

Bibliometric Analysis of Green Themed Graduate Theses to Achieve Sustainability Goals

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Abstract

People all over the world are striving to achieve 17 interconnected ambitious sustainable development goals. This study is planned to examine green-themed graduate theses required for sustainability, to emphasize the importance of sustainability, to reveal the current trend and to guide future researchers. A search was conducted between 2000 and 2023 with the keyword green (economy, trust, logistics, marketing, purchase intention, product, management) from the National Thesis Center database of the Turkish Higher Education Institution and 413 theses were reached. The data was analyzed with the bibliometric method using Word Art, Microsoft Word 2015, Microsoft Excel 2015 and SPSS 26 package programs. At the end of the analysis, it was seen that the vast majority of theses were master's theses and the language of writing was Turkish. It was seen that the vast majority of theses were written in the social sciences institute and business department of state universities. Quantitative data was mostly used in theses. The vast majority of theses related to sustainability are research on green marketing and green products. In order to achieve sustainable development goals, university and industry cooperation should be increased and universities should guide society.

Keywords: Sustainability, green marketing, bibliometric analysis, green management, graduate thesis

Sürdürülebilirlik Hedeflerine Ulaşabilmek İçin Yeşil Temalı Lisansüstü Tezlerin Bibliyometrik Analizi

Öz

Tüm dünya insanları birbiri ile bağlantılı 17 iddialı sürdürülebilir kalkınma amaçlarına ulaşabilmek için çaba göstermektedirler. Bu çalışma, sürdürülebilirlik için gerekli olan yeşil temalı lisansüstü tezlerin incelenmesi, sürdürülebilirliğin öneminin vurgulanması, güncel eğilimin ortaya çıkarılması ve gelecekteki araştırmacılara yol göstermek için planlanmıştır. 2000 ile 2023 yılları arasında Türkiye Yüksek Öğretim Kurumu Ulusal Tez Merkezi veri tabanından yeşil (ekonomi, güven, lojistik, pazarlama, satın alma niyeti, ürün, yönetim) anahtar kelimesiyle tarama gerçekleştirilmiş ve 413 teze ulaşılmıştır. Veriler, Word Art, Microsoft Word 2015, Microsoft Excel 2015 ve SPSS 26 paket programlarından yararlanılarak bibliyometrik yöntemle analiz edilmiştir. Analiz sonunda, tezlerin büyük bir çoğunluğunun yüksek lisans tezi ve yazım dilinin Türkçe olduğu görülmüştür. Tezlerin büyük bir çoğunluğunun devlet üniversitelerinde sosyal bilimler enstitüsü ve işletme anabilim dalında yazıldığı görülmektedir. Tezlerde çoğunlukla nicel veriler kullanılmıştır. Sürdürülebilirlikle ilgili tezlerin büyük bir çoğunluğu yeşil pazarlama ve yeşil ürün konulu araştırmalardır. Sürdürülebilir kalkınma amaçlarına ulaşmak için üniversite ve sanayi iş birliği artırılmalı ve üniversiteler topluma yol göstermelidir.

Anahtar Kelimeler: Sürdürülebilirlik, yeşil pazarlama, bibliyometrik araştırma, yeşil yönetim, lisansüstü tez

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Genişletilmiş Özet

Giriş: Son yıllarda çokça konuşulan "Sürdürülebilirlik", dünyada sınırlı kaynakların daha kontrollü kullanılmasını sağlayarak doğaya verilen zararın en aza indirilmesini, hatta sıfıra indirilmesini amaçlayan bir olgudur. Tüm dünyanın zarar görmediği, tüm canlıların sürekli olarak var olabileceği ve gelecek nesillerin de bu dünyadan en az bizim kadar faydalanabileceğini belirtmektedir. Günümüzde tüketiciler ve işletmeler sürdürülebilirliği artırmak için çeşitli faaliyetlerde bulunmaktadır. Çevrenin ve doğanın önemi anlaşılması, kıt kaynakların tükenmesi ile çeşitli yeşil uygulamalar hayata geçirilmiştir. İlk kez Birleşmiş Milletler Dünya ve Çevresel Kalkınma Komisyonu'nun (1987) raporunda kullanılan "sürdürülebilir kalkınma" terimi, başlangıçta çevre sorunlarına çözüm bulmak için planlansa da günümüzde anlamı iyice genişlemiştir. 2015-2030 yılları arasında üzerinde çalışılması planlanan "Aşırı Yoksulluğu Bitirmek", "Eşitsizlik ve Adaletsizlikle Mücadele" ve "İklim Değişikliğini Düzeltmek" ana başlıkları altında 193 ülke tarafından 17 sürdürülebilir kalkınma hedefleri belirlenmiştir.

Sürdürülebilirlik sadece çevreye duyarlı olmak değil aynı zamanda ekonomik ve sosyal olmaktır. Bu bağlamda her dünya vatandaşına önemli görevler düşmektedir. Üniversitelerin misyonu nitelikli insan yetiştirmek ve topluma katkı sağlamaktır. Bu bağlamda sürdürülebilirliği sağlamak için çeşitli araştırmalar yapmak ve toplumu bilinçlendirmektedir. Bu araştırma, sürdürülebilir kalkınma hedeflerine ulaşmada öncü olan üniversitelerde sürdürülebilirlik ile ilgili hangi tezlerin yazıldığını, hangi konuların üzerinde durulduğunu ve gelecekte hangi konuların çalışılması gerektiğini ortaya koymak amacıyla planlanmıştır. Derinlemesine literatür araştırması yapılmıştır. Ayrıca Türkiye'de sürdürülebilirlik ile ilgili çeşitli alanlarda yapılan bibliyometrik makaleler taranmış ve tablo oluşturulmuştur.

Yöntem: Araştırma verileri, Yükseköğretim Kurulu Tez Merkezi'nden (YÖK Tez) 20.12.2022 - 10.04.2023 tarihleri arasında alınmıştır. Anahtar kelimeler "yeşil ekonomi, yeşil güven, yeşil lojistik, yeşil pazarlama, yeşil satın alma davranışı, yeşil ürün ve yeşil yönetim" anahtar kelimeleri ile toplanmıştır. 2000-2023 yılları arasında yazılan lisansüstü tezler incelenmiş olup, daha önce yazılanlar ve 2023 yılında yazılanlar araştırmaya dâhil edilmemiştir. Üniversiteler toplumun aynasıdır ve toplumun gelişmesini sağlar. Bu nedenle mevcut durumu ortaya koymak ve gelecek araştırmacılara rol model teşkil etmek amacıyla sadece tezler araştırılmıştır. Araştırma modeli oluşturulmuş ve değişkenler belirlenmiştir. Bu değişkenler, anahtar kelimeler, başlıkta geçen kelimeler, konu başlıkları, yıllara göre tez sayısı, devlet vakıf üniversitelerinde yazılan tez sayısı, yazım dili, hangi üniversitelerde kaç tane yüksek lisans ve doktora tezi yazıldığı ve sıklığı, yazılan enstitü, yazılan anabilim dalı, danışmanların dağılımı, kullanılan araştırma yöntemleri, örneklem ve tez sayfa sayıları incelenmiştir. Bunları içeren 16 soru hazırlanmıştır. Toplam 413 tez değerlendirmeye alınmıştır. Toplanan veriler, Word Art, Microsoft Word 2015, Microsoft Excel 2015 ve SPSS 26 paket programları kullanılarak analiz edilmiştir.

Bulgular: 2000 ve 2022 yılları arasında yeşil temalı 413 tane lisansüstü tez yazılmıştır. 2000 yıllarda sayı çok düşük iken 2010 yılından sonra artış göstermiştir. En fazla tez 2019 yılında 72 adet yazılmış fakat daha sonra 40-50 arasında seyretmiştir. Tezlerin büyük bir çoğunluğunun yüksek lisans tezi ve yazım dilinin Türkçe olduğu görülmüştür. Devlet üniversitelerinde vakıf üniversitelerine nazaran daha fazla tez yazılmıştır. En fazla tez Marmara Üniversitesinde yazılmıştır. Bunu İstanbul Ticaret Üniversitesi, İstanbul Üniversitesi ve Dokuz Eylül Üniversitesi takip etmektedir. Lisansüstü tez konuları ise en fazla lisansüstü tez yeşil pazarlama konusunda yazılmıştır. Bunu, yeşil ürün, yeşil ekonomi, yeşil yönetim, yeşil satın alma niyeti, yeşil lojistik ve yeşil güven takip etmiştir. Yazım dili ise büyük çoğunluğu Türkçe'dir. Yeşil temalı tezler tüm enstitülerde yazılmasına rağmen sosyal bilimler enstitüsü ve işletme anabilim dalında yazıldığı görülmektedir. Tezlerde çoğunlukla nicel veriler kullanılmıştır. Örnek olarak tüketiciler daha fazla tercih edilmiştir. Tezlerin sayfa sayıları ise 55-506 arasında değişmektedir.

Sonuç, Tartışma ve Öneriler: Dünyada yaşanan hızlı değişimler ve teknolojik gelişmeler kaynakların giderek kıtlaşması ve deforme olmasını ortaya çıkarmıştır. Bu deformasyonun ekolojik sonuçları dışında sosyal ve ekonomik sonuçları da bulunmaktadır. Bu bağlamda, bilim insanlarının ve uygulayıcılar sürdürülebilirliği sağlamak için çeşitli arayışlara gitmiştir. Tüm dünyada yoksulluğun ortadan kaldırılması, dünyanın korunması, tüm insanların barış ve refah içinde yaşamasının sağlanması,

küresel ve ulusal sürdürülebilir kalkınma hedeflerine ulaşılması önemlidir. Sürdürülebilir kalkınma hedefleri iş dünyası uygulamalarıyla bütünleşerek iş dünyasına önemli fırsatlar sunmaktadır. Bunlar: Yeni iş fırsatları yaratmak, kurumsal sürdürülebilirliği artırmak, paydaş işbirliklerini güçlendirmek, mevzuat değişikliği yapmak, piyasa dengesi, toplumsal denge ve amaç birliğidir. Bu bağlamda sürdürülebilirliğin sağlanması için çok fazla çalışmaya ihtiyaç vardır.

Yeni araştırmalar için bibliyometrik araştırmalara olan ihtiyaç her geçen gün artmaktadır. Bibliyometrik analiz ile birçok konuya erişim sağlanabilir ve güvenilir bilgiye ulaşılabilir. Bibliyometrik analiz, bilimsel yayınlar üzerinde desenleri, eğilimleri ve ilişkileri analiz etmeyi amaçlayan bir yöntemdir. Bu analiz, yayımlanan yayınların metrik verilerini kullanarak bilimsel araştırma alanlarını, yazarları, kurumları ve çalışmalar arasındaki ilişkileri ortaya çıkarır ve çeşitli analizler yapmaya olanak sağlar. Bibliyometrik analiz, bir konu hakkında ön bilgilerin toplanması, bilimsel araştırma performansının değerlendirilmesi, araştırma trendlerinin belirlenmesi ve araştırma alanları arasındaki işbirliklerinin ortaya çıkarmayı sağlar. Bu araştırma bulguları daha önceki çalışmalarla benzerlik göstermektedir (Çelik and Canoğlu, 2019; Albayrak, 2023; Gök and Çarıkçı, 2022; Çati and Öcal, 2018; Demirbulat ve Dinç, 2017).

Bu araştırmanın bulgularının, ileride konu ile ilgili yapılacak yüksek lisans ve doktora tezlerine, öğrencilere, akademisyenlere ve yöneticilere çalışmalara faydalı bilgiler sunacağı düşünülmektedir. 2000 ve 2022 yılları arasında yazılan yeşil temalı lisans üstü tezlerin bibliyometrik kapsamlı bir değerlendirilmesinin amaçlandığı bu çalışmada sonuçlara ilişkin öneriler şu şekildedir:

- Tezlerin 2020 yılında azaldığı görülmektedir. Sürdürülebilirlik tüm insanlık ve gelecek neslin huzurlu bir hayat sürmesi için gereklidir ve araştırmalar artırılmalıdır.
- Doktora tez sayısının yüksekliğine göre daha az olduğu görülmektedir. Bu yüzden doktora tez konusuna sürdürülebilirlik ile ilgili konular çalışma yapılması önerilmektedir.
- Tez yazım dilinin çoğunluğunun Türkçe olduğu görülmektedir. Diğer dillerde yayın yapılması farkındalığı artıracaktır.
- Tezlerin en fazla işletme yönetimi anabilim dalında üretildiği görülmektedir. Bu yüzden işletmelerin toplumsal yarar sağlayacak şekilde düzenleme yapması ve değişen müşteri isteklerini karşılaması gereklidir. Sürdürülebilirlik kalkınma hedeflerine ulaşmak için araştırmalar her bilim dalında uygulanmalıdır.
- Tezlerde araştırma yöntemi olarak nicel veriler kullanılmıştır. Bunun yanında nitel veriler ile çalışma yapılması önerilmektedir.
- Toplum ve tüketiciler bilinçlendirilmeli, çeşitli eğitim programları ile farkındalık oluşturulmalı, işletmeler denetlenmeli ve uyulmadığında çeşitli yaptırımlar uygulanmalıdır.
- Örneklem sadece yüksek tez verilerinden elde edilmiştir. SSCI, SCI-EXPANDED ve ESCI indekslerinde, scopus, Google Scholar vb veri tabanlarındaki yayınların incelenmesi önerilir.

Bu çalışma sürdürülebilir kalkınma hedeflerine ulaşma noktasında önemli bir referans noktası olarak hizmet edebilir.

1. Introduction

"Sustainability", which has been talked about a lot in recent years, is a phenomenon that aims to ensure a more controlled use of limited resources in the world and to reduce the damage to nature to a minimum or even zero. Sustainability aims to ensure that the entire world is not harmed, that all living things can constantly exist, and that the next generation benefits from this world at least as much as we do. Today, the importance of the environment and nature is understood and green practices have been implemented to protect it.

The term "sustainable development", which was first used in the report of the United Nations World and Environmental Development Commission (1987), although it was initially understood to find solutions to environmental problems, has now gained a broader meaning. It formed a working group in 2013 to talk about the problems experienced in achieving the Millennium Development Goals, which were adopted at the summit held by the United Nations in New York in 2000, and to re-evaluate the process. "Ending Extreme Poverty", which is planned to be worked on from 2015 to 2030. Under the main headings of "Fighting Inequality and Injustice" and "Fixing Climate Change", 17 sustainable development goals were discussed and decided by 193 countries with "Changing Our World: 2030 Sustainable Development Agenda" (United Nations, 2016). These goals are; 1) No Poverty, 2) No Hunger, 3) Health and Quality Life, 4) Quality Education, 5) Gender Equality, 6) Clean Water and Sanitation, 7) Accessibility and Clean Energy, 8) Decent Work and Economic Growth, 9) Industry, Innovation and Infrastructure, 10) Reducing Inequalities, 11) Sustainable Cities and Communities, 12) Responsible Production and Consumption, 13) Climate Action, 14) Life Below Water, 15) Life on Land, 16) Peace, Justice and Power Institutions and 17) Partnerships for Purposes (Örerel and Kağnıcı, 2024).

Sustainability, in its most general terms, means ensuring the continuity of an entity. Sustainability occurs environmentally, economically and socially (Kayserili and Şahin, 2022). The economic strengthening of nations and their increase in production has caused environmental pollution (Sarıcı and Erikli, 2022). With the increase in world population, industrialization and urbanization, people's needs have changed and new needs have emerged. It is very important to protect nature and not harm it while meeting these needs. Sustainability is about the integration of economic, social and environmental issues, protecting or maintaining them while improving the quality of life (McKenzie, 2004; Kuşat, 2013).

Since the color green comes to mind when nature is mentioned, the concept of "green economy" with its environmentalist perspective has emerged in all economic functions. Businesses that adopt the green economy not only carry out production and activities that do not harm nature, but also carry out production and processes that prevent, protect and repair the ecosystem from being damaged. They adopt renewable energy systems and save energy. They provide leadership in green research and development activities by conducting various researches (Günaydın, 2015). Green economy has included many green concepts (Çavdar, 2021). The economic model of our age is the transition to a green economy, this model is not a choice but a necessity (Azazi and Uzma, 2022).

Postgraduate education is a specialization-oriented education given after undergraduate education at university institutes. It is called postgraduate education because it is above undergraduate education as an academic degree. Postgraduate education includes compulsory and elective courses with a certain content and number for master's, doctorate or art proficiency titles. Postgraduate education produces knowledge through various researches and trains experts in a specific field. In addition, they shape the future by training academics. As a result of the research conducted in postgraduate education, contributions are made to society and

technology (Cořkun, Dündar, and Parlak, 2014). In recent years, many universities have been opened in our country and academic publications have increased. In addition, emphasis was placed on postgraduate education (Dilek, Kesgingöz, and Güney, 2020). Achieving sustainability in the world depends on individuals being sensitive. Universities, which train qualified workforce for the society and ensure the development of the society, need to conduct various researches and lead the society in order to increase sustainability. In addition, knowledge transfer between universities and industry also has a strategic importance (Iřık, 2023).

Bibliometric is a quantitative analysis performed to reveal some salient features of publications or documents (authorship, subject, publication information and sources cited). Bibliometric analysis has been performed in many theses and researches (Al and Tonta, 2004). Bibliometric analysis is used to examine the data on a certain subject or concept, to reveal the statistical connection, and to reveal the relationships between them (Iřık, Aydın, Doęru, Rehman, Sırakaya-Türk, and Karagöz, 2022).

Sustainability is a socio-ecological process characterized by the pursuit of a common ideal. This concept aims to meet the needs of future generations while meeting today's needs and aims to prevent problems such as depletion of natural resources, environmental pollution and social inequality. In this context, various researches are needed to implement sustainability. The goals of universities include achieving sustainability goals and making the world livable. To achieve this, it implements nature-friendly practices, makes new inventions, educates the society and raises awareness. Universities direct and lead society. Research conducted and theses written at the university direct the society and increase their awareness. This study was planned to guide academicians, students and the society in revealing studies that support sustainability, determining the current trend, and researching the missing issues. A bibliometric analysis of master's and doctoral theses on green issues (economy, trust, logistics, marketing, purchase intention, product management) within the scope of sustainability in Türkiye between 2000 and 2023 will be carried out. Thus, the awareness of individuals, businesses, universities, the state and society on sustainability will be increased and a livable world will be aimed for future generations.

2. Literature Review

2.1. Green (Economy, Trust, Logistics, Marketing, Purchase Intent, Product, Management)

Increasing awareness of sustainability and corporate social responsibility has changed the financial, legal and social responsibilities of businesses and organizations (Amrutha and Geetha, 2020). The concept of sustainable was formed in the 1970s due to the environmental unsustainability of policies all over the world and social injustice. Although it initially appeared to be related to ecology, it was later developed with social and economic indicators (Gedik, 2020). Sustainable development goals ensure that people develop in quality and quantity in the future (Meydan, 2024). Sustainability, which is widely used in economy, production and consumption, domestic and foreign trade, growth and development, is also used in many cultural, political, social and environmental areas (Harris, 2000; McKeown, Hopkins, Rizi, and Chrystalbridge, 2002). It provides integrity in the environment and social relations. This relationship includes social processes as well as environmental processes (Littig and Griebler, 2005). With environmental problems such as pollution of natural resources, decrease in biodiversity and global warming, interest in environmental issues has increased and the term

"Green" has emerged in many areas (Eşmen, Bedük, and Bedük, 2015). Below are explanations of green terms.

Green Economy: The fact that the concept of green economy is new and does not yet have an agreed upon definition creates some difficulties in understanding the concept. Especially with green growth. This concept used appears as different but complementary concepts from green growth and sustainable development (Gevher and Acet, 2023). The main idea here is to achieve the sustainable development goal. It is to make the necessary arrangements to create sustainable economic wealth and to use the country's natural resources at the most appropriate level (Kuşat, 2013). Green customers accept green prices to have green products (Sevgi, 2021).

Green Trust: It is the belief and desire that green products or green services are sufficient (Koçer and Delice, 2017). Some companies exaggerate the green features of their products or provide incorrect information. This causes distrust in the consumer (Chen and Chang, 2013).

Green Logistics: Carrying out activities such as freight transportation, handling, storage, packaging, material transportation and waste disposal in order to meet the needs of consumers and provide them with extra value, using less energy without harming the environment. Green logistics contributes positively to the environment, economy and society (Akandere, 2021).

Green Marketing: Raising awareness about the environment, protecting ecological balance, producing goods and services with the awareness of social responsibility and delivering them to the consumer have revealed the concept of green marketing (Mishra and Sharma, 2010).

Green Purchasing Intention: Green purchasing behavior occurs in people who are sensitive to society and environmental problems. The most important indicator is social consciousness (Korkmaz and Atay, 2017). Environmental concern, product self-image, environmental awareness and other reasons affect this behavior (Al-Salman, 2016).

Green Product: In order for a product to be considered a green product, it must have certain features. These must be recyclable, reusable, natural and degradable, do not contain toxic substances or chemicals, must not be tested on animals, the packaging must be environmentally friendly and the product must be completely original. In other words, it should be environmentally friendly (Mishra and Sharma, 2010).

Green Management: It includes the technical and organizational work carried out by companies to prevent any harm to the environment or to minimize the negative effects in all processes of their products and services (Cramer, 1998). This management is a new management style and is necessary for a livable world (Önel, 2021).

2.2. Bibliometric Review

Bibliometric: It is the examination of books, articles and similar media organs using mathematical and statistical methods (Pritchard, 1969). In other words, it is an advantageous method used to examine and analyze works written in a certain branch of science (Coşkun et al., 2014). It is used to describe, analyze and summarize scientific studies (Zhang and Zhao, 2022). Bibliometric analysis is mostly used in books, journals and theses. The first bibliometric study in the world was conducted in 1927. In Türkiye, the first study was seen in the 1970s (Beşel and Yardımcıoğlu, 2017). After this year, bibliometric research increased and became effective in determining the general trend (Yalçın, 2010). There are many studies based on national and international bibliometric analyzes (Şeref and Karagöz, 2019).

Bibliometric methods have entered all research as a field of scientific expertise and have taken their place as evaluation criteria (Yorulmaz and Baykan, 2022). This analysis method is widely used in institutions and universities (Ellegaard and Wallin, 2015). The purpose of bibliometric analyzes is to contribute academically to the field of research, and after the subjects and concepts examined, analysis is carried out quantitatively (Ramos Rodriguez and Ruiz-Navarro, 2004; Aydın and Aksöz, 2019; Ergan, 2022). Bibliometric research is carried out in many subjects and fields. In the field of business (Telli, 2022; Sayın and Erdoğan, 2022; Seyitoğulları, 2022; Türkoğlu, Duran, and Yetişen, 2022; Ödemiş, 2022; Yöndemli, 2022), in the field of health (Filiz and Ardıç, 2022; Akyüz and Özlü, 2022; Yeşilbaş and Kantek, 2021; Yılmaz and Yazgan, 2017), in the field of education (Üzümçü, 2019; Kaya and Keşan, 2022), in the field of logistics (Duran and Çelikkaya, 2019; Serdarasan, Yılmaz, Doğan, Koç Bülent, Kayır and Çatalyürek, 2021; Kılıç and Yaprak, 2022; Öcal, 2023), in the field of tourism (Demirbulut and Dinç, 2017; Zengin and Atasoy, 2020; Aydın and Aksöz, 2019) bibliometric studies were conducted.

2.3. Bibliometric Research Conducted in Various Fields Related To Sustainability in Türkiye

Table 1. Bibliometric Researches on Sustainability in Türkiye

Author	Year	Topic	Publish	Journal
Demirbulut, Ö.G & Dinç, N.T.	2017	Sustainable Tourism	Thesis	Travel and Hotel Management Journal
Bayram, G., Bayram, A., & Karaçar, E.	2017	Sustainable Tourism	Article	1st International Sustainable Tourism Congress
Yeksan, Ö. & Akbaba, A.	2019	Sustainable Tourism	Article	Journal of Current Tourism Research
Çelik, O. & Canoğlu, M.	2019	Sustainable And Environmentally Friendly Marketing	Article	Çukurova University Social Sciences Institute Journal
Doğru, M., Güzeller, C. O. & Çelik, M.	2019	Sustainable Development And Education	All	Adıyaman University Journal of Educational Sciences
Yılmaz, V.	2019	Sustainable Development and Circular Economy	Article	Enderun Journal
Kocabaş, C. & Alkan, G.	2020	Sustainable Development	Article	OPUS International Journal of Society Researches
Zengin, B. & Atasoy, B.	2020	Tourism Guide	Thesis	Alanya Academic Overview
Tekin, M., Öztürk, D. & Bahar, İ.	2021	Reverse Logistic	Article	Journal of Aksaray University Faculty of Economics and Administrative Sciences
Gülcan, D., Ercan, M. O. & Katlav, E. Ö.	2021	Sustainable Gastronomy Tourism	Article	Journal of Tourism & Gastronomy Studies
Çavdar, E.	2021	Green Logistics	Article	Econder International Academic Journal
Çark, Ö.	2021	Sustainable Human Resources	Article	International Academician Studies Congress
Seyhan, M.	2021	Green İnnovation	All	Gaziantep University Journal of Social Sciences
Yalçın, A. & Sarıgül, S. S.	2021	Green Marketing and Green Accounting	All	Third Sector Social Economic Review
Genç, N., Bulut, Z. & Yılmaz, G.	2022	Outdoor Recreation	Article	Tourism and Recreation
Eren, Y. & Şengün, H. İ.	2022	Sustainable Consumption	All	Van Yüzüncü Yıl University Faculty of Economics and Administrative Sciences Journal
Savaş, D. A.	2022	Sustainable Consumption and Environment	All	İzdüşüm Journal
Işıklar, Z. E. & Yeşiltuna, C.	2022	Sustainable Supply Chain	Article	R&S-Research Studies Anatolia Journal
Karacıoğlu, R. & Tosunoğlu, B.	2022	Green Accounting	Article	Accounting Science World Journal
Çinbilgel, İ. & Ergün, G. S.	2022	Ecotourism	Article	Journal of Tourism and Gastronomy Studies

Table 1 (Cont.). Bibliometric Researches on Sustainability in Türkiye

Doğan, M. & Karagölge, Z.	2022	Sustainable Development and Green Chemistry	Article	Amasya University Faculty of Education Journal
Altınbay, A. & Durak, H.	2022	Environmental accounting, green accounting and carbon accounting	Article	International Journal of Applied Economic and Finance Studies
Özen, Y. & Yavaş, V.	2022	Sustainable Production and Consumption	All	Journal of Anadolu University Faculty of Economics and Administrative Sciences
Can, E. N. & Özarı, Ç.	2023	Sustainability Accounting and Carbon Accounting Studies	Article	Denetim Journal
Şeyhanhoğlu, H. Ö.	2023	Sustainable Gastronomy	Thesis	Kent Academy
Çil Koçyiğit, S., Temelli, F. & Baskan, D.	2023	Sustainability Accounting	Article	Omer Halisdemir University Faculty of Economics and Administrative Sciences Journal
Himmetoğlu, A.	2023	Corporate Sustainability and Corporate Social Responsibility	Article	Erciyes Communication Magazine
Şahin, Y. & Demiral, B.	2023	Sustainability, Innovation and Leadership	Article	Giresun University Journal of Economics and Administrative Sciences
Karicioğlu, R. & Öztürk, S.	2023	Sustainable Water Management and Accounting	Article	Journal of Accounting and Auditing Overview
Baysal, C. & Yangil, F.	2023	Sustainable Leadership	Article	Dumlupınar University Journal of Social Sciences
Sunaoğlu, Ş. K.	2023	Sustainable Consumption	Article	Journal of Kırklareli University Faculty of Economics and Administrative Sciences
Albayrak, G.	2023	Green Economy	Article	Journal of Dicle University Social Sciences Institute
Tankuş, E., Sökmen, A. & Şahin, N. G. G.	2023	Sustainable Tourism	All	Journal of Tourism & Gastronomy Studies
Şeker, B. & Turgut, M.	2023	Sustainable Transportation	Article	Management, Finance and Accounting Approaches within the Scope of International Trade and Logistics
Pamukçu, H. & Türkoğlu, D. T.	2023	Slow City	All	Journal of Travel & Hospitality Management
Harmandaroğlu, S. F.	2024	Sustainable Marketing	Article	Journal of Strategic Management Research
Dertli, Ş. & Dertli, M. E.	2024	Artificial Intelligence and Sustainability	Thesis	International Journal of Behavior, Sustainability and Management
Kuzgun, Ş.	2024	Green Entrepreneurship	Article	Journal of Business Research,
Arık, M. A., Kayakuş, M., Güdekli, A. & Çizmeli, D.	2024	Sustainability of New Media	Article	Abant Journal of Social Sciences
Erdoğan, H. & Zaman, S.	2024	Sustainable Tourism	Article	Journal of Current Tourism Research
Elbir Mermer, G. & Kurtulgan, A.	2024	Cryptocurrency Mining and Environmental Sustainability	Article	International Journal of Behavior, Sustainability and Management
Günaydn, E.	2024	Waste, Ecology and Sustainability	Thesis	Lokum Art and Design Magazine
Toprak, B., Katmış, Ş. Z., Bektaş, D., Çakmak, D. & Nebati, E. E.	2024	Sustainable Supply Chain in the Automotive Industry	Article	Sustainable Environment Journal
Özkul A.N. E. & Başgöze, P.	2024	The Concept of Sustainable Fashion in Marketing	Article	Journal of Consumer and Consumption Research

Resource: Created by the autor in line with the literature.

Table 1 shows bibliometric academic studies on sustainability in Türkiye. Research is being conducted on almost every subject to understand the importance of sustainability and to achieve sustainable development goals. Table 1 shows studies on sustainability in many areas. The majority of bibliometric studies have examined articles related to sustainability. All publications come after articles, and dissertations have been examined at least.

3. Materials and Methods

3.1. Purpose of the Study

Sustainability is not only being environmentally friendly, but also economic and social. In this context, every world citizen has important duties. The mission of universities is to raise qualified people and contribute to society. This research was planned to reveal which theses related to sustainability have been written in universities that are pioneers in achieving sustainable development goals, which topics are emphasized, and which topics should be studied in the future.

3.2. Research Data

Research data was taken from the Council of Higher Education Thesis Center (YÖK Tez), as seen in figure 1, between 20. 12. 2022- 10. 04. 2023. The keywords were collected with the keywords "green economy, green trust, green logistics, green marketing, green purchasing behavior, green product and green management". Postgraduate theses written between 2000 and 2023 were examined, and previous ones and those written in 2023 were not included in the research. Universities are the mirror of society and ensure the development of society. Therefore, only theses were researched to reveal the current situation and serve as a role model for future researchers. The research model is shown in Figure 1 below.

3.3. The Research Diagram

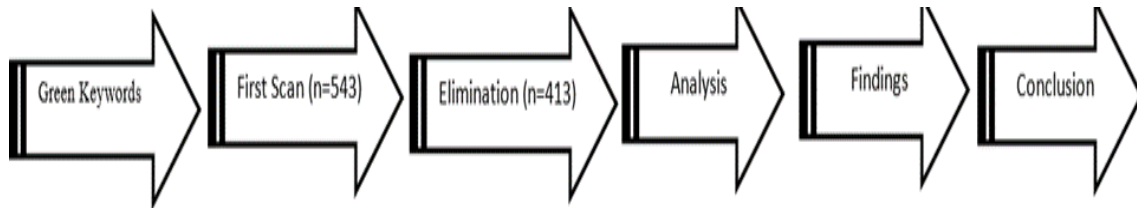


Figure 1. The Research Diagram

3.4. Analysis of Research Data

16 questions were created for the research method and the research was designed based on these questions. A total of 413 theses were evaluated and b. The data was analyzed using Word Art, Microsoft Word 2015, Microsoft Excel 2015 and SPSS 26 package programs.

3.5. Research Questions

In order to achieve sustainable development goals, studies on sustainability should be increased. Bibliometric research not only reveals current trends but also sheds light on the future. This bibliometric study will answer the following questions.

Question 1. What keywords are used in green-themed graduate theses for sustainability?

Question 2. What are the topics of green-themed graduate theses for sustainability and how many theses have been written on that topic?

Question 3. What are the most common words in the titles of green-themed graduate theses for sustainability?

Question 4. What is the distribution of green-themed graduate theses for sustainability by years?

Question 5. In which universities were green-themed postgraduate theses for sustainability written and what is the number of master's and doctoral theses?

Question 6. What is the distribution of green-themed graduate theses on sustainability by university category?

Question 7. What is the distribution of the writing language of green-themed graduate theses on sustainability?

Question 8. In which institutes were graduate theses with green themes for sustainability written and how are they distributed?

Question 9. In which departments are green-themed graduate theses for sustainability mostly written and what is their distribution?

Question 10. In which institutes were postgraduate theses with a green theme for sustainability written and how is their distribution?

Question 11. Which advisors monitored green-themed graduate theses for sustainability and what is their distribution?

Question 12. What are the research methods used in green-themed graduate theses for sustainability and what is their distribution?

Question 13. In which institutes are postgraduate theses with a green theme for sustainability written and how are they distributed?

Question 14. What is the research sample and distribution of green-themed graduate theses for sustainability?

Question 15. In which institutes were graduate theses with green themes for sustainability written and how are they distributed?

Question 16. What is the page spacing and distribution of green-themed graduate theses for sustainability?

4. Result

4.1. Keywords Frequency

When graduate theses with a green theme for sustainability were searched with keywords, 543 theses were found. It is stated in detail in Table 2.

Table 2. Keywords Frequency

Keyword	Frequency
Green Marketing	180
Green Management	72
Green Product	140
Green Economy	77
Green Logistics	42
Green Purchasing Behavior	27
Green Trust	5
Toplam	543

Table 2 shows the frequency of keywords. Green marketing is mentioned 180 times in theses. This is followed by green product 140, green economy 77, green management 72, green logistics 42 and green purchasing behavior. At least 5 green trusts are passed.

4.2. Word Cloud for the Keywords

Research keywords are shown in the word cloud in Figure 2.



Figure 2. Word Cloud for the Keywords

Figure 2 shows the word cloud of keywords. A word cloud was created in line with Table 2. Word cloud can be defined as showing the content of the words in the titles of the theses by writing them larger or smaller depending on their frequency. It is a successful application in analysis and shows the topics on which the thesis, article or work was written, and is frequently used especially in qualitative data analysis (Yorulmaz and Baykan, 2022).

4.3. Thesis Topics

As a result of keyword scanning, the number of theses, which was 543, contained more than one keyword, so the same ones were combined and found to be 413. Thesis topics are shown in table 3 below.

Table 3. Thesis Topics

Thesis Topics	Frequency	%	Valid Percent	Cumulative Percent
Green Economy	67	16,2	16,2	16,2
Green Trust	5	1,2	1,2	17,4
Green Logistics	20	4,8	4,8	22,3
Green Marketing	144	34,9	34,9	57,1
Green Purchasing Behavior	23	5,6	5,6	62,7
Green Product	112	27,1	27,1	89,8
Green Management	42	10,2	10,2	100,0
Toplam	413	100,0	100,0	

Table 3 shows the topics of the theses. The most theses were written in the field of green marketing 144 (34.9%). This was followed by green products 112 (27.1%) and green economy 67 (16.2%). The lowest ones are green trust 5 (1.2%) and green logistics 20 (4.8%).

4.4. Word Cloud for the Titles of Theses

A word cloud was created by taking the thesis titles into account. As seen in Figure 3, the word cloud image attracts attention due to the high search frequency of the word 'Green'.

Table 5. Distribution of Postgraduate Theses Made Between 2000-2023 by Universities

No	University	Master's Degree	Doctorate	Total Frequency	Valid percent	Cumulative percent
1	Afyon Kocatepe University	7	2	9	2,2	2,2
2	Akdeniz University	3	1	4	1,0	3,1
3	Altınbaş University	1	-	1	,2	3,4
4	Anadolu University	7	2	9	2,2	5,6
5	Ankara Hacı Bayram Veli University	3	-	3	,7	6,3
6	Ankara University	2	3	5	1,2	7,5
7	Atatürk University	2	5	7	1,7	9,2
8	Atılım University	1	-	1	,2	9,4
9	Aydın Adnan Menderes University	1	1	2	,5	9,9
10	Bandırma On Yedi Eylül University	3	-	3	,7	10,7
11	Bahçeşehir University	14	1	15	3,6	14,3
12	Balıkesir University	2	-	2	,5	14,8
13	Bartın University	1	-	1	,2	15,0
14	Batman University	1	-	1	,2	15,3
15	Bayburt University	1	-	1	,2	15,5
16	Beykent University	3	4	7	1,7	17,2
17	Beykoz University	1	-	1	,2	17,4
18	Bolu İzzet Baysal University	-	1	1	,2	17,7
19	Boğaziçi University	1	-	1	,2	17,9
20	Celal Bayar University	1	1	2	,5	18,4
21	Çağ University	3	-	3	,7	19,1
22	Çanakkale On Sekiz Mart University	2	2	4	,7	19,9
23	Çankaya University	4	-	4	1,2	21,1
24	Çukurova University	6	1	7	1,7	22,8
25	Dokuz Eylül University	12	4	16	3,9	26,6
26	Dumlupınar University	2	-	2	,5	27,1
27	Düzce University	1	-	1	,2	27,4
28	Ege University	1	1	2	,5	27,8
29	Erciyes University	1	4	5	1,2	29,1
30	Erzincan University	1	-	1	,2	29,3
31	Eskişehir Osmangazi University	6	-	6	1,5	30,8
32	Fatih University	1	1	2	,5	31,2
33	Fırat University	4	-	4	1,0	32,2
34	Galatasaray University	3	-	3	,7	32,9
35	Gazi University	11	2	13	3,1	36,1
36	Gaziantep University	4	2	6	1,5	37,5
37	Gebze Teknik University	1	2	3	,7	38,3
38	Gedik University	1	-	1	,2	38,5
39	Gediz University	1	-	1	,2	38,7
40	Giresun University	4	-	4	1,0	39,7
41	Hacettepe University	2	5	7	1,7	41,4
42	Haliç University	1	-	1	,2	41,6
43	Hasan Kalyoncu University	3	3	6	1,5	43,1
44	Hitit University	3	-	3	,7	43,8
45	İnönü University	6	1	7	1,7	45,5
46	İstanbul Arel University	1	-	1	,2	45,8
47	İstanbul Aydın University	7	-	7	1,7	47,5
48	İstanbul Bilgi University	6	-	6	1,5	48,9
49	İstanbul Gelişim University	1	-	1	,2	49,2
50	İstanbul Medipol University	1	1	2	,5	49,6
51	İstanbul Okan University	1	x	1	,2	49,9
52	İstanbul Teknik University	8	4	12	2,9	52,8
53	İstanbul Ticaret University	17	1	18	4,4	57,1
54	İstanbul University	9	7	16	3,9	61,0
55	İzmir Ekonomi University	1	-	1	,2	61,3
56	İzmir Kâtip Çelebi University	2	-	2	,5	61,7
57	Karadeniz Teknik University	7	1	8	1,9	63,7
58	Kadir Has University	1	-	1	,2	63,9
59	Kafkas University	3	-	3	,7	64,6

Table 5 (Cont.). Distribution of Postgraduate Theses Made Between 2000-2023 by Universities

60	Kahramanmaraş Sütçü İmam University	4	1	5	1,2	65,9
61	Karabük University	4	-	4	1,0	66,8
62	Karamanoğlu Mehmet Bey University	1	-	1	,2	67,1
63	Kastamonu University	2	-	2	,5	67,6
64	Kırklareli University	5	1	6	1,5	69,0
65	Kilis Yedi Aralık University	-	1	1	,2	69,2
66	Kocaeli University	1	1	2	,5	69,7
67	Koç University	-	1	1	,2	70,0
68	KTO Karatay University	2	-	2	,5	70,5
69	Kütahya Dumlupınar University	2	-	2	,5	70,9
70	Maltepe University	1	-	1	,2	71,2
71	Manisa Celal Bayar University	1	-	1	,2	71,4
72	Marmara University	24	4	28	6,8	78,2
73	Mehmet Akif Ersoy University	1	-	1	,2	78,5
74	Mersin University	4	-	4	1,0	79,4
75	Milli Savunma University	1	-	1	,2	79,7
76	Muğla Sıtkı Koçman University	3	1	4	1,0	80,6
77	Munzur University	2	-	2	,5	81,1
78	Namık Kemal University	-	1	1	,2	81,4
79	Necmettin Erbakan University	3	-	3	,7	82,1
80	Nevşehir Hacı Bektaş Veli University	2	-	2	,5	82,6
81	Niğde Ömer Halis Demir University	3	1	4	1,0	83,5
82	Nişantaşı University	2	-	2	,5	84,0
83	On Dokuz Mayıs University	2	-	2	,5	84,5
84	Orta Doğu Teknik University	1	2	3	,7	85,2
85	Osmaniye Korkut Ata University	1	1	2	,5	85,7
86	Özyeğin University	-	1	1	,2	86,0
87	Pamukkale University	2	-	2	,5	86,4
88	Sakarya University	3	1	4	1,0	87,4
89	Selçuk University	11	1	12	2,9	90,3
90	Sinop University	1	-	1	,2	90,6
91	Sivas Cumhuriyet University	1	-	1	,2	90,8
92	Süleyman Demirel University	6	1	7	1,7	92,5
93	TOBB Ekonomi ve Teknoloji University	1	-	1	,2	92,7
94	Tokat Gaziosmanpaşa University	2	-	2	,5	93,2
95	Toros University	2	-	2	,5	93,7
96	Trakya University	6	-	6	1,5	95,2
97	Ufuk University	1	-	1	,2	95,4
98	Uludağ University	4	5	9	2,2	97,6
99	Van Yüzüncü Yıl University	1	-	1	,2	97,8
100	Yaşar University	4	-	4	1,0	98,8
101	Yeditepe University	1	-	1	,2	99,0
102	Yıldız Teknik University	3	1	4	1,0	100
102	Total	327	86	413	100	

Table 5 shows that postgraduate theses produced at universities. It is seen that 327 of them (79.2%) are master's degrees and 86 of them (20.8%) are doctorates. The written language of the theses is 360 of them, 87.2% in Turkish and 53 of them (12.8%) in English. 308 theses (74.6%) were written at state universities and 105 theses (25.4%) were written at foundation universities. Marmara University ranks first in postgraduate theses. There are 28 (6.8%) postgraduate theses here, including 24 masters' and 4 doctoral theses. This is followed by Istanbul Ticaret University, with 17 master's degrees and 1 doctorate in total for 18 (4.4%), Istanbul University with 9 master's degrees and 7 doctorates in total for 16 (3.9%), and Dokuz Eylül University with 12 master's degrees and 4 doctorates in total for 16 (3.9%) is followed.

4.7. Postgraduate Theses State / Foundation Category

Table 6. Postgraduate Theses State / Foundation Category

University	Frequency	%	Valid Percent	Cumulative Percent
Government University	308	74,6	74,6	74,6
Foundation University	105	25,4	25,4	100,0
Total	413	100,0	100,0	

As seen in Table 6, the majority of postgraduate theses were produced in 308 (74.6%) state universities. Those produced in foundation universities are 105 (25.4%).

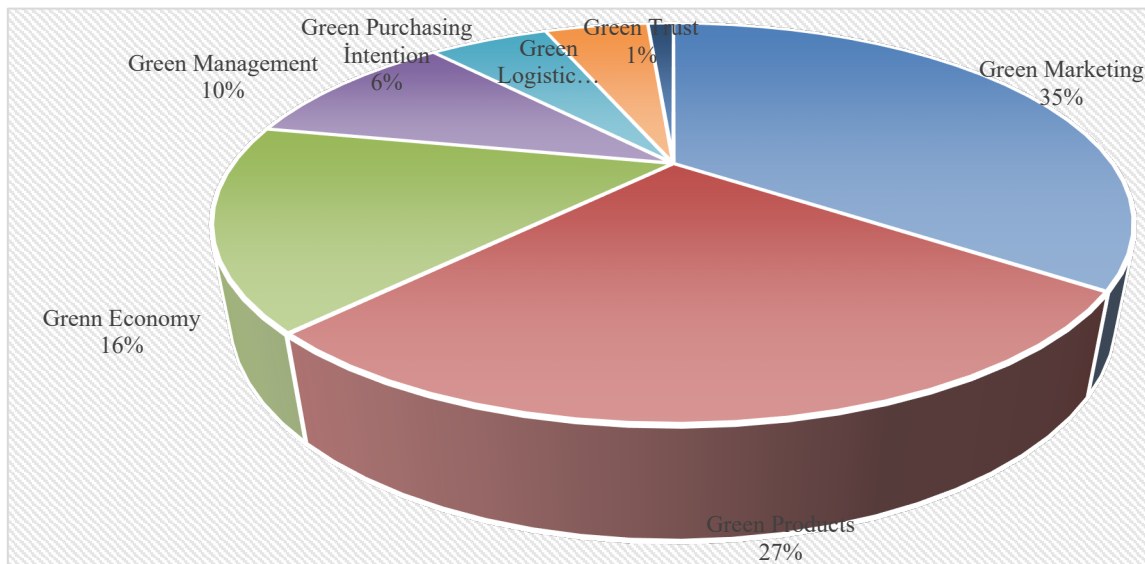
4.8. Writing Language of Postgraduate Theses Language of Postgraduate Theses

Table 7. Writing Language of Postgraduate Theses Language of Postgraduate Theses

Writing Language	Frequency	%	Valid Percent	Cumulative Percent
Turkish	360	87,2	87,2	87,2
English	53	12,8	12,8	100,0
Total	413	100,0	100,0	

Table 7 shows the writing language of postgraduate theses. The majority of theses, 360 (87.2%) were written in Turkish and 53 (12.8%) in English.

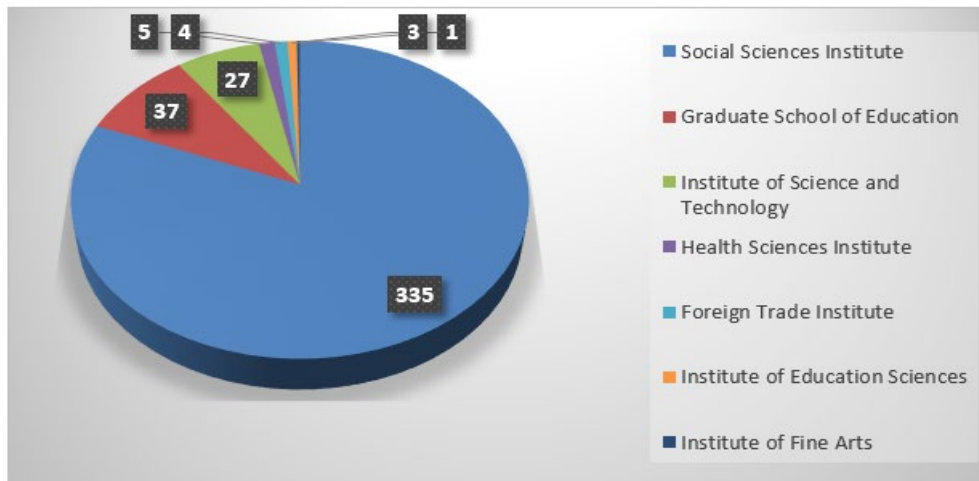
4.9. Topics of Postgraduate Theses



Graph 1. Topics of Theses Written Between 2000-2023

Graph 1 shows that the topics of postgraduate theses. The most postgraduate theses were on the subject of green marketing 144 (34.9%). This was followed by 112 (27.1%) green products, 67 (16.2%) green economy, 42 (10.2%) green management, 23 (5.6%) green purchasing intention, 20 (4.8%), green logistics has created 5 (1.2%) green trust.

4.10. Distribution of Theses by Institutes



Graph 2. Distribution of Theses by Institutes

Graph 2 shows that the distribution of postgraduate theses by institutes. The majority of them were written in 335 (81.7%) social science institutes. This is followed by graduate education institutes with 37 (9.0%) and science institutes with 27 (6.5%). 5 (1.2%) were written in the Institute of Health Sciences, 4 (1.0%) in the Foreign Trade Institute, 3 (0.7%) in the Institute of Educational Sciences, and 1 (0.2%) in the Institute of Fine Arts.

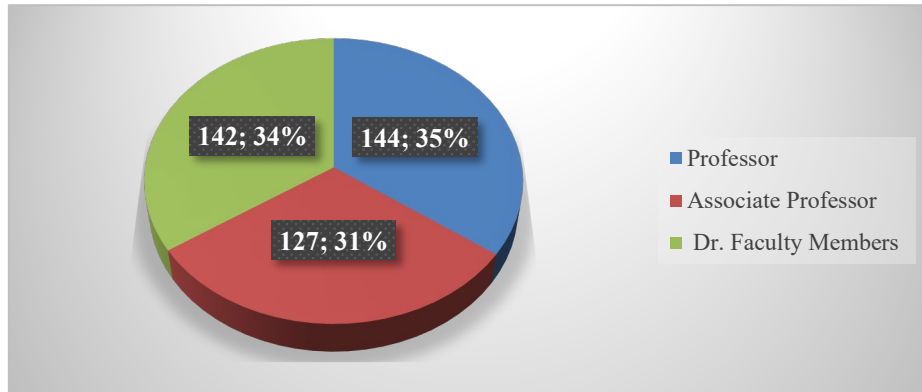
4.11. Distribution of Theses by Department

Table 8. Distribution of Theses by Department

Department	Frequency	Valid percent
Department of Business Administration	202	48,9
Department of International Trade and Logistics	23	5,6
Department of Economics	23	5,6
Department of Tourism	22	5,3
Department of Marketing	14	3,4

Table 8 shows that departments where the most postgraduate theses are written. Green-themed theses were written in a total of 54 departments. It is seen that nearly half of the theses, 202 (48.9%), were written in the department of business administration. This is followed by the department of international trade and logistics and the department of economics with 23 (5.6%). The number of theses written in the tourism department is 22 (5.3%) and the number of theses written in the marketing department is 14 (3.4%).

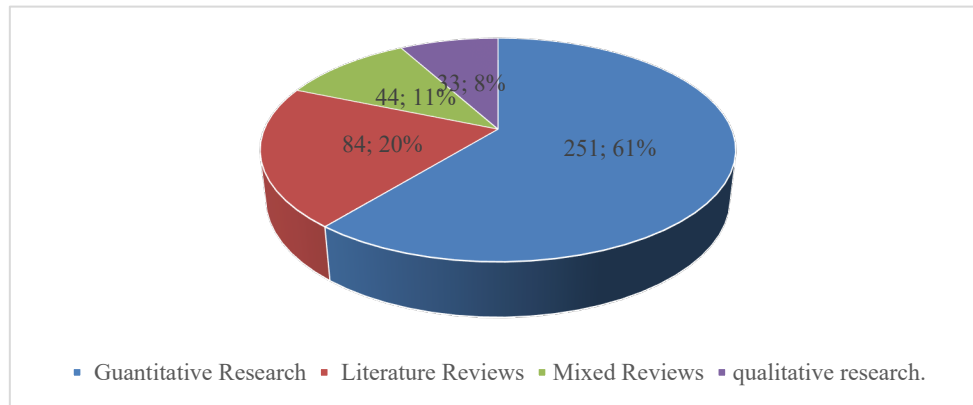
4.12. Advisors of Postgraduate Theses Published



Graph 3. Advisors of Postgraduate Theses Published

Graph 3 shows that the distribution of thesis advisors. 144 (34.9%) of the theses were written by Professors, 127 (30.8%) were written by Associate Professors, and 91 (22.0%) were written by Drs. It is seen that it is followed by faculty members and 51 (12.3%) assistant professors. With the Assistant Professorship staff, Dr. Since the faculty member staff is the same, 142 (33.3%) Dr. It can be stated that it is followed by faculty members.

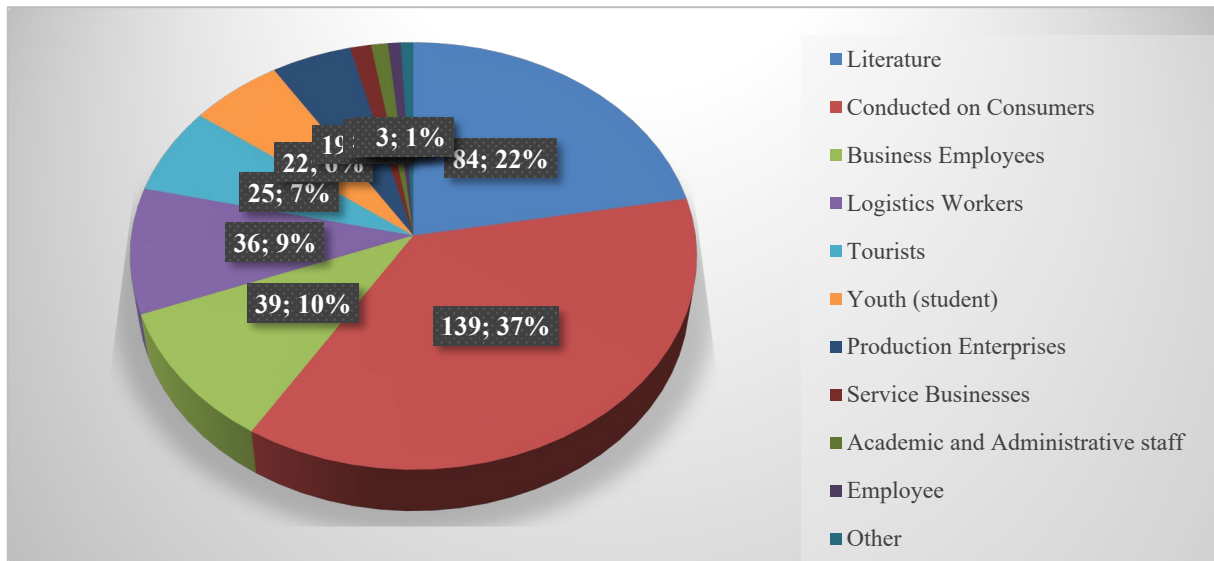
4.13. Research Methods of Postgraduate Theses



Graph 4. Research Methods of Postgraduate Theses

Graph 4 shows that the research methods of the theses. 251 (61.3%) of the theses are quantitative research, 84 (20.3%) are literature reviews, 45 (11.4%) are mixed and 33 (8.0%) are qualitative research. Survey method was used in 232 of the studies (56.2%). Literature reviews rank second with 84 (20.3%), and qualitative studies rank third with 33 (8.0%). 19 (4.6%) modeling studies, 17 (4.1%) mixed qualitative and quantitative studies. 13 (3.1%) case studies, 11 (2.7%) visuals, and 4 (1.0%) experiments were used.

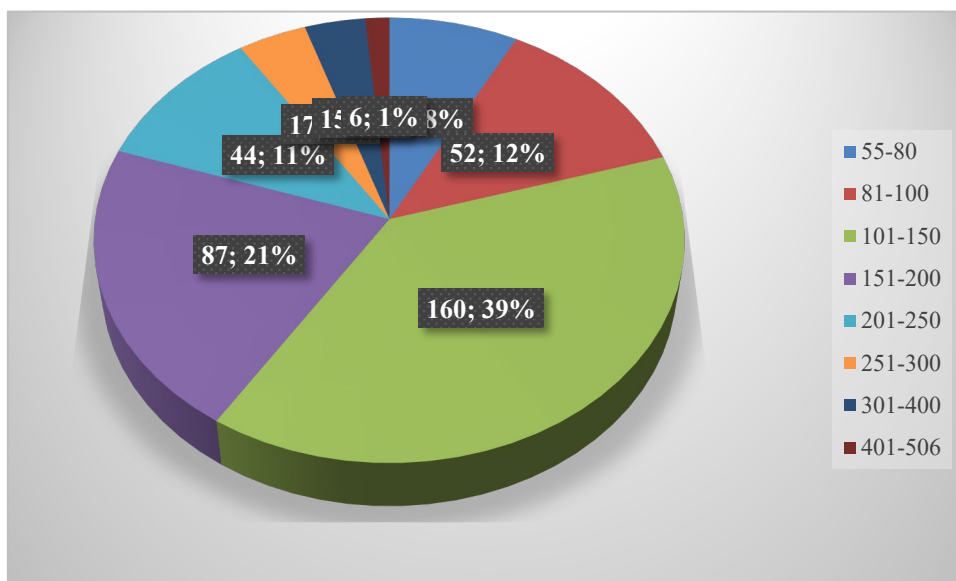
4.14. Samples of Postgraduate Theses



Graph 5. Samples of Postgraduate Theses

Graph 5 shows that the research sample of theses. The highest number of theses were literature reviews, 84 (20.3%). It is seen that the most research was conducted on consumers 139 (33.7%). Business employees 39 (9.4%), logistics workers 36 (8.7%), tourists 25 (6.7%), youth (student) 22 (5.3%), 19 (4.6%) production enterprises, 5 (1.2%) food, health, environment and civilian total constitute the experimental group. 4 (1.0%) consist of academic and administrative staff and municipal employees. 3 (0.7%) are farmers, hotel workers, maritime workers and website workers, 2 (0.5%) are restaurant customers, bank employees, and 1 (0.2%) is textile workers.

4.15. Page Range of Graduate Theses



Graph 6. Page Range of Graduate Theses

Graph 6 shows that the page numbers of the theses. The page numbers of theses vary between 55 and 506. 160 of these (38.7%) are 101-150 pages. This is followed by 87 (21.1%) 151-200 pages, 52 (12.6%) 81-100 pages, 44 (10.7%) 201-250 pages, 32 (7.7%) 55-80 pages, 17 (4.1%) are listed as 251-300 pages, 15 (3.6%) are listed as 301-400 pages, and 6 (1.5%) are listed as 401-506.

5. Discussion and Conclusion

Rapid changes and technological developments in the world have resulted in resources becoming increasingly scarce and deformed. Apart from ecological consequences, this deformation also has social and economic consequences. In this context, scientists and practitioners have pursued various pursuits to ensure sustainability. It is important to eliminate poverty all over the world, protect the world, ensure that all people live in peace and prosperity, and achieve global and national sustainable development goals. Sustainable development goals integrate with business practices and offer important opportunities to the business world. These are: Creating new business opportunities, increasing corporate sustainability, strengthening stakeholder collaborations, making legislative changes, market balance, social balance and unity of purpose. In this context, much work is needed to ensure sustainability.

The need for bibliometric research for new research is increasing day by day. With bibliometric analysis, many subjects can be accessed and reliable information can be obtained. Bibliometric analysis is a method that aims to analyze patterns, trends and relationships in scientific publications. This analysis uses metric data of published publications to reveal scientific research areas, authors, institutions and relationships between studies and allows for various analyses. Bibliometric analysis allows collecting preliminary information about a subject, evaluating scientific research performance, identifying research trends and revealing collaborations between research fields.

The concept of sustainability is a general concept that addresses social issues such as income distribution, social welfare, health, poverty, education, gender, justice, freedom and equality in all areas, and is also related to economy and environment. Sustainability practices not only protect the environment, but also provide better brand image, lower costs and higher efficiency in businesses. Businesses that adapt sustainability to their processes gain a competitive advantage. With increasing social awareness in the information age, consumer preferences are also changing and companies have to respond to these changing consumer demands. It is known that environmental problems are global problems and individuals' awareness is increasing day by day. For the global community and future generations, it is imperative that all countries in the world act with high awareness, maintain a humane, dignified, healthy, clean and safe environment, protect natural and human resources, and prioritize social development, equality and justice. Universities are very effective in achieving sustainability goals around the world. They can influence and guide society with their curricula and scientific publications.

Theses produced in higher education institutions benefit individuals, economy, society, practitioners, students and academics. In particular, bibliometric research is used to examine an influential subject, evaluate previous studies on the subject, see the gap in the field, use appropriate research and analysis methods, and draw conclusions from the research conducted. This study includes the bibliometric analysis of green-themed theses that are closely related to sustainability in Türkiye. and is expected to guide future research. At the end of the research, it is noticeable that there are more master's theses than doctoral theses. Especially after 2000, the opening of many foundation universities, thesis and non-thesis master's programs, evening

education and distance education options have increased the demand for master's degrees. On an important issue, the fact that the duration of master's education is shorter than the doctorate degree affects the demand for master's degrees. The fact that the majority of theses are written in state universities explains the fact that foundation universities have recently opened. Since there are so many foundation universities today, it is predicted that postgraduate theses written in foundation universities will increase in the future. The reason why the majority of postgraduate theses are written in Turkish is that the majority of master's and doctoral programs are in Turkish.

Disasters, epidemics, hunger, lack of education, poverty, technological pollution, climate change, global warming and resource depletion affect the world and make the lives of future generations difficult. That's why sustainable development has been given importance all over the world, and research is being done and policies are being developed to achieve 17 goals. When the topics of the theses are examined, it can be seen that there are many studies on green marketing and green products. This shows that the public has a demand for environmentally friendly products. These were followed by green economy, green management, green purchase intention, green logistics and green trust. These studies are insufficient for a livable world and more research is needed. Businesses can contribute to society and the environment by adopting green practices in their processes. Economic growth has no meaning without a livable world. Therefore, sustainability must be achieved through university-society cooperation. With the understanding of the importance of sustainability, postgraduate theses began to be written. While the number was very low in the 2000s, it started to increase after 2010 and broke a record with 72 postgraduate theses in 2019. It started to decrease again after 2020. Most theses were written at Marmara University. This is followed by Istanbul Commerce University, Istanbul University and Dokuz Eylül University. Postgraduate thesis topics were mostly written on green marketing. This was followed by green product, green economy, green management, green purchase intention, green logistics and green trust. When people's interest in sustainability increases, they will prefer such products and implement various sustainable practices in businesses to meet customer demands and raise awareness. In this context, research on the subject will increase.

It is seen that the majority of green-themed studies are in the departments of business management, logistics management and economics and commerce. Especially since the social sciences institute includes these branches of science, the number of theses written in the social sciences institute is more than in other institutes. Thesis advisors mostly consist of professors. It was observed that the research was conducted with quantitative data as the research method. This was followed by literature review, mixed and qualitative research. The majority of the sample group are consumers. The number of pages of theses varies between 55 and 506, with a maximum of 101-150.

This research is similar to previous studies. For example, Çelik and Canoğlu (2019) state in their bibliometric research that studies on environmentalism and sustainability in the marketing discipline increased after 2016 (44.3%). It was stated that the majority of publications and quantitative research were in Turkish. broadcast language. University academics and students were more preferred as a population. In his study, Albayrak (2023) includes natural sciences, environmental sciences, sustainability and economy in green economy research. Gök and Çarıkçı (2022) stated in their bibliometric research that environmental accounting, environmental costs and emission costs are studied more than other subjects. Çati and Öcal (2018) determined in their bibliometric study that the most researched topics are marketing management and strategy, marketing communication, social marketing and green marketing. Demirbulat and Dinç, (2017) researched 41 master's and 21 doctoral

theses in their research on sustainable tourism. There are many doctoral theses in 2014. In 2003, they stated that the majority were master's theses.

It is thought that the findings of this research will provide useful information for future master's and doctoral theses, studies on the subject, and for students, academics and administrators. In this study, which aims to conduct a comprehensive bibliometric evaluation of green-themed postgraduate theses written between 2000 and 2022, the recommendations regarding the results are as follows.

- It is seen that the number of theses decreased in 2020. Sustainability is necessary for all humanity and the next generation to live a peaceful life, and research should be increased.
- It is seen that the number of doctoral theses is less than the number of postgraduate theses. Therefore, it is recommended that the doctoral thesis topic should be on sustainability-related topics.
- It is seen that the majority of the thesis writing language is Turkish. Publishing in other languages will increase awareness.
- It is seen that the most theses are produced in the department of business management. Therefore, businesses need to make arrangements to provide social benefit and meet changing customer demands. Sustainability should be applied in every branch of science.
- Quantitative data was used as the research method in the theses. In addition, it is recommended to conduct studies with qualitative data.
- The sample was obtained only from thesis data. It is recommended to examine publications in SSCI, SCI-EXPANDED and ESCI indexes, and databases such as Scopus, Google Scholar, etc.

This study can serve as an important reference point in achieving sustainable development goals.

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