framework (Mumford, 2006). These leaders challenge existing social and cultural norms, convey their value systems to their followers, and try to guide them in line with these values. Ideological leadership can be particularly effective in times of crisis because it provides a strong value framework in the face of uncertainty.

Strange and Mumford (2002) define ideological leadership as a type of leadership based on vision; in this respect, it shares some similarities with charismatic leadership. However, unlike

charismatic leaders, ideological leaders do not present a vision for the future. On the contrary, they adopt a vision that is based on the virtues of the past and emotionally glorifies the past. For ideological leaders, this vision is shaped within the framework of values and norms that must be protected and maintained to build a just society.

Pragmatic Leadership

Pragmatic leadership refers to the leader's realistic and solution-oriented approach to events. Unlike ideological or charismatic leaders, pragmatic leaders do not act based on a specific vision or strong value systems; instead, they focus on producing practical and functional solutions to the problems they face. According to Michael D. Mumford, pragmatic leaders carefully evaluate their environment, use resources efficiently, and try to achieve concrete results by minimizing risks. These leaders prioritize developing sustainable and applicable solutions rather than large-scale changes (Mumford, 2006).

Pragmatic leaders constantly observe their environment and collect information on basic issues to understand the current situation (Qin and Simon, 1990). They can use the information they gain through these observations in problem-solving processes. However, while examining their environment, they are also likely to be influenced by other people, different ideas, and current positions (Ligon et al., 2008).

2.3. Influence tactics of extraordinary leaders

Leaders' influence tactics include the strategies they use to persuade, guide, and motivate their employees. Rational persuasion, inspirational appeal, consultation, soft persuasion, personal persuasion, coalition building, rewarding, or pressure are some commonly used influence tactics (Yukl, 2013).

Griffith and his colleagues (2015) conducted a study on the influence tactics of extraordinary leadership types. In their research, they identified three categories, which are categorized as soft, hard, and rational persuasion tactics (Kipnis et al., 1980).

Soft tactics refer to influence tactics based on the use of personal power based on characteristics such as knowledge, competence, etc. In other words, it is the method used by the leader to create an effect on his followers that is knowledgeable, has a command of the subject, and can achieve what he wants.

Hard tactics consist of pressure, accusation, and attack behaviors. The leader uses these tactics with the power he receives from his position. The use of harsh tactics can create fear, hesitation, obligation, and intimidation behaviors in the followers.

Rational persuasion, on the other hand, intends to convince the employees with logical arguments and data. It is the most widely used tactic and builds trust by providing objective information. A leader who uses rational persuasion tactics uses logic to influence followers.

Charismatic leaders tend to give positive messages about the future, so they use soft tactics such as inspirational appeals. Ideological leaders tend to focus on previous mistakes, failures, and negative events in setting goals and creating plans, so they use hard tactics such as pressure and coercion to influence followers. Pragmatic leaders use objective influence tactics and rational persuasion to influence followers. However, Falbe and Yukl (1992) suggested that influence tactics are more effective when used, or in combination. They stated that rational persuasion is more

effective when used with soft tactics such as consultation and inspiration rather than with hard tactics. They also found in their research that soft tactics are more effective than hard tactics.

3. Data and Methodology

During the pandemic era, which impacted the entire world and leaders were uncertain about the way forward, different approaches emerged among national leaders. Each country has tried to take measures using different methods, and approached the situation from different perspectives. In that way, the leaders demonstrated various leadership behaviors in their normal periods before the pandemic and reflected a type of leadership in this respect. In this study, the leadership behaviors of national leaders before the pandemic and the extraordinary leadership characteristics they exhibited after the declaration of COVID-19 a pandemic are examined comparatively.

The study, which aims to compare the leadership characteristics of country leaders according to ordinary and extraordinary situations by evaluating their behaviors, practices, and decisions before the pandemic and during the pandemic period in terms of their leadership approaches, was designed with a qualitative method.

Within the scope of the research, the leader of the People's Republic of China, Xi Jinping, who was the leader of the country when the pandemic was declared, Angela Merkel, the leader of the Federal Republic of Germany, Vladimir Putin, the leader of the Russian Federation, Boris Johnson, the leader of the United Kingdom, and Donald Trump, the leader of the United States of America, were examined.

The data were examined using descriptive content analysis from studies conducted with the keywords "leadership characteristics, leadership behaviors" regarding the political leaders of the selected countries, which addressed the leadership characteristics of the country leaders before the pandemic. Descriptive content analysis is the method in which the general trend is determined by evaluating the results in a descriptive dimension by considering independent qualitative and quantitative studies on a certain subject (Jayarajah et al., 2014; Lin et al., 2014, Suri & Clarke, 2009; Cohen et al., 2007; Miles & Huberman, 1994). With this analysis, the leadership characteristics and behaviors of the country leaders were determined.

The data of the pandemic period are the results of the article titled "From Extraordinary Event to Extraordinary Leadership: An Evaluation on the Behavior of Country Leaders during the Pandemic Process," which was previously conducted by researchers and examined by content analysis of the statements of the country leaders in the news and press releases, as well as about the leaders of the selected countries in the literature review. The research was designed by the results of studies conducted with the keywords "leadership characteristics, leadership behaviors, extraordinary leadership." Leadership behaviors and characteristics during the pandemic period were also examined using descriptive content analysis. The Nvivo 10 program was chosen for the data analysis. Categories for the characteristics and behaviors of leaders were developed, and comparisons were made.

4. Findings and Discussion

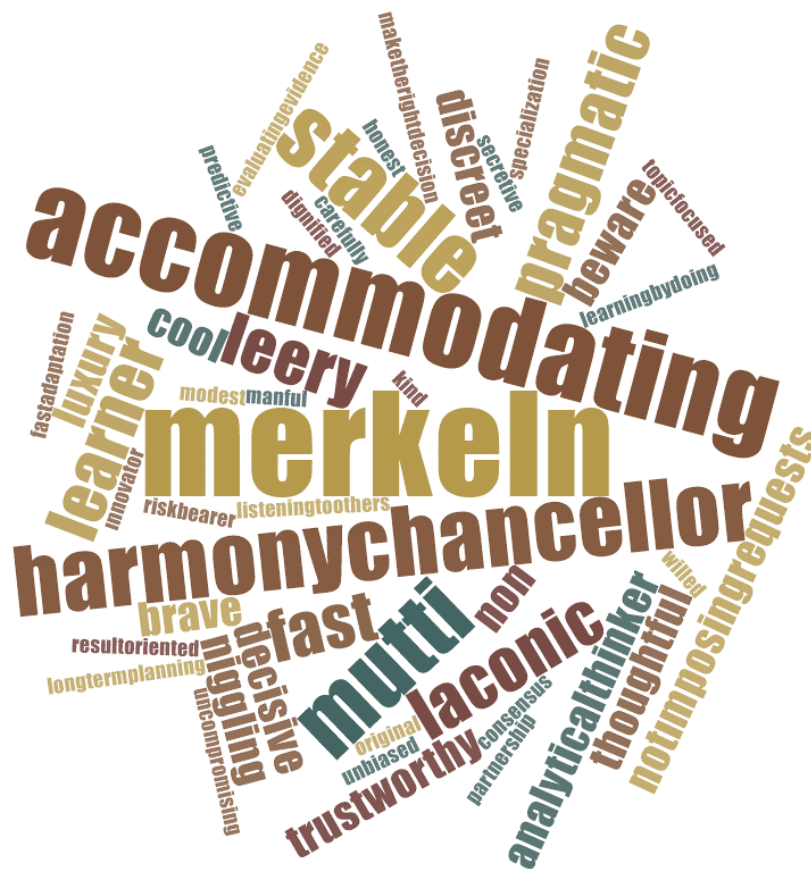
The World Health Organization declared COVID-19 disease a pandemic on March 11, 2020, and countries took precautions in different ways. The SARS-CoV-2 virus was first seen in the People's Republic of China on December 31, 2019, and then affected the whole world.

4.1. Federal Republic of Germany

The Federal Republic of Germany is a republic with a federal structure consisting of 16 independent states located in Europe. Angela Merkel, who served as Chancellor of Germany between 2005 and 2021, is known by the nickname "Mutti (Mother)." Angela Merkel, who has always been known for her calmness and harmonizing qualities, is known for her stability and collaborative nature, which attaches to her political stance and expertise. In addition, Angela Merkel attracts attention with her impartial behavior by not imposing her wishes.

Angela Merkel, who served as Chancellor of Germany for three terms, managed to ensure social welfare with her production-oriented and income-increasing policies, thus increasing self-confidence (Hafizoğlu & Altan, 2021:50-51). According to Olsen (2011), Merkel, who is both original and able to influence the public, owes her success to her calmness, her calm and determined attitude, and her focus on results, away from anxiety about standing out. In addition, they did not adhere to strict party ideologies and instead sought pragmatic solutions to problems (Balducci, 2014; Rohrer, 2017; Mushaben, 2018:87). Krasno (2015) states that Merkel also offers a flexible leadership model by emphasizing her open-minded characteristics of being open to innovation, listening to her followers, and valuing different ideas.

Figure 1. Leadership Characteristics of German Chancellor Angela Merkel



Angela Merkel is an important example where the phenomenon of charisma is embodied in a female leader (Bryman, 1992; Ferree, 2006). Although Angela Merkel has always been described as a pragmatic leader, she exhibits more charismatic leadership qualities.

Katja Glaesner (2009) explains Merkel's success with seven skills that she attributes to female leaders:

1. The ability to communicate clearly, communicate with expressions that the public can understand, and listen to the public.
2. The ability to create a sense of trust, approach events with common sense and create a respectful environment
3. Loyalty, creating team spirit within one's own team
4. Willingness to learn, having a fast-learning curve
5. A positive future image with vision and long-term goals
6. Ability to gain the public's confidence with her competence to motivate
7. Having high emotional intelligence and the ability to empathize

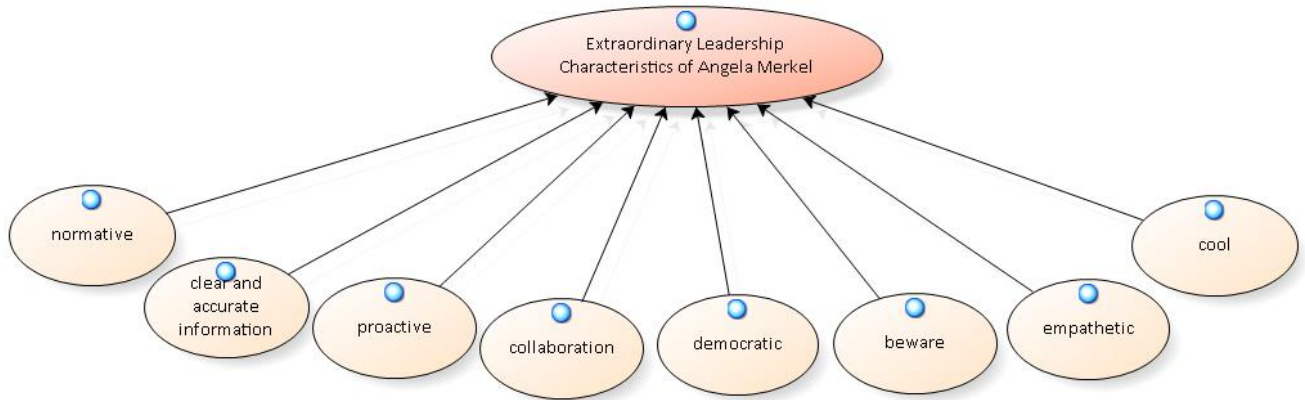
What made Merkel strong in the German administration was that she defended equality, freedom and democratic structure, and followed a policy that was simple and kept the distance from her people low, with reliable, balanced, rational and action-oriented work in this direction (Akbaş & Taner, 2017:205). In addition to these policies, the verb "merkeln", which emerged because Merkel waited for a long time without reacting to important events, has also become a German word with the meaning of "remaining inactive/doing nothing on important issues" (Ermağan, 2021:319).

While Angela Merkel thought that the virus would spread with the first case during the pandemic period, she is remembered for describing the pandemic as a "historical challenge" after a short time. As a common point of the epidemics, Angela Merkel is remembered for her calmness and clear information transfer during the pandemic period. With the leadership qualities exhibited by Angela Merkel, the Federal Republic of Germany has become the most successful country among Europe countries (Congar, 2020; D'Souza, 2020; Elsa, 2020; Wittenberg-Cox, 2022).

The first Covid-19 case in Germany was seen on January 27, 2020, and the first death occurred on March 9, 2020. Germany was evaluated as successful in the fight against the pandemic (Euronews, 2020), ranking second worldwide in the trust ranking and first in the European Region (Deep Knowledge Group, 2020). According to Narlikar (2020), the main reason for Germany's success is its preparedness in terms of medical needs.

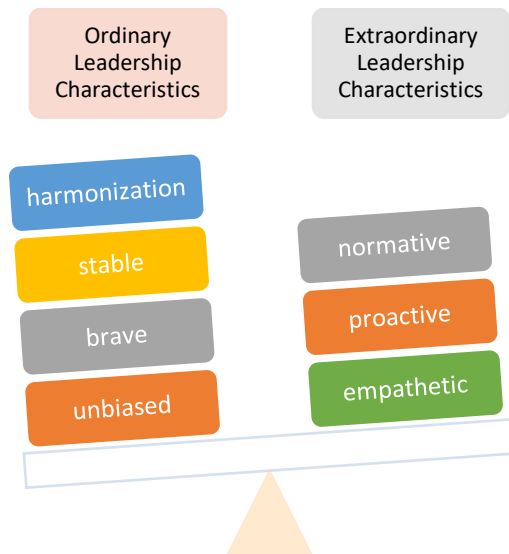
During this period, Angela Merkel maintained her calmness, collaborative and democratic approach, and belief in true knowledge, both in ordinary and extraordinary situations. All these features reveal that Angela Merkel was essentially an unchanging charismatic leader. In addition, leadership characteristics that change in extraordinary situations can be stated as follows:

Figure 2. Extraordinary Leadership Characteristics of German Chancellor Angela Merkel



During the pandemic period, Angela Merkel exhibited charismatic leadership characteristics and ideological leadership characteristics.

Figure 3. Comparison of German Chancellor Angela Merkel's Ordinary Leadership Characteristics and Extraordinary Leadership Characteristics



Angela Merkel followed a normative and proactive approach, leaving aside her harmonization and courageous attitude in extraordinary events. In addition, the uncertainty of the pandemic caused Angela Merkel to abandon this attitude, with the statements she made at the beginning of the pandemic, replacing her understanding of stable leadership.

4.2. Russian Federation

In the Russian Federation, which is governed by the Semi-Presidential System, the executive is divided between the head of state and the prime minister, the head of government (Türkölmez, 2017:25). Vladimir Putin, who took office as prime minister on March 26, 2000, started his duty with a strategy of re-strengthening the state (Kagarlitski, 2008:427). Putin, who was in a politically stronger position, became president in 2012. According to Ağır (2019), the political culture

of the Russian Federation, the positive developments in the economy, the events and wars that took place, and Russia's ability to reach the position of a global actor again, and of course his characteristics, have made Putin a strong leader.

Looking at Russian political history, Russians have generally united around strong leaders and caused authoritarian leaders to come to the fore (Bugajski, 2010:9). Vladimir Putin, who has been serving as the President of the Russian Federation since 2012 because Russians want to be governed by a strong hand, is a leader that draws attention with his oppressive and authoritarian structure.

Putin's determined and fearless personality traits and the fact that he stands behind the decisions he made by not listening to anyone, combined with his unifying discourses, made him easily adopted by the public (Caner, Bozaslan & Serbest, 2020:253). In addition, due to his personality traits, he has an attraction beyond ordinary appreciation in the eyes of the public (Aykanat & Yıldız, 2016:202). This attraction has enabled Vladimir Putin to become a charismatic leader. Unlike other leaders, Putin does not fall into the ideological mold and exhibits a structure that produces practical solutions in line with the interests of the country (Hill & Gaddy, 2013:213). These behaviors can be evaluated as a pragmatic structure.

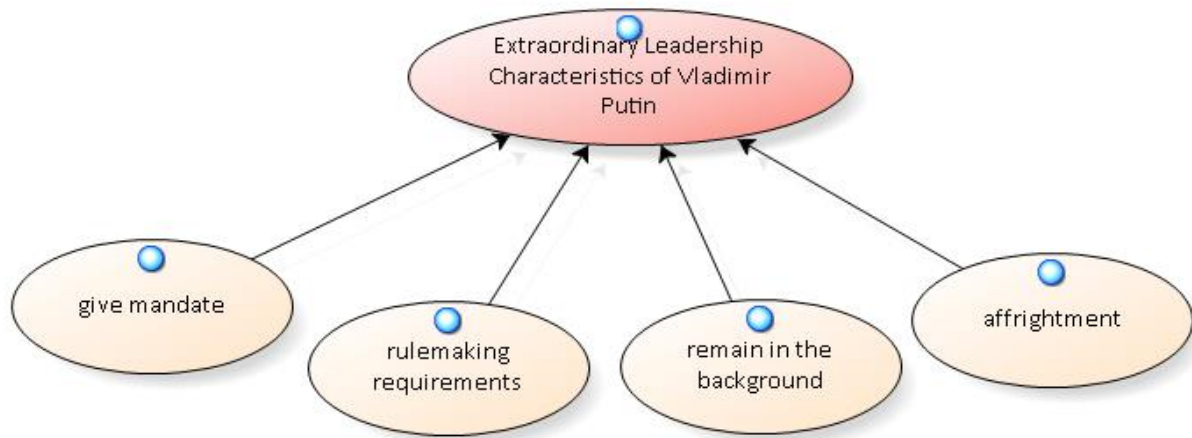
Vladimir Putin, described as "paranoid," continued his normative structure during the pandemic period and tried to keep the spread of the virus under control with various restrictions and heavy sanctions.

Figure 4. Leadership Characteristics of Russian Federation President Vladimir Putin



Vladimir Putin also highlighted Sobyanin, one of his country's mayors, as the symbolic president in the fight against coronavirus, and he preferred to stay in the background during the crisis.

Figure 5. Extraordinary Leadership Characteristics of Russian Federation President Vladimir Putin

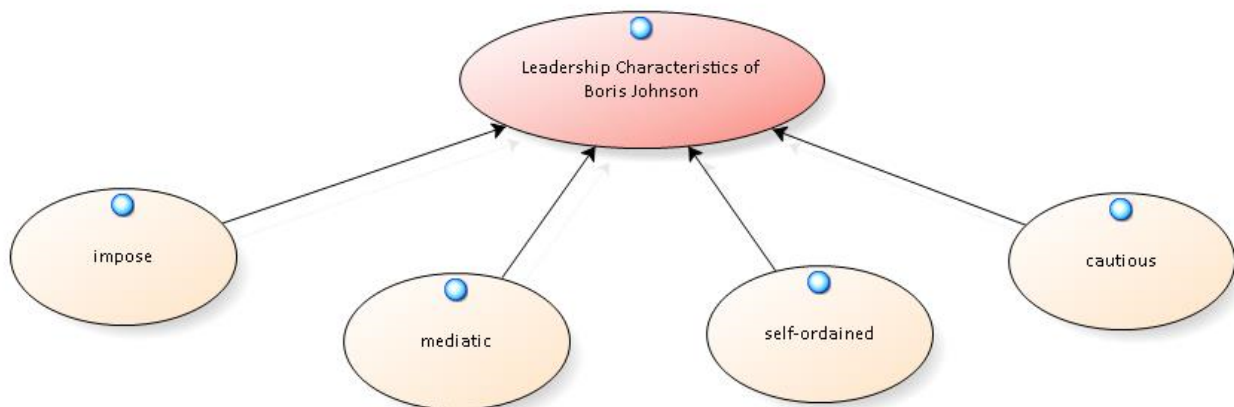


Vladimir Putin was defined as an authoritarian and negative leader under ordinary circumstances (Ashforth, 1994; Simonsen, 2000), and he continued this feature during the pandemic period. Vladimir Putin, who also exhibited pragmatic behaviors during the pandemic period, also exhibits ideological leadership behaviors from time to time during the normal period.

4.3. United Kingdom

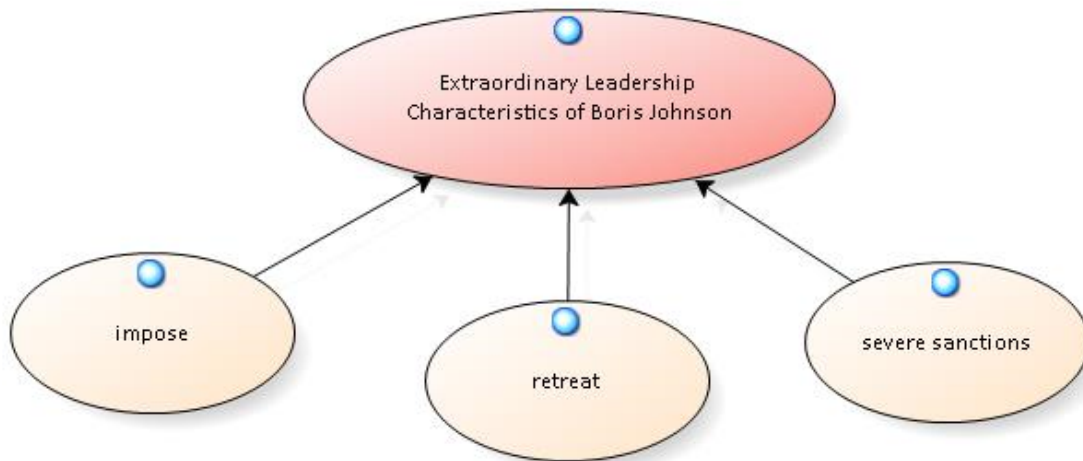
Boris Johnson took over the position of Prime Minister in the United Kingdom, including England, Scotland, Wales and Northern Ireland, in 2019 and continued until the end of 2022. In his election campaigns, Johnson emphasized "Brexit", that is, "the United Kingdom's withdrawal from the European Union membership", and claimed to prove his maturity (Euronews, 2019). This claim can be evaluated based on making the country's idle powers and qualities useful to society and realizing ideologies.

Figure 6. Leadership Characteristics of UK Prime Minister Boris Johnson



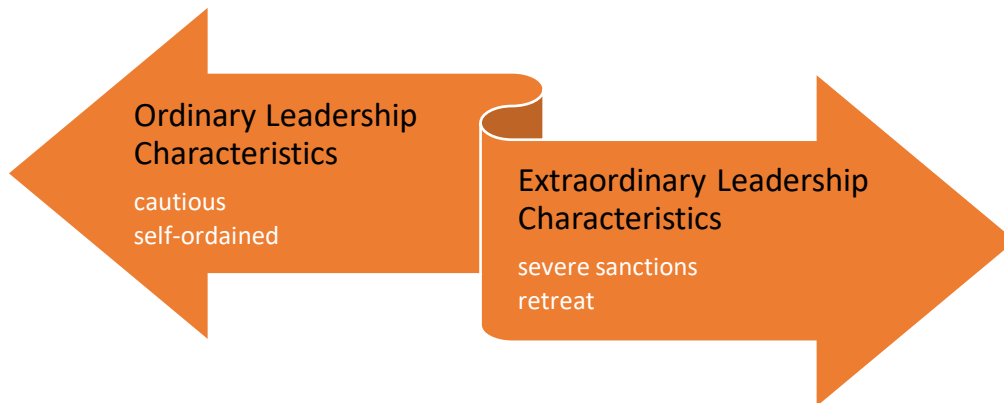
Boris Johnson, who managed to attract attention with his media-oriented attitudes and radical attitude, continued to display the same attitudes during the pandemic period.

Figure 7. Extraordinary Leadership Characteristics of UK Prime Minister Boris Johnson



Boris Johnson, who exhibited ideological leadership qualities in the normal period, displayed a pragmatic attitude during the pandemic period, and had to give up the policy he had implemented with herd immunity when the epidemic got out of control and the cases reached serious levels.

Figure 8. Comparison of United Kingdom Prime Minister Boris Johnson's Ordinary Leadership Characteristics and Extraordinary Leadership Characteristics



Boris Johnson's cautious approach was replaced by his retreat when extraordinary events occurred, and he did not give up his strong communication with the media. At the same time, Boris Johnson's attitude of not taking responsibility and looking for blame continued during the pandemic period and even went as far as imposing heavy sanctions.

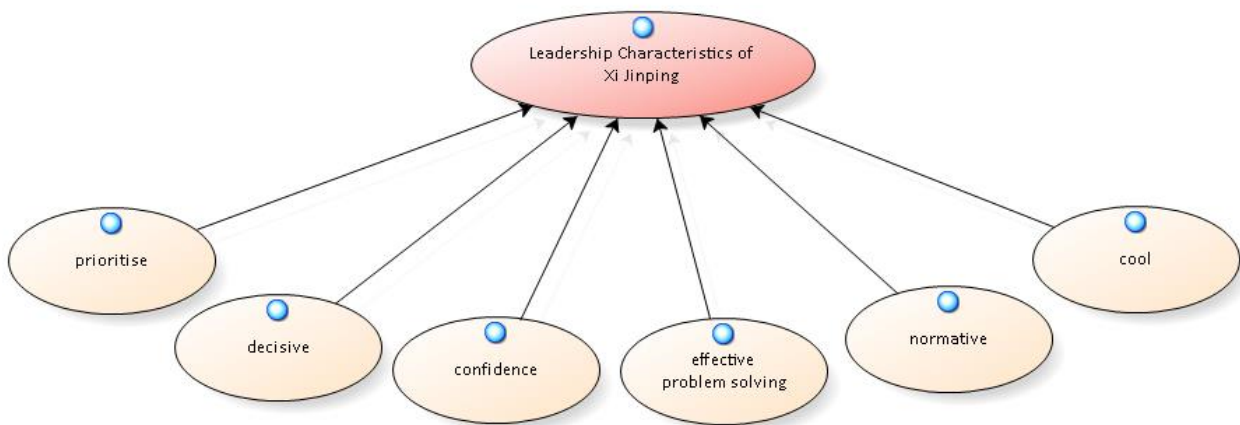
4.4. People's Republic of China

Xi Jinping, who has been the president of the People's Republic of China since 2013, when the coronavirus that affected the whole world first emerged, has received reactions from all over the world. It has been a difficult period for the whole world in the process of awareness, recognition, development of measures, and, of course, implementation of the coronavirus, and this period has also become a difficult period for the President of the People's Republic of China.

Studies are showing that Xi Jinping, who is a truly charismatic leader with his self-confidence, problem-solving skills, competence in determining his desires and priorities, and composure, also has visionary or authoritarian leadership qualities.

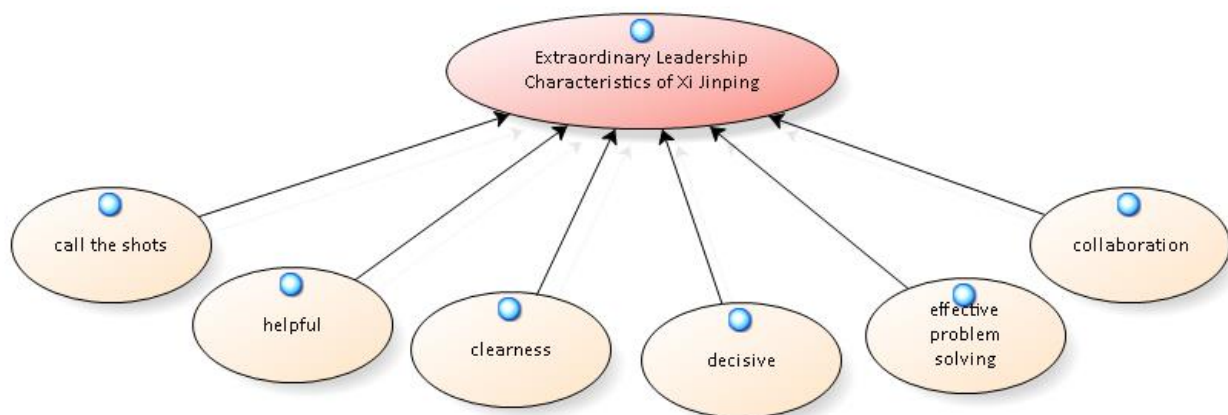
During the pandemic period, Xi Jinping first preferred to stay out of sight to resolve the issue and then cooperated with the World Health Organization. At this stage, he clearly stated that he always bears his responsibility. In fact, they once again demonstrated their self-confidence by declaring the vaccine they produced as a global public good.

Figure 9. Leadership Characteristics of Xi Jinping, President of the People's Republic of China



During the pandemic period, Xi Jinping first preferred to stay out of sight to resolve the issue, and then cooperated with the World Health Organization. At this stage, he clearly stated that he always has taken his responsibility. In fact, they once again demonstrated their self-confidence by declaring the vaccine they produced for the global public good/health.

Figure 10. Extraordinary Leadership Characteristics of Xi Jinping, President of the People's Republic of China

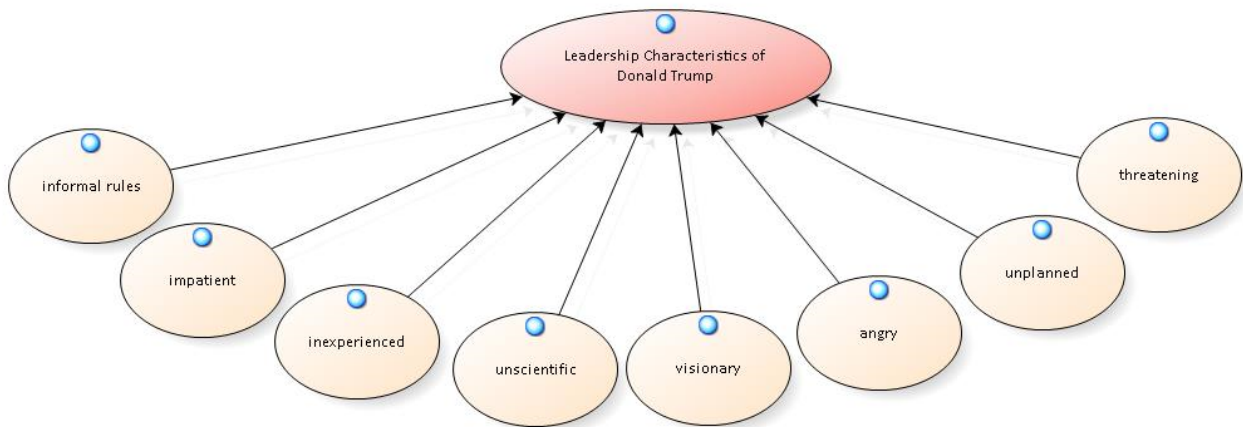


Xi Jinping continued his charismatic leadership behavior during this extraordinary period. Xi Jinping, who has always attracted attention with his determination and effectiveness in problem solving, manages to impress his followers with his self-confidence.

4.5. United States

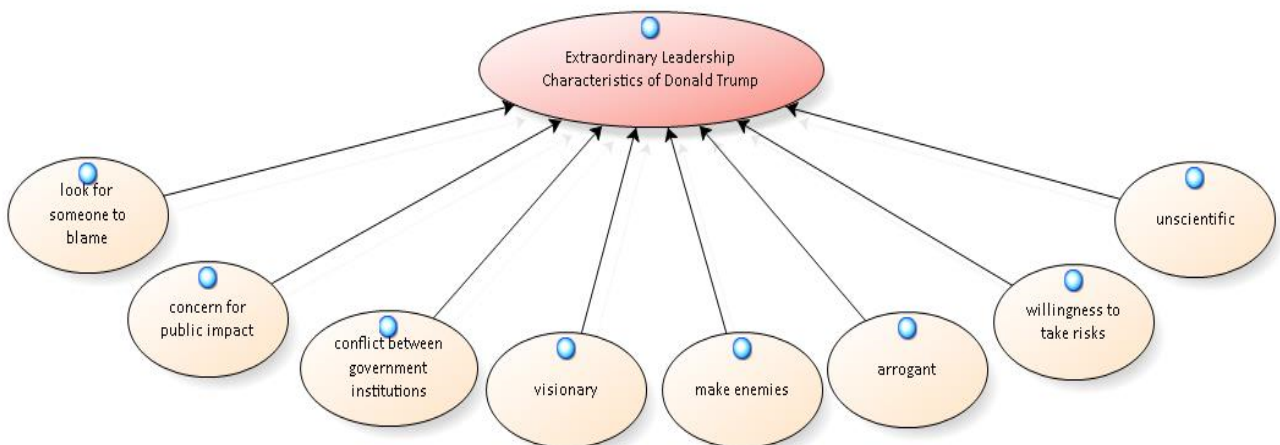
Donald Trump, the 45th President of the United States, won the election by running the most populist election campaign in US history in the 2016 elections with the slogan "Make America Great Again" (Tumulty, 2017). The re-expression in the slogan emphasizes that America's current period is far from the glorious periods of the past and emphasizes the image of a volunteer, willing and ready leader (Başkan, 2002:96).

Figure 11. Leadership Characteristics of Donald Trump, the 45th President of the United States



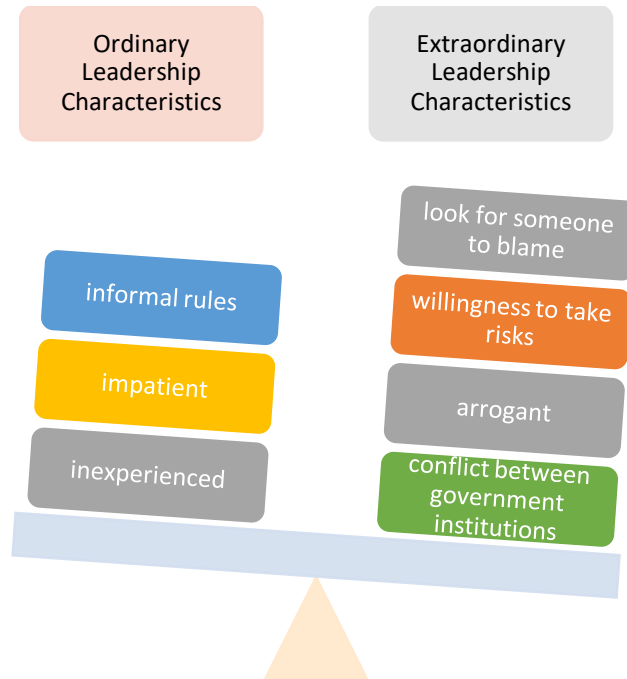
At the beginning of the pandemic period, Donald Trump did not take the pandemic seriously, thus putting it under great threat. Donald Trump, who has always had a dreamy and arrogant attitude, exhibits toxic leader, dreamer leader or pragmatic leader characteristics.

Figure 12. Extraordinary Leadership Characteristics of Donald Trump, the 45th President of the United States



With the declaration of the pandemic, Donald Trump first made accusations against the People's Republic of China, and then, as the epidemic got out of control, this time he placed the responsibility on healthcare workers, misled the public by leaving science aside, and then left himself out of the event, causing public institutions to enter into conflict. Donald Trump, who draws attention with his adventurous, challenging and opportunistic nature, continued these characteristics during the pandemic period.

Figure 13. Comparison of Ordinary Leadership Characteristics and Extraordinary Leadership Characteristics of Donald Trump, the 45th President of the United States of America



Donald Trump, who has always displayed pragmatic leadership qualities, did not change his pragmatic attitude during the pandemic period and wanted to manage the process by strengthening it.

5. Conclusion

Angela Merkel's leadership has reinforced Germany's strong position in the 21st century. Merkel has gained trust both in Germany and on the world stage with her approach based on expertise, impartiality, and pragmatism; she has been effective in ensuring social welfare and political stability. During the pandemic, Merkel has successfully guided Germany by maintaining her calmness and solution-oriented attitude even during times of crisis. While this approach of Merkel has ensured that Germany is considered one of the most reliable countries in Europe, her leadership style has also been seen as a model in terms of crisis management and harmonizing leadership. In other words, in this study, which seeks to answer the question "Do leaders change?" Angela Merkel, defined as a pragmatic leader, has set aside her harmonizing and courageous attitude in extraordinary situations and adopted a prescriptive and proactive approach. With the statements she made at the beginning of the pandemic, her stable leadership approach was replaced by an effort to cope with uncertainty; this process led to the evolution of Merkel's leadership style. This

shows how leaders can adapt under challenging circumstances and change their leadership style when necessary.

Vladimir Putin's leadership style has been shaped within the dynamics of the semi-presidential system of the Russian Federation. The power he has held since 2000 has been reinforced by the people's desire to govern under a strong hand, as a reflection of his search for strong leadership. With his determined and fearless personality traits, Putin has developed a discourse that unites the people by making decisions in an authoritarian structure. This has made him not only a leader but also a charismatic figure. Putin's pragmatic approach stands out with his ability to go beyond ideological patterns and produce flexible solutions in line with the country's interests. The strict restrictions he implemented by maintaining his normative structure during the pandemic period aimed to control the spread of the virus. His leadership style during this period reinforced his crisis management skills and the authoritarian tendencies in Russian political culture. As a result, Putin's strong leadership qualities and pragmatic approach have increased Russia's influence in the international arena while deepening the authoritarian tendencies in domestic politics.

Vladimir Putin has been described as an oppressive, authoritarian, and paranoid leader (Ashforth, 1994; Simonsen, 2000). Putin, who portrayed an authoritarian and negative leader profile in the normal period, continued these characteristics during the pandemic. However, he displayed a pragmatic approach during the pandemic and developed strategies appropriate to the situation. On the other hand, he also displays ideological leadership behaviors from time to time in normal times. This shows that Putin's leadership style contains both authoritarian and pragmatic elements and can change according to different conditions.

Johnson, who attracted attention with his media-oriented and radical attitudes, continued this approach during the pandemic. Johnson, who displayed ideological leadership under normal conditions, adopted the herd immunity strategy at the beginning of the pandemic; however, he was forced to step back from this policy infected cases increased rapidly.

Johnson, who lost his cautious approach in the face of extraordinary events, continued his strong media communication, was reluctant to take responsibility, and tended to avoid accusations. This attitude went as far as implementing heavy sanctions during the pandemic. In conclusion, Johnson's leadership style reflected a blend of both ideological and pragmatic elements, but the difficulties in managing the crisis created a picture that shook public confidence.

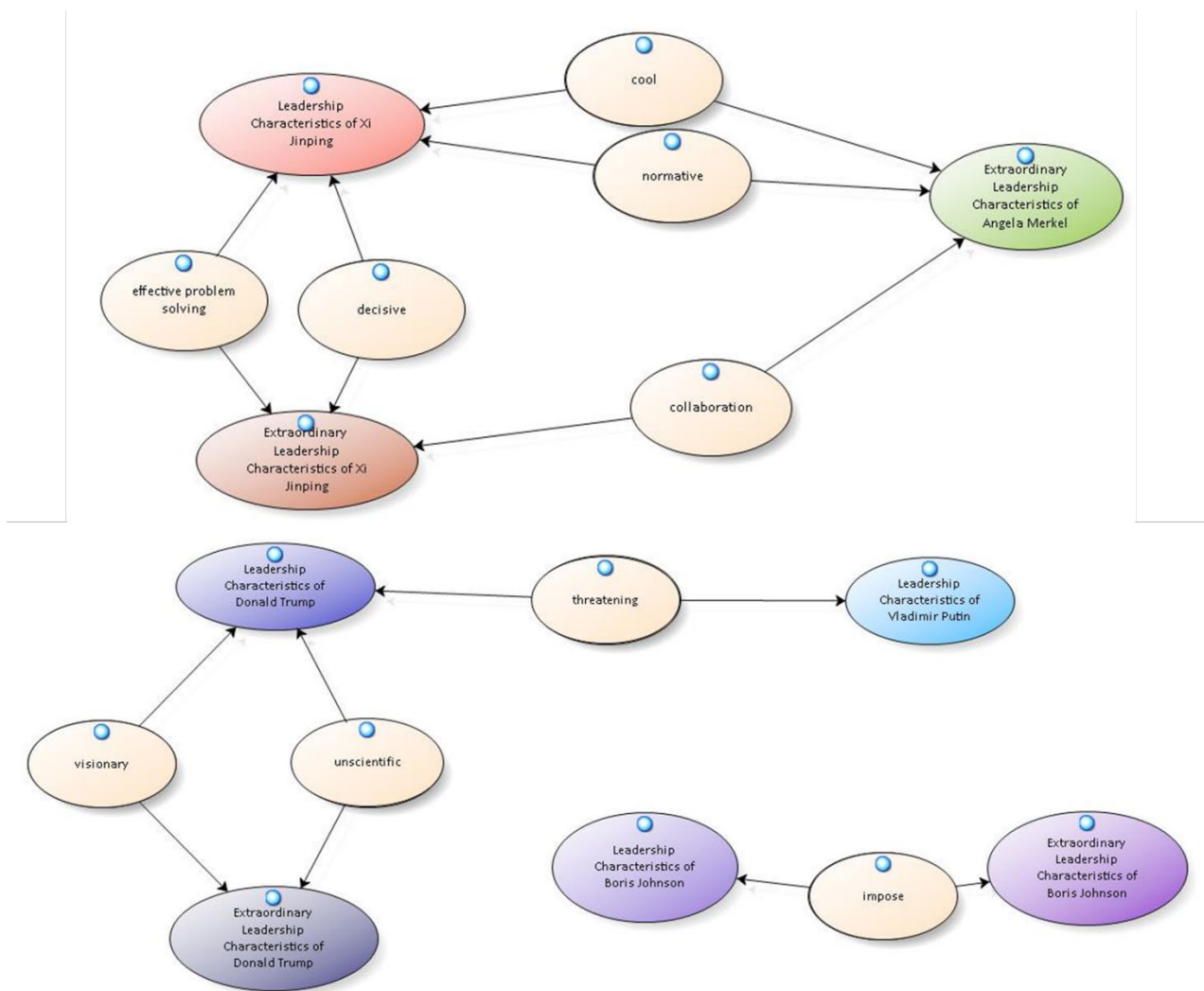
While Xi Jinping has been serving as the President of the People's Republic of China since 2013, the challenges he has faced during the coronavirus pandemic have tested his leadership skills. Standing out with his self-confidence, problem-solving abilities, and charismatic leadership qualities, Jinping has sometimes been described as a visionary and sometimes an authoritarian leader. Initially choosing to stay out of the spotlight during the pandemic, Jinping later openly expressed his responsibility by cooperating with the World Health Organization.

He also demonstrated his self-confidence in the international arena by declaring the vaccine produced by China as a global public good. Xi Jinping has always managed to attract attention with his determination and effectiveness in problem-solving; this attitude has shown how his leadership style and charismatic qualities can be maintained during the pandemic. As a result, Xi Jinping's leadership style has displayed an impressive performance even during difficult periods and has left a strong impression on his followers.

Donald Trump left his mark on US history with his populist campaign with the slogan "Make America Great Again" in the 2016 elections. However, his attitude during the pandemic has revealed the problems with his leadership style. Trump initially put the country under great threat by downplaying the pandemic; he continued his fanciful and arrogant attitude and misled the public with statements not based on scientific data.

During the pandemic, he tried to evade responsibility by making accusations against China and then created a public conflict environment by targeting healthcare workers. Trump's adventurous and opportunistic leadership characteristics became even more evident during this process. As a result, despite Trump's pragmatic leadership style maintaining its features during the pandemic, it was criticized for its tendency to evade responsibility and its problems in communicating with the public. This situation created a picture that questioned the effectiveness of his leadership and also revealed his incompetencies in crisis management.

Figure 14. Comparison of leadership characteristics according to leaders and their periods



As indicated in Figure 13, Xi Jinping has displayed effective problem-solving and a determined stance in both ordinary and extraordinary situations and has cooperated in extraordinary situations, like Angela Merkel. Angela Merkel has demonstrated Xi Jinping's calm and

determined attitude, which is one of his ordinary leadership characteristics, in extraordinary times. In addition, both leaders have demonstrated calm and normative behavior in ordinary and extraordinary situations. In addition, threatening, which is one of Donald Trump's ordinary characteristics, is seen as a leadership characteristic in Vladimir Putin. Again, Donald Trump has continued to display his visionary and unscientific characteristics in every period. Boris Johnson also reflects his imposed leadership characteristics in every period.

The findings of the study reveal that some aspects of leadership behaviors change while others remain stable. Adaptation of leadership styles and approaches is a dynamic process. Research shows that leaders tend to adapt their leadership styles according to the context and challenges they face. For example, in extraordinary situations, leaders may exhibit different behaviors than they exhibit in ordinary conditions (Geier, 2016).

While adaptive leadership focuses on the ability to respond to changing conditions and challenges, leaders with these skills can be more successful in dynamic environments (Nebiyu & Kassahun, 2021). In addition, changes in leaders' behaviors can be influenced by the need for systematic change, encouraging respect, establishing positive relationships, and openly expressing ideas (Rixon et al., 2021). This shows how sensitive leaders are to environmental factors and how they manage change processes. As a result, leaders have the ability to change and adapt their behaviors, styles, and approaches. Leadership is affected by various factors (such as context, challenges, and the need for systemic change). Adaptive leadership, leadership development, and evolutionary processes contribute significantly to a better understanding of leadership changes. In this context, how quickly and effectively leaders can respond to environmental changes becomes a critical point that determines their success. The pandemic has presented how leaders can adapt themselves under challenging conditions and change their leadership styles when necessary.

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Reasons for emigration from Africa: A recent analysis on Cameroon

Afrika'dan göçün nedenleri: Kamerun üzerine güncel bir inceleme

Usmanu Maliki¹ , Gülen Göktürk Baltas² 

ABSTRACT

One of the biggest issues facing humanity in the current century is mass migration from the developing to the industrialized world. While some migrations are legal, many others are not, which poses danger and risk, and are frequently fatal. In Sub-Saharan Africa, emigration through Libya tremendously increased after 2011 following the collapse of Qaddafi's government, which led to civil war and the absence of a powerful government to enforce law and order in the country. Even though thousands of migrants die every year trying to cross the Mediterranean into Europe, many African youths still scramble to emigrate from the continent using both legal and illegal means. This study analyses how economic hardships and political instability act as push factors for emigration from Cameroon, as well as the risks faced during the emigration process. The paper also addresses the challenges faced by Cameroonian immigrants in their host country and the socioeconomic impact of emigration on Cameroon and concludes that push factors are more influential than pull factors in driving irregular immigration from Cameroon.

Keywords: Migration, Cameroon, push factors.

Jel Classification: F22, N47, O15, R23.

ÖZ

Bu yüzyılda insanlığın karşılaştığı en büyük sorunlardan biri, gelişmekte olan ülkelerden sanayileşmiş dünyaya doğru yapılan kitlesel göçtür. Bazı göçler yasal zemine dayanmakla birlikte pek çoğu yasal değildir; bu durum da tehlike ve risk oluşturmaktadır ve sıklıkla ölümcüldür. Kaddafi hükümetinin çöküşü sonrası yaşanan iç savaşın ardından ülkeye yasa ve düzen getirecek güçlü bir hükümetin olmaması nedeniyle Sahra Altı Afrika'dan Libya üzeri göç 2011'den sonra muazzam bir şekilde artmıştır. Her yıl binlerce göçmenin Akdeniz'i geçip Avrupa'ya ulaşmaya çalışırken hayatını kaybetmesine rağmen birçok Afrikalı genç hâlâ hem yasal hem de yasadışı yollarla kıtadan göç etmeye çalışmaktadır. Bu çalışma, ekonomik zorlukların ve siyasi istikrarsızlığın Kamerun'dan göç etmede itici faktörler olarak nasıl işlediğini ve göç sürecinde karşılaşılan riskleri incelemektedir. Makale ayrıca Kamerunlu göçmenlerin ev sahibi ülkelerde karşılaştıkları zorlukları ve göçün Kamerun üzerindeki sosyoekonomik etkisini ele almakta ve Kamerun'dan düzensiz göçü yönlendirmede itici faktörlerin çekici faktörlerden daha etkili olduğu sonucuna varmaktadır.

Anahtar Kelimeler: Göç, Kamerun, itici faktörler.

Jel Sınıflaması: F22, N47, O15, R23.



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1. Introduction

Beginning in Great Britain and later spreading to the rest of the world, the Industrial Revolution had a significant impact on migration patterns in the 18th century. The change in economic activity altered the world's socio-economic and political status quo and shaped global migratory movements. Marked by advances in technological knowledge and establishment of industries, this period witnessed improvements in transportation and communication, thereby enabling Europeans to migrate more easily (Corbett, 2003: 2). The increase in industrial growth resulted in rapid urbanization, rural-to-urban emigration, and eventually an increase in domestic and international migration.

As a result, the society we currently live in is made up of immigrants who moved there at a specific point in history. Due to disparities in economic and political prospects between the center and the periphery, international migration is most typically from developing to developed nations, and domestic migration is most commonly from rural to urban areas.

Following the Arab Spring uprising, Muammar Qaddafi was overthrown, and Libya descended into civil war, accelerating unauthorized exodus from Africa. The main reason was the lack of a strong and stable government that could handle the nation's security problems. During his reign, Qaddafi provided his country with some degree of economic and political stability, attracting millions of foreigners from all over the world. Libya was home to around two million immigrant workers, including Chinese, Filipino, Turkish Vietnamese, and a few thousand people from Sub-Saharan Africa. When the crisis started, developed states withdrew their citizens, the others were left with little choice except for traveling to United Nations High Commissioner for Refugees (UNHCR) camps, adding to the region's already high migratory pressures (Fisher, 2014: 120). This further exacerbated the migration issues in Libya since so many people were passing through the country on their way to Europe. However, the Libyan route was quite risky, and many migrants endured unbearable and cruel treatment during their journey. Some were sold as slaves, while thousands of migrants perished in the Mediterranean Sea while trying to reach Europe (Mafu, 2019: 1). Even though traveling via Libya is dangerous, it is still one of the most popular routes for a variety of reasons, some of which include the country's proximity to poor and violently unstable countries and its status as a gateway to Europe (Hamood, 2006: 5). Many determined African migrants took advantage of the political situation in Libya and embarked on a perilous journey for greener pastures in Europe, irrespective of the risks and challenges involved.

In general, African migration primarily occurs within the continent and is dominated by the movements within regional blocks, even though there are many African migrants around the world. This pattern is influenced by integration policies being adopted after the independence. More than half of Africa's 34 million migrants were still living in Africa by 2015, particularly in the continent's most well-liked immigration destinations such as Nigeria, South Africa and Ivory Coast (Abebe, 2017: 2). Even though much of the research on international migration in Africa focuses on emigration out of the continent, many African migrants choose to stay inside the continent due to less severe border controls in the continent.

Increased social unrest, economic hardship, and political instability in Africa have spurred a surge of migration throughout the continent, with thousands of young people travelling to other parts of the world in search of better opportunities. Migrants employ a variety of ways and routes to escape the continent, whether through legal or illegal means. Depending on where the country of origin is, clandestine migration occurs throughout the continent. There is a unique, and arguably the most dangerous type of illicit emigration in Africa wherein migrants cross the desert, mostly in cargo trucks, and travelling across the Mediterranean Sea to Europe without required documents. Although this type of irregular emigration from Africa is not new, it has picked up speed since the

fall of Qaddafi in 2011. After Qaddafi's death, Libya deteriorated into a weak and unsafe nation, enabling traffickers to smuggle people illegally from Africa to a variety of locations. According to the World Organization Against Torture (OMCT), since political and military groups in Libya in the east and west of the country have failed to reach any agreement on establishing a unified government, continued division, political and military instability has led to the spread of impunity and lawlessness (2023:8). The situation remains largely unchanged today, many Africans die while crossing the Mediterranean, and those who reach their destination are subject to cruel and inhumane treatment.

Where Cameroon's concerned, migration is mostly caused by violent conflicts rooting from country's colonial past. Cameroon was governed by the British and the French until French Cameroon's independence on January 1, 1960, and the reunification of two parts in 1961. Today, it is among Africa's most prosperous nations with its geographic and cultural diversity and high literacy rates. Nonetheless, the Anglophone crisis resulting in death of 6000 civilians from 2016 until today is one the biggest problems in the country (Politt, 2020: 16). Additionally, the Boko Haram strikes have been another internecine problem since 2013. Cameroon is rich in natural and economic resources like cocoa, tea, petroleum, minerals, and a wide range of other things. However, two major crises, the 1986 economic crisis and the 2007-2008 global financial crisis devastated economic activity in Cameroon and triggered emigration from the country. Further, Cameroon has been one of the most corrupt counties in the world (ranking first in 1998 and 1999) for a long time driving especially young people, who have been tired of waitness and hopeless expectations, out of the country.

The present study firstly employs the works of Ravenstein, one of the pioneering scholars in migration studies, and the Pull and Push theory by Everett Lee to analyze emigration from Cameroon. As one of the earliest researchers to propose a theory about migration, Ravenstein established himself as a "migration guru" when he outlined his laws of migration following the publication of his works in 1885 and 1889. His writings provided the foundation for several hypotheses about migration, many of which are still relevant in contemporary migration studies. From a geographical perspective, he understood that migration is a very important element of development, which led him to conclude that economic forces motivate migration. He largely relied on Newton's law of gravity in his studies of migration, which helped him determine movement both in origin and destination areas in line with population, distance, and economic prospects (Castles et al., 2014: 28). It is very important to note that Ravenstein's views on migration were influenced by his observations and experiences in Europe, especially in the second half of the 19th century. During this period, rural-to-urban migration was common, as was migration from Europe to North America, facilitated by tremendous economic development, urbanization, and improved transportation systems (Ravenstein, as cited in Çağlayan, 2006: 69). According to him, the migratory trajectory generally moves from remote areas to centers, with most migrants only migrate a short distance. He argued that this causes a vacuum in rural areas consequently attracting migrants from other remote areas, thereby leading to migration movements even in the most backward and underdeveloped areas (Corbett, 2003: 3). Ravenstein's observations and interpretations differ from those of modern researchers in that he offers few remarks on the behavior of migrants, whereas contemporary scholars focus on migrant attitudes and characteristics such as tribe, gender, and social class. Nonetheless, his findings such as the effect of urbanization and growth on movements are still relevant in contemporary migration research (Rees and Lomax, 2020: 351-352). His writings created a solid basis for migration studies, and he is frequently referred to as a first researcher in migration studies.

The Push and Pull Theory, developed by Everett Lee, is one of the most significant hypotheses that can be utilized to explain migratory patterns in contemporary society. The theory dwells on how economic factors affect migration in both regions of origin and destination. According to Lee, the push factors are socio-economic and political conditions, including wars, starvation, and political instability, that trigger migrants to leave their homeland. Pull factors, on the other hand, are the components that draw people's attention to destination areas, like employment opportunities, educational opportunities, and peace. People from sending regions are drawn to receiving regions by a range of economic opportunities and benefits, including job opportunities, high earnings, social security, and better working conditions (Karaduman and Çoban, 2019: 324). This theory holds that migration is a process in which people weigh the advantages and disadvantages of moving from their country of origin to their country of destination. Thus, migration mainly takes place when the advantages in the destination country outweigh the disadvantages in the sending country (Dimkpa, 2019: 12). Lee further asserted that factors such as duration of the journey, health obstacles, expense, and immigration limitations in the country of destination can have an impact on a person's decision to migrate (Lee, 1966, as cited in Castles et al., 2014: 28). Lee identified two key drivers of migration: personal or household (micro) and non-personal (macro) level. The migrant determines push and pull components of migration by weighing the costs and risks, as well as the advantages and disadvantages of migration in both sending and receiving regions (Çağlayan, 2006: 74).

This study follows Everett Lee's theory in explaining the causes of emigration from Cameroon. For millions of African migrants, the push and pull factors of migration have been the ideal motivators. This theory is useful in identifying the primary drivers of migration in Africa. It has its own weaknesses, though as it overlooks historical issues such as slavery and colonialism that still determine migration patterns in Africa. This is a serious problem especially because many of the present problems in the region, including migration, are consequences of Africa's colonial history.

Contemporary African migratory patterns are heavily influenced by the historical realities of European colonialism and imperialism. In the second half of the 19th century, European powers rushed to colonize Africa to meet their economic and political demands. Without any representation from Africa, the European leaders gathered at the Berlin West African Conference (15 November 1884 to 26 February 1885) under the leadership of former French Prime Minister Jules Ferry and the former German Chancellor Otto von Bismarck to demarcate and balkanise Africa for their interest (Craven, 2019: 38-39). This is known as "the Scramble for Africa." With the arrival of the colonial administration in Africa, the migration system was completely altered as new political and economic headquarters were established to meet the needs and demands of the colonial masters. For instance, during the French colonial rule in the French West Africa, the French instituted an administrative-military system that gave them greenlight to carry out brutal military expeditions into the hinterlands to concretize and portray their power and dominance, thereby stripping traditional authorities of their powers and authority (Dembele, 2006: 286). By impoverishing the countries, colonialism robbed Africa of its natural resources and political stability, forcing people to leave. Furthermore, for a variety of reasons, such as cultural and linguistic affinities, many Africans were directly or indirectly urged to immigrate to their former colonial state. All these factors point out how crucial it is to comprehend African political history to understand migration patterns on the continent. In the case of Cameroon, its colonial past is a key factor in the Anglophone crisis. Since the reunification in 1961, Cameroonians in the English-speaking areas, that is twenty percent of the overall population, have been complaining about discrimination and exclusion by the Francophone majority (Pollitt, 2020:16-17). Despite its shortcomings on such important matters, the Push and

Pull theory is still ideal for describing contemporary migration phenomena in Africa and is employed in our investigation.

This study investigates how political and social instability, economic hardships, security concerns and corruption have driven emigration from Cameroon as push factors and the risks faced during the emigration process. The study also addresses the difficulties experienced by Cameroonian immigrants in their host countries as well as the economic, social and political impacts of emigration on Cameroon. For the study, international organizations' reports as well as articles and news from notable international news agencies were reviewed, in addition to secondary literature.

2. Political and Economic Causes of Emigration from Cameroon

“Plagued by economic and political crises, Cameroonians have tended to define their lives as structured by *la crise* – the French term for economic crisis” (Fokwang, 2023: 8).

In this section, the study outlines some of the most important political, economic and moral crises that prompted emigration from Cameroon. The Anglophone problem in the English-speaking regions and the Boko Haram insurgency in Cameroon's far north are two of the main political reasons of emigration. Other reasons include inflation, unemployment, corruption and other economic problems like low salaries.

The Anglophone crisis has been a serious factor triggering emigration from Cameroon. The crisis began in late 2016 when lawyers and teachers from Cameroon's two English-speaking regions complained about marginalization and discrimination by the Francophone-dominated government, representing the majority, among other things. This set off a series of incidents that led to a major conflict in these areas. The marginalization and assimilation of Anglophone Cameroonians, according to activists from the Anglophone districts, contributed to the crisis. Thus, the struggle to maintain the identity of Anglophone Cameroonians in a nation with a predominately Francophone system was at the heart of the Anglophone issue (Mbuy, 2018: 39). The army engaged in a significant battle with separatists known as “Ambazonia” in late 2017 after they declared their independence from the Southern Cameroon. A humanitarian disaster happened in these areas because of the conflict between the military and the secessionists. As a result, numerous residents were forcibly relocated to Nigeria and/or to tranquil regions of Cameroon. Due to the unrest in Cameroon's Northwest and Southwest regions, over 160,000 people had been internally displaced by 2019. (Fonkeng, 2019: 16).

Apart from the Anglophone crisis, another political problem is the Boko Haram terror activities in Cameroon's Far North region. Muhammed Yousoufa, an Islamic cleric founded Boko Haram in 2001 under the name “Jamatul Ahlis Sunna Lidda'Awati Wal-Jihad” with the intention of promoting and defending Islamic laws and values in Nigerian regions with a Muslim majority. Nonetheless, this movement developed into Boko Haram, which is currently among the most vicious and heinous terrorist groups in West Africa (Pichette, 2015: 2). This organization's basic goal is to reject Western ideals and secularism in all state institutions in favor of Islamic institutions. Since 2012, the organization has taken a more aggressive stance, resulting in hundreds of casualties in clashes between militants and government troops. By 2014, around 600,000 people were reported to be killed because of the conflict between government troops and terrorists (Pichette, 2015: 2). Boko Haram expanded their activities to neighboring countries like Cameroon, Chad, and Niger as their influence and position grew in Nigeria. This move was intended to bolster their warriors' morale and assist them in realizing their fictitious ambition of establishing an Islamic Caliphate in West Africa. In 2012, the Cameroon Armed Forces launched a counteroffensive after Boko Haram

made its first foray into Cameroon territory, sparking a big fight in the area. According to Cameroonian government, between 2013 and 2017, more than a thousand people were killed in Northern Cameroon due to Boko Haram strikes (Kouma, 2017: 727-728). In addition to the losses, the region had around 190,000 internally displaced persons (IDPs), 23,000 refugees, and 35,000 Cameroonians returning from Nigeria, resulting in massive humanitarian disaster (Rackley, 2017: 3). This violence has forced many people to leave their homes. Frightened Cameroonians started to migrate both within the state and internationally. As a result of the conflict with Boko Haram in Northern Cameroon and the Anglophone problem in the country's English-speaking regions, about 180,000 people have been internally displaced. These two ongoing conflicts are among the major push factors driving both domestic and international migration in Cameroon.

International migration often flows from developing nations to the developed world, hence Cameroon's status as a developing nation suggests that there will be more individuals leaving than entering the country. Prior to the financial crisis of 1986, Cameroon had a rather healthy economy compared with other countries in Sub-Saharan Africa (Hodgkinson, as cited in Nkongho, 2014:21). This was due to Cameroon's diverse economy, rich in natural and economic resources such as cocoa, tea, petroleum, minerals, and a wide range of other things. However, the 1986 economic crisis brought Cameroon's economy to a grinding halt and had an impact on the nation's international migration. The 2007-2008 financial crisis, which started on Wall Street in the United States of America, was another economic catastrophe having an impact on economic activity in Cameroon. Economic effects of this crisis were catastrophic for emerging nations like Cameroon. It had a direct impact on both Cameroon's export industry and financial system, which was open to foreign markets. All of these factors contributed to a decline in the prices of export goods including rubber, oil, cocoa, and aluminum (IMF Country Report No. 09/318, 2009: 12). Internally, the crisis decreased the activity of several businesses, including oil, aluminum, timber, and rubber industries causing severe costs for the employees (Nkama, 2009: 20). All of these factors led to economic hardship, poverty and unemployment in the country, forcing young people to leave their homeland in pursuit of better opportunities both for themselves and their families.

Unemployment is a global issue that primarily affects developing nations. Even the most industrialized nations cannot claim to have completely eradicated it. Simply put, unemployment is a situation in which people who have the ability to work are unable to find work at a current wage rate. After the late 1980s, and particularly since 1986, when Cameroon was plagued by an economic crisis, youth unemployment has skyrocketed. The government took steps to address the economic crisis, such as reducing the salaries of civil servants and devaluing the CFA Franc, but these measures were fruitless and unemployment remained high, especially among university graduates. Unemployment can be either structural or individual. While structural factors mean any measure put in place by the state that may affect unemployment such as the educational system; individual factors concentrate on an individual's limitations such as a lack of education and skills. Youth unemployment in Cameroon is more intense in cities compared to rural areas, and the causes of unemployment are usually structural and rarely individual in nature (Ekane, 2010: 60-70). This means that the government must work harder to reenergize the educational system, give young people opportunity to reveal their talents and potential, and create a more favorable economic climate to develop the economy to minimize unemployment in the country.

According to the 2024 World Bank Document, Cameroon's economy is growing when compared to previous years, however, 23% of its population still lives below the international poverty line and life expectancy at birth remains at 60.3 years of age. Half of the working age population is either unemployed or no longer looking for a job (World Bank, Cameroon, 2023/24). This demonstrates how poverty and unemployment are persistent problems in Cameroon, as they

are in many other developing nations. Therefore, young people in Cameroon who cannot engage in profitable jobs look for ways to leave the nation to claim a better future, and emigration from Cameroon will continue as long as unemployment remains a problem there.

Corruption is another important problem in Cameroon both in public and private sectors and anti-corruption programs have not changed the situation. According to the German-based anti-corruption watchdog Transparency International, Cameroon ranked as the most corrupt country in the world twice (1998 and 1999) and since then the country has been listed among the most corrupt countries (Transparency International, as cited in Fokwang, 2023:9). According to the 2023 report of the same institution, Cameroon is ranked 140th out of 180 countries (Transparency International, 2023). Corruption is a widespread phenomenon in Sub-Saharan Africa. The region's persistent problems lie in the decades-long underfunding of public sectors. While corruption occurs through illegal financial transactions, basic public services cannot be provided. Corruption in the justice system disproportionately affects the most vulnerable, those who are mostly dependent on public services, such as disabled people, women and children (CPI 2023 for Sub-Saharan Africa, Transparency International, 2023).

In the last twenty or thirty years, the world's young population has increased more than at any other time in human history. Africa is the youngest continent in the world, with approximately 20% of its population aged 15-24. The fact that young people constitute the majority of the continent brings with it many problems for young Africans and state actors. Aspirations for satisfying and meaningful citizenship are no more than dreams. The diminishing capacity of the post-colonial state to control its resources, the failure of the once popular nation-building project in the post-independence period, the problems created by AIDS and, in recent years, COVID-19, and large-scale unemployment are among these problems. Many young Africans facing unemployment think that they have their youth prolonged and their transition to social adulthood is delayed. This is especially true for many unemployed and unmarried people and for those who are unsure of their future in their 20s and 30s. The state of Cameroon let its youth down in countless ways. Increasing privatization, instrumentalization and working in favor of the ruling oligarchy thanks to its international support mean that the state in Cameroon cares less about its citizens. Things have worsened because of the Anglophone crisis (Fokwang, 2023:5-6), a separatist movement mentioned above. All these push factors ultimately drive people, who are tired of waiting with a crumb of hope, out of the country either through legal or illegal means.

3. Major Risks Encountered by African Migrants During Their Journey to Destination Countries

Depending on the path taken by migrants, international migration from Africa to the rest of the globe is typically laden with risks and difficulties. The main dangers that irregular migrants from Africa face as they go from their region of origin to their destinations are highlighted in this part. This section focuses on the main risks faced throughout the journey: the possibility of death, enslavement and the lack of adequate protection.

Smugglers regularly act as middlemen in Sub-Saharan Africa to transport migrants to their various destinations, facilitating irregular migration. Irregular immigrants from Sub-Saharan Africa frequently travel via the Sahara Desert to Libya before traveling across the Mediterranean Sea to Europe. Some migrants die, particularly in the deserts and at sea because of the incapacity of smugglers and the widespread abuse of migrants. Migrants have reported stories of sexual assault and general violence perpetrated by traffickers in the past. Smugglers load migrants onto boats in large numbers from the seashores, which may cause the vessels to capsize. The figure below shows some of the predicament involve in illicit migration.

Table 1: Migrant arrivals and deaths in the Mediterranean Sea

Years	Arrivals	Dead and/or Missing
2024 by August	95,550	850
2023	270,180	4,110
2022	160,170	3,017
2021	123,540	3,231
2020	95,666	1,881
2019	123,663	1,510
2018	141,472	2,277
2017	185,139	3,139
2016	373, 652	5,096
2015	1,032,408	3,771

Source: UNHCR, Mediterranean Situation, 2024

As shown in the table, many migrants followed the Mediterranean route to reach Europe, but many died at sea before reaching their destination country. The overall death toll of migrants from 2015 to 2024 is over 28,882 with more than 5,000 migrants dying in 2016, making it one of the worst years on record. Since Qaddafi's death, which resulted in a civil war and political unrest in the country, Libya has emerged as a key country of transit for migrants. Most migrants who crossed the Mediterranean Sea did so via Libya. Due to political and economic upheavals in their home countries, the number of people prepared to leave Africa has climbed drastically year after year, despite the danger of dying on the road.

Enslavement is one of the most disappointing threats that have overwhelmed African migrants in recent years. Slavery is one of the most disgraceful problems that African migrants have encountered, particularly in clandestine migration. Slavery and the slave trade, which played a significant part in history, are no longer legal in our modern society, and are regarded to be a thing of the past. According to United Nations (UN) agency, however, Sub-Saharan Africans were held captive and sold into slavery in Libya by traffickers (UN, 2017). This most unpleasant and inhumane action was made possible by Libya's ineffective government and the growth of armed militias fighting for their personal gain rather than the good of the society. This was among the most terrible crimes that Africans encounter when they try to escape internal strife in their own countries in pursuit of a better and happier life.

Racism based on skin colour is a global problem and slavery activities recall the Atlantic slave trade, which sparked indignation and controversy on a global scale. All these obstacles, however, did not deter migrants from making these deadly journeys. The mass migration of Africans from their homelands is a clear indicator of the continent's socio-economic and political problems exacerbated by corrupt leadership and imperialist actions. African leaders and stakeholders must assume responsibility for fostering long-term economic opportunity and political stability in their

own nations to reduce this young outflow (Mafu, 2019: 9). One of the most effective ways to stop mass migration is to provide means for political and economic stability, something that African leaders and stakeholders can prioritize to reduce migrant flows on the continent. This will create a friendly environment where young people may succeed in their many endeavours. Unity is therefore crucial for a powerful and prosperous Africa. The next step should be reversing the brain drain, as knowledge is the engine that drives economic growth. Economic growth cannot be achieved, and poverty cannot be alleviated without increasing Africa's intellectual capital. Otherwise, Africa will always remain dependent on the outside (Forje, 2020:135).

Migrants typically do not have enough protection because their operations are frequently carried out illegally and covertly, further complicating the issue of irregular migration. States, NGOs, and IGOs frequently fail to provide proper protection to refugees, internally displaced people, and migrants, putting them in a dangerous and vulnerable position. Even before the Arab Spring, African migrants in Libya and other Middle East countries faced systemic bias from administrative authorities, particularly security agents (Hamood, 2006: 41). This bias was generally more obvious in cases where a foreigner and a citizen had a conflict. Government authorities would tend to support their citizens regardless of who was at fault, and irregular immigrants would certainly suffer more than regular immigrants.

From the point of origin to the point of arrival, the process of migration to Europe from Sub-Saharan Africa is dangerous; in most cases, migrants are exposed to smugglers and exploitative travel agencies. According to Amnesty International's 2023/24 report, foreign nationals in Libya have been subjected to ill-treatment, including sexual violence and extortion of ransoms to secure their freedom (OHCHR, 2023), and the European Union, rather than working to change the situation, supported the Libyan coast guard to capture and return refugees to Libya (Human Rights Watch, 2023). Europe's externalization and securitization policies especially after the 2015 refugee crisis have not prevented irregular migration to the continent. These policies did not give Europeans greater control over immigrant flow, but it changed Europe's relations with its southern neighbors. As migration cooperation becomes increasingly scrutinized, Europe delegates border control responsibilities to its neighbors (Martini & Tarek, 2023). This demonstrates how ineffective the EU is at alleviating the suffering of migrants; little progress has been made, and migrants—especially undocumented ones—face challenges wherever they go. The anecdotes told by migrants about their experiences traveling through the desert are terrifying and irritating. Most of the time, migrants travel in pick-up trucks, which squeezed over 30 people into an uncomfortable and unhygienic space for hours at a time. In certain dire situations, vulnerable migrants are forced out of the car and killed, but regrettably no one is held accountable either during or after the trip (Hamood, 2006: 46). This demonstrates that migrants are powerless and unprotected during their journey from their point of origin to their point of destination, especially when they have no other hope but to follow illegal ways.

4. Challenges Faced by Africans Migrants in Countries of Destination

Racism against Africans, particularly black Africans, is widespread among African immigrants residing outside Africa. Racism against black people has persisted for a long time in Europe, Asia, and America, and a solution to this fundamental conundrum remains elusive leaving black immigrants in a vulnerable and perilous position, despite all attempts to combat racism. Given that international migration flows mostly from poor to developed nations, there are many African immigrants in the rest of the world because of Africa's economic and political conditions. Nearly 970,000 immigrants from Sub-Saharan Africa sought refuge in Europe solely between 2010 and 2017. These startlingly high numbers of asylum seekers are encouraged by resettlement of refugees

and international students (Connor, 2018: 3). About 4 million Sub-Saharan African immigrants entered Europe in 2017, primarily because of political and economic push factors (Mbanya et al., 2019: 3). Including immigrants and those born in Europe, there were around 7 million black individuals living throughout the EU countries in 2019 (Small, 2019: 513). Despite the large number of black immigrants from Africa living in Europe, many of them have integration problems unlike their counterparts from North Africa, who are more successfully integrated (Fokkema and De Haas, 2011: 21). Racism may be an obstacle to social integration. When the locals discriminate against black people or other visible minorities, they would possibly not have the desire to be integrated.

Since some immigrants with African ancestry find it challenging to access social services, racial discrimination may also be present in health and education sectors in Europe. For example, African immigrants find it complex to navigate the Norwegian healthcare system due to variety of problems, such as lack of adequate information, financial instability, job commitments and language barriers (Mbanya et al., 2019: 1). For immigrants, especially coming from Sub-Saharan Africa, all these obstacles and hurdles make it difficult to get properly integrated into European society. Unfortunately, high-ranking officials, notably lawmakers protected by parliamentary immunity, promote some of Europe's anti-immigrant and racist views (Nwabuzo, 2015: 18). For a very long time, there has been racial discrimination and hostility toward people of African descent in Europe. This pernicious tendency has made it difficult for immigrants to integrate into their host countries (De Freitas et al, as cited in Idemudia and Boehnke, 2020: 30).

Where the Gulf nations are concerned, violence against domestic workers is the most apparent problem. Due to strict immigration rules enacted in Europe and America, many people around the world have been moving to the Middle East in recent years. This shift has encouraged numerous Africans and economic migrants from other developing countries to move to the Middle East, which has now emerged as a new hub for global migration. In six Arab Gulf countries (Oman, UAE, Qatar, Kuwait Bahrain, and Saudi Arabia), nearly 25 million migrant workers made up over 60% of the population by 2015, making the region one of the most well-liked migrant hubs in the world (Geilsdorf and Pelican, 2018: 155). Nationals made up just 12% of the population in the UAE and Qatar, owing to an influx of migrants from all over the world, particularly from underdeveloped nations. Even though some Africans have achieved success and built strong businesses in places like Dubai in the United Arab Emirates (Pelican, 2013), a sizable portion of Africans work in inhumane conditions.

Moreover, in countries like the UAE and Saudi Arabia, various systems like the Kafala, which fail to offer workers proper protection and security, contribute to this dangerous work environment. The Kafala system often only provides a short-term resident program and does not allow employees to remain in the country permanently (Geilsdorf and Pelican, 2018: 156). With this system, workers are permitted to enter the country on short-term contracts that allow them to remain as long as the contracts are still in effect; once these contracts expire, they must either leave the country or find another employment. This arrangement leaves immigrants in a vulnerable position, allowing their employers to act inhumanely reducing them in positions of slaves and second-class citizens, especially those hired as domestic servants. The government services and authorities in both sending and destination countries seem to be adamant about finding a solution. Since individual actors are not able to alleviate the condition of African migrants, African governments must step up and safeguard their nationals overseas by pressurizing state officials in the country of destination to take effective action.

Irregular immigrants from Africa and other developing nations often find themselves in migrant camps and detention facilities and may be subject to arbitrary deportation. This disrupts the journey of many migrants and destroys their dreams of reaching their intended countries. This

is particularly true for migrants in industrialized nations, where the procedure for applying for asylum and a residency card is complicated and typically entails a ton of paperwork and bureaucracy. Some countries even undermine and disregard their rights. Multiple examples of discrimination against migrants have been reported by human rights NGOs in several European countries owing to a lack of respect for EU ideals (Refugee Rights Europe, 2020). Different countries have used different techniques and strategies in an attempt to reduce migration to Europe. Some countries, such as Sweden, have implemented stringent and decisive measures to boost the expulsion of unauthorized immigrants (Dimkpa, 2019: 25). In France, severe tactics were used after a few incidents in recent years including police attacks on and demolitions of migrant camps in cities such as Paris (BBC, 2020). Lately, another case took place in Paris. “To make room for the beautiful Paris postcard” as claimed by the aid group Revers de la Medaille, French police expelled migrants from an encampment next to Paris City Hall few months before the 2024 Summer Olympics (Euronews, 2024). Such incidents disclosed some of the challenges that migrants experience in refugee settlements, where they are mistreated and neglected with no regard for national and international law.

Undocumented immigrants in the United States (US) endure a similar situation. They may spend a lot of time travelling between camps while ironically spending a lot of their resources to get documents that usually turn out to be fraudulent as they end up being repatriated. Furthermore, many asylum seekers in camps are often denied freedom of movement, access to legal work, or opportunities for education in the US (Capps et al., 2015: 353). Donald J. Trump's anti-immigration policies, restricting migrant entry and deporting many undocumented immigrants, made his administration one of the most difficult and divisive in history when he was voted into power. His immigration policies specifically targeted African states as well as other developing nations; citizens of some of these nations were denied US visas, while others were deported back to their own countries. In 2020, an aircraft departed for Africa from the US, carrying irregular African migrants including Cameroonians, Angolans, and three Congolese who had been deported from the US under deplorable conditions (Quartz, 2020). This unveils the difficulties and distress of African immigrants face in the US.

5. The Positive and Negative Effects of Emigration on Cameroon

Using primarily secondary data, this section will present a balance sheet on the benefits and drawbacks of youth emigration from Cameroon. Brain drain is amongst the most glaring negative effects of migration in Cameroon, while remittances from those living abroad represent one of the advantages for the home country. So, this section will concentrate on brain drain and how the diaspora population contributes to political and economic growth in Cameroon.

The British Royal Society used the phrase “brain drain” in the 1950s to describe a situation in home country after skilled workers’ migration to the New World for a brighter future (Gibson and McKenzie, as cited in Boyo, 2013: 1). When professionals and other qualified employees leave their native countries for employment because of political and/or economic factors, the phenomenon is called brain drain. It can also be seen as the transfer of human capital from developing to developed countries. It is typically used to describe people with higher education who migrate from developing to developed nations (see Docquier and Rapoport, 2011). According to Milio, brain drain is a situation where professionals and other highly educated people abandon their native country for a location where people can labour without restriction and where living conditions allow for high and lucrative earnings (Milio, as cited in Ache, 2016: 17). Since salaries in Africa are low in comparison to the developed world so as are working environment and living conditions, African professionals

prefer to migrate to areas where pay is higher and the security system is more efficient than their own country.

Brain drain was effectively implemented by the colonial masters during the colonial era, and by African leaders in the post-independence. During European colonization, it was customary for children of the upper class to travel overseas for education to take over colonial administration from the conquerors. As a result, the concept of international travel became a focus for African growth (Germain et al., 2014: 2). Brain drain has a massive detrimental impact on the place of origin, particularly in a region like Africa, where human resources in numerous fields are insufficient to accelerate growth. Easterly and Nyarko (2008), posited that the most significant consequences of brain drain for countries of origin, include the loss of human resources that may have a positive influence on the political system and leadership in the country of origin (Easterly and Nyarko, 2008: 3). In sum, more than 40% of Africa's best minds reside outside the continent (Boyo, 2013: 2), resulting in big void in both human and material resources. To the continent's detriment, a sizable number of medical specialists have left the continent to other parts of the world especially to the Western world, including places like Europe, Australia, and North America (Kirigia et al., 2006:1). Furthermore, according to Tafah (2004), Africa lost about 60,000 professionals, including doctors, engineers, and university professors, between 1985 and 1990. Since then, Africa has lost an average of about 20,000 professionals annually. For instance, even though there are around 21,000 Nigerian doctors currently working in the US, Nigeria's healthcare facilities remain understaffed (Germain et al., 2014: 1).

As in many other developing nations, brain drain has a negative effect on the economic and political landscape of Cameroon. The health and higher education sectors in Cameroon are the most affected by brain drain (Mberu and Pongou, 2012: 109). In the OECD countries alone, more than 57 thousand Cameroonian migrants were present in 2005, with more than 40% of them having advanced degrees (Dumont and Lematre, as cited in Mberu and Pongou, 2012: 109). Over time, the number of talented and educated Cameroonians leaving the country in search of better economic and political opportunities has dramatically increased. Salary and compensation structures, especially in the higher education sector, are one of the main factors causing brain drain in Cameroon. After Cameroon experienced an economic crisis in 1986, the government implemented certain strict measures to address the issue, one of which was to reduce salaries of university lecturers and other government officials thereby culminating in mass exodus of university lecturers to other countries (Evina, as cited in Mberu and Pongou, 2012: 110). According to World Health Organization assessments from 2013, Cameroon lacks human and financial capital for the recruitment of critical health staff. The data also reveal that between 1990 and 2009, less than 30% of nursing school graduates in Cameroon were hired by the Ministry of Health (Ache, 2016: 55). This reflects the government's indifferent approach toward recruiting medical experts and offers an explanation for why many of these competent professionals leave their country to practice their profession overseas. Brain drain has harmed and continues to harm Cameroon and Africa in general, particularly in the health and higher education sectors. However, these two sectors are not the only industries affected by emigration and brain drain; many others, such as industry, the arts, sports, entertainment and many more, face comparable challenges.

For many prominent scholars, there is a bright side to brain drain since its benefits sometimes outweigh its drawbacks. Such claims prompt a debate over whether it is a brain drain or a brain gain. Even though it has long hampered political and economic progress, brain drain has also facilitated advancements in the social, political, and economic spheres. Africa's future growth and development will depend heavily on contributions from the diaspora community. To increase their GDP, several African countries rely on remittances from the diaspora. The connection between

Africa and its diaspora population has been reiterated and supported by the African Union (AU) for many years, and it is now beginning to bear fruit as several nations have opened their doors to Africans abroad to support the economy of their continent.

Since the colonial era, when European colonists sent Africans abroad to receive education and training before returning home to assist with colonial administration, brain drain has played a key role in Africa. As a result, formal schooling was established, and more importantly, political leaders who would later support African independence appeared. African leaders encouraged their peers to travel overseas even after independence to acquire the necessary skills and expertise to remodel their young businesses and support advancement on the continent due to the dire economic conditions they inherited from former European masters (Easterly and Nyarko, 2008: 28). Hence, the diaspora population has played a critical role in Africa's social, political, and economic growth, and this tendency continues today. This demonstrates that if properly employed, brain drain may provide positive results in the region of origin (Benedict and Ukpere, 2012: 2424). Such events portray brain drain as a beneficial phenomenon that can bring economic prosperity and political stability to both sending and receiving countries, making it a win-win situation.

In Cameroon, the diaspora community has made significant contributions to the socio-economic and political realms. Given the country's economic difficulties, remittances from individuals residing abroad remain an essential source of income for many families. The Cameroonian diaspora, reached over 390,000 as of 2013, has been praised for making a significant contribution to the country's economy, accounting for more than 1% of GDP (Ache, 2016: 59). Without accounting for unrecorded transactions and other difficulties in quantifying tangible gains from the diaspora, contributions from the diaspora as of 2010 totalled over 218 million USD. The social contributions made by the diaspora to Cameroon are just as important as the remittances and other financial contributions. Travel has been easier due to developments in air and sea transportation facilitating frequent visits to Cameroon by people living overseas. The diaspora community possesses the necessary skills and knowledge to bring critical concepts learnt overseas, such as democratic principles, policy changes, technology, and expertise (Nkongho, 2019: 37). International Organization for Migration (IOM) projects such as Migration for Development in Africa (MIDA) programmes, have made it possible for African skilled workers to come home and contribute significantly. In Cameroon for example, people like Dr. Chantalle F. Ebongo, a member of Cameroonian diaspora in Belgium, were able to come and work in the health sector, where she coordinated several programmes and projects aimed at improving the way nurses and other hospital staffs manage hospitals (IOM UN Migration Blog, 2016). Additionally, the diaspora population, with the help of the government and NGOs, has been engaged in the construction of schools and providing other social services in their home communities, such as the supply of potable water. Such volunteers and initiatives assist to instil optimism in the local populace and shift the perception of brain drain from a curse to a blessing.

From a political perspective, members of the diaspora have been voting in national elections and swaying public opinion by supporting the candidates they find most appealing. A parliamentary decree permitting Cameroonians living abroad to cast ballots in their home nations was enacted in 2011, but since Cameroon does not recognise dual citizenship, only non-naturalized citizens were permitted to vote (Nkongho, 2019: 41). The people in the diaspora have also been effectively participating in Cameroon's decentralization process, according to news reported by Cameroon Radio and Television (CRTV). This participation was done during a gathering arranged by the High Council of Cameroonians Abroad and several government leaders on March 19, 2021. By taking part in Cameroon's decentralization process, this action would enable Cameroonians residing in France, Belgium and other countries to collaborate with local government officials to improve local

development (IOM UN Migration Blog, 2016). This was a watershed moment in Cameroon's diaspora politics, as they were given the freedom to exercise their political rights. Once again, the diaspora population of Cameroon, like that of many other African nations, frequently takes part in protests overseas to voice opposition to the government's actions or policies. From a political perspective, this is a component of the diaspora population's contributions and political engagement.

Emigration has both positive and negative impacts on the place of origin. A realistic analysis of the advantages and disadvantages of brain drain in both countries of origin and destination reveals that it benefits destination areas more than the source. Some new research refutes these ideas and shows brain drain as an advantageous process for both sending and host countries.

6. Conclusion

This study was primarily carried out to examine the underlying reasons for young people's emigration from Cameroon. Terrorist attacks of Boko Haram, political instability due to separatist Anglophone crisis, longstanding economic crisis, corruption, unemployment and other economic problems such as low salaries serve as the key push factors steering emigration from Cameroon. Considering the difficulties faced by migrants in the migration process such as death, abuse, and general maltreatment, Cameroonians still prefer clandestine migration. As this study has shown, migrants face several difficulties when they reach their destination regions. They face racism, inadequate protection, and the threat of deportation. Those who emigrated to Gulf countries were enslaved and forced to serve as domestic servants for minimal pay, reminding modern slavery. Therefore, push factors are more effective than pull factors in driving emigration from Cameroon. When it comes to the impacts of emigration in Cameroon, the most negative effect is brain drain, whereas remittances from Cameroonian expatriates is one of the most favourable benefits.

Emigration can be seen as a phenomenon driven by the failure of the government to handle problems like corruption, unemployment, low wages, economic crises, and political unrest. All these factors act as push factors, driving people away from their home countries toward those with better social, political, and economic conditions. From a personal standpoint, it can be seen as a situation where someone chooses to move away from their hometown after performing a cost-benefit analysis. If African governments provide political, economic, and social stability, individuals will probably choose to stay at home. To curb this migration phenomenon, African states must find a long-term solution to the continent's socio-economic and political issues, which have plagued the continent since independence. To resolve all their economic and political challenges, the African Union and African nations should cooperate closely. To achieve this, a solid political and economic foundation must initially be built from the ground up, ensuring the continent's sustained prosperity. For things to change, the continent must assemble around common interests and pool its resources for the good of future generations. Africa and Africans have faced numerous challenges both at home and in foreign lands. Unity is therefore crucial for a powerful and prosperous Africa. A second step should be reversing the brain drain. As knowledge is the engine that drives economic growth, African intellectuals abroad must be part of the rebuilding process not only financially but also intellectually. Poverty in Africa and the migration it causes will not cease to revive unless Africa's intellectual capital is strengthened.

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