

The Proceedings & Abstracts of ICONASH 2018 Antalya

1st International Conference on New
Approaches in Social Sciences and
Humanities



Editor
Mahmut Demir



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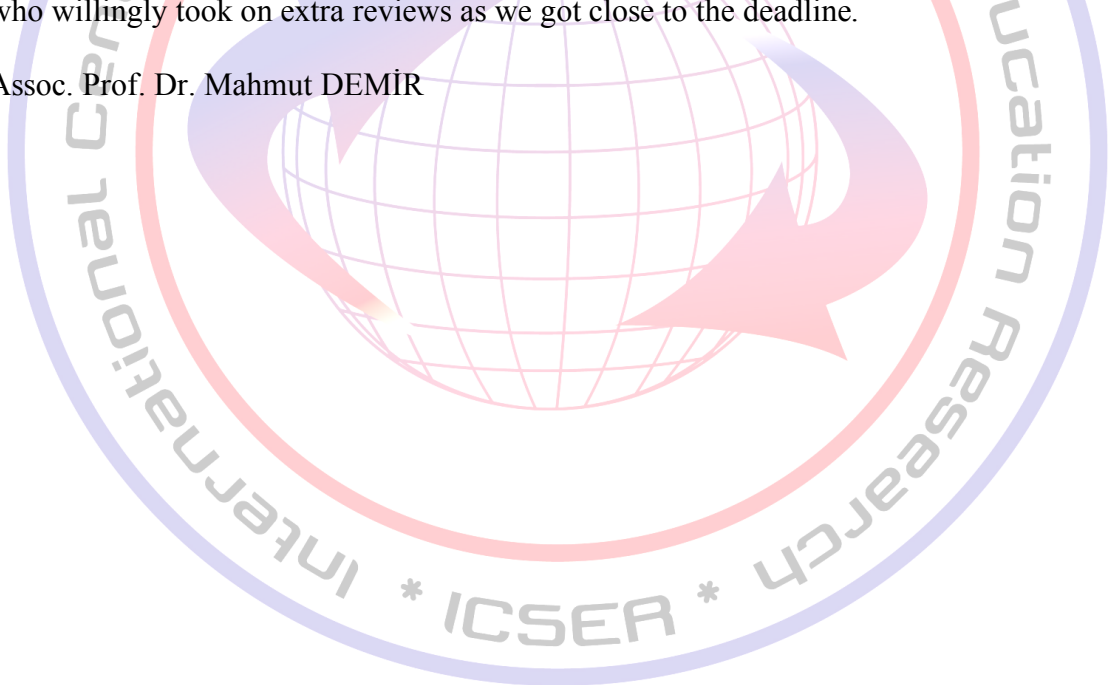
Preface

ICONASH – 1st International Conference on New Approaches in Social Sciences and Humanities is an academic and scientific conference which was held at Club Hotel Sera, Lara in Antalya, Turkey between April 20-22, 2018. ICONASH was organized by International Center of Social Science & Education Research, and supported *IJSSER-International Journal of Social Sciences & Education Research (ISSN:2149-5939)* and *JTTR-Journal of Tourism Theory and Research (ISSN: 2458-7583)*.

This conference is intended to provide a platform for academics, students and researchers to gain substantial benefits and invaluable insights on pertinent issues related to the field of social sciences, and its applications. This commendable effort, not only enhance the generation of new ideas, applications and solutions that could contribute to the advancement of social sciences and humanities in many ways will also assist to bridge between the local and international researchers among the education and research.

On the behalf of organizing committee, I would like to thank scientific and academic committee and session chairs for all their assistance in sourcing reviewers and making timely decisions. We are extremely grateful to all the reviewers for giving up their time so generously and providing constructive feedback to authors. A special thanks to those who willingly took on extra reviews as we got close to the deadline.

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SPEAKERS IN SPECIAL SESSIONS FROM DIFFERENT COUNTRIES

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Zuzana Novakova Faculty of Arts/University of Prešov in Prešov, SLOVAKIA	TECHNOLOGY-ENRICHED LEARNING ENVIRONMENT AND THE DEVELOPMENT OF SPEAKING SKILLS OF HIGHER EDUCATION STUDENTS
Prof. Dr. Anita Zovko University of Rijeka, Faculty of Humanities and Social Sciences, Department of Pedagogy, CROATIA	ANDRAGOGICAL COMPETENCIES
Elena Bendeliani Georgian Institute of Public Affairs, GEORGIA	THE ROLE OF CHANGE MANAGEMENT PROCESS IN ENHANCING THE SUCCESS OF INNOVATIVE PROJECTS: EXAMPLE OF GEORGIAN PUBLIC SERVICE
Kosherbayeva Aigerim Abay Kazakh National Pedagogical University. Almaty, KAZAKHSTAN	THE WORLD HUMANITY IDEA IN THE CONTEXT OF THE EAST AND THE “GREAT STEPPE” THROUGH THE PRISM «KUTTY BILIK» OF JUSSIP BALASAGUN









VEILING: NOT JUST ABOUT “WOMEN AND RELIGION” AMONG MALAY WOMEN IN MALAYSIA

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Abstract: The veiling or hijab wearing of Muslim women has been perceived as an increasingly common practice in recent years in Muslim-majority country such as Malaysia. This is because since the late 1970s the development of an Islamic culture in Malaysia has taken place. Some Western media argue veiling means oppression towards women. However, there are also who argue that veiling is a sign of emancipation even though ‘unveiling’ is often represented as symbolic of emancipation. In Malaysia, the veil is usually portrayed by Muslim women who are predominantly Malay; even there are other Muslims from different ethnic groups. Malaysia has been experiencing the rise in numbers of women veiling as influences of Islamisation movement that perceived veiling as an action of modernity alongside other government projects that aim to modernize Malay women. I argue that the new varieties of veils or hijabs are an expression of modernization in the manner of lifestyle as an impact of Islamisation at some point of 1970s. I see this modernization through the adoption of veiling among Malay Muslim women compare to earlier than Islamisation that suggests how global effects are assimilated in the locality and how locality is assimilated with worldwide trends or culture. This ethnography will be conducted in Penang, a state of Malaysia located on the Northwest Coast of Peninsula Malaysia with the point of interest on veiling among different kinds of-of Malay Muslim women of age, class, education and occupational background and sites such as rural and urban areas. The research will be employed semi structured interviews, participant observation besides critically analyse selected media to grasp veiling and Islamic sartorial practices and experiences of how veiled and non-veiled Malay women present themselves in their daily life.

Keywords: Veiling, Malay, modernity, Islamic sartorial.

Introduction

Quran is the Holy Book for all Muslims around the world. It defines the rules and regulations of the religion. Throughout the 30 chapters of the Quran, it is quiet on the subject of clear seclusion of women and veiling (Hussain, 1984; 25). The term *hijab* occurs seven times, mostly referring to a physical or metaphorical barrier without any reference to women or their clothing (Alvi, Hoodfar, and McDonough, 2003; 184; Mernissi, 1991; 6). There is only one place in the Quran where the word *hijab* is mentioned in relation to women:

‘O you who believe! Enter not the Prophet’s houses until leave is given you for a meal. Not to wait for its preparation, but when you are invited, enter and when you have eaten, disperse without seeking familiar talk. This annoys the Prophet. He is ashamed to dismiss you, but Allah is not ashamed of the truth. And when you ask for anything you want to ask those (females) from before a Hijab. That makes for greater purity for your hearts and for theirs. Nor is it right for you that you should annoy Allah’s Apostle, or that you should marry his widows after him at any time. Truly such a thing is in Allah’s sight an enormity’ (Ali, 1946; 1124).

In this verse, the word *hijab* is used as the screen (Ibn Kathir, 2000; (8) 23; Ali, 1946; 1124; Khan, 1996; 776) and curtain (Pickthall, 1989; 303; Palmer, 2007; 147). The most direct revelation often cited as a reference to *hijab* is in the Qur’an (Chapter 24:31):

When Quran debates about covering for females, it tells them to be modest and seems as if it is asking them to use their existing sartorial to cover their chests:

“And tell the believing women to lower their gaze (from looking at forbidden things), and protect their private parts (from illegal sexual acts, etc.) and not to show off their adornment except only that which is apparent, and to draw their veils all over Juyubihinna (i.e. their bodies, faces, necks and bosoms, etc.) and not to reveal their adornment except to their husbands, their fathers, their husband's fathers, their sons, their husband's sons, their brothers or their brother's sons, or their sister's sons, or their (Muslim) women (i.e. their sisters in Islam), or the (female) slaves whom their right hands possess, or old male servants who lack vigour, or small children who have no sense of the shame of sex. And let them not stamp their feet so as to reveal what they hide of their adornment. And all of you beg Allah to forgive you all, O believers, that you may be successful.” (Quran 24; 31)

The terms ‘open’ and ‘hidden’ beautification in the above-mentioned verses have been the subjects of later commentaries of the Quran. Instead of using the term adornment to mean what it literally means, that is ornamentation of one’s self, Al-Tabari takes the more strict way and believes it means in this particular verse, to be taken as a woman’s ornaments as well as her entire body except for her hands, feet, and arms up to the elbow (Alvi et al, 2003; 190). Hajjaji Jarrah believes that the reason these terms are not defined in the Quran is because they can be open to interpretation according to the different times of Muslims to be evaluated and applied according to the norms of those times and this is exactly what makes the Quran “valid for all nations, times and places” (Alvi et al., 2003; 209).

After the Quran, hadith is the most revered Islamic texts. These are the sayings of the Prophet later recorded by historians after a rigorous verification process. The six most referenced collections of hadiths are by Bukhari, Muslim, Sunan ibn Sahih, Sunan Ibn-e-Majah, Sunan Abu Dawood, Mishkat Shareef, and Tirmidhi. There seems to be not many hadiths that are concerned with the covering of women. In fact, most of the hadiths are concerned with the clothing of men. Instructing them to cover their private parts appropriately (Alvi et al., 2003; 218). As mentioned above, the Quran tells the believing women to cover their chests, but the hadith is devoid of any mention or application of this instruction (Alvi et al., 2003; 219). Mostly, the hadith tell the women to avoid flashy clothing or clothing that is too thin or revealing, and from which a woman’s body can be seen through (Alvi et al., 2003; 218-220).

It is understood from the verses that covering and modesty does not only apply to physical entities like sartorial but also to the way women act or behave in the outside world (which was also important throughout the entire discussion on hijab and non-hijab wearing Malay women as our biography of these women included not only aesthetic element of sartorial but also social, religion expectation of behaviour on public/private spheres). According to Patel (2012), modesty has been defined as the dress style that reaffirms an Islamic identity and morality.

Even with the prescription of modesty available in the Holy Quran and local practice of sharia (Islamic law), wearing the hijab remains an option and not an obligation for Malay women in Malaysia. In revisiting the implementation of the New Economic Policy (NEP)¹ from 1970 to 1990, scholars observed inconsistencies with the social transformations of Malay women who initially abandoned their religious lifestyles in rural areas to move into the city and adopt Western ways that were considered modern and liberating (Norani, 2008; Aihwa, 1990). In a paradox, the present majority of Malay women cover their

¹The NEP put in place economic structures to facilitate social mobility for the Malay community, including study, job and business opportunities. The NEP was formulated response to violent ethnic riots on 13th May 1969 which erupted in part due to dissatisfaction over economic disparity between ethnic Malays and Chinese.

hair more, compared to three decades ago, since modesty became homogenized with contemporary fashion and grew as a social expectation of Malay women as pointed out by Mouser (2007) in Hochel (2013). The conflict experienced in balancing a multicultural society and maintaining supremacy of the Malay race negotiated the representation of postmodern Malay-Muslims in Malaysia (Kessler, 2008), of which Martinez (2001) explored how the very essence of being “Malay” included being Muslim and upholding as well as practicing Islamic principles (Martinez, 2001). Further to this, an Islamic resurgence or *dakwa* movement in the Middle East² had spread among Malay-Muslims and Muslims in neighbouring South-east Asian countries; particularly among undergraduates from tertiary institutions who commercialized Islamic fashion such as long scarves and *abayas* for women as a representation of Islamic devotion³ in the late 1980s. Similarly, “Arabicized”⁴ Islamic practices permeated conventional media where religious television programmes such as “Muqaddam” familiarized audiences with Islamic teachings, whilst the broadcast of the call to prayers became a daily routine for media audiences (Khou, 2006).

The wave of the phenomenon that defined as a symbol of the difference between the traditional and the agonies of Westernisation which has pervaded Malay culture had renewed encouragement of Islamic dress (Daomoto, 1995; Nagata, 1984). Example in Egypt, activists in the Islamic movement began to wear what they called as *al-ziyy al-Islami* (Islamic dress), where this is worn by both women and men to conform to a code of modesty as well as to refers to the notion that Islamic dress protects society especially women from moral decadence as well as protecting from harassment in public spaces (Anwar, 2001). While men basically wear sandals, baggy trousers and loose shirts in off-white, *lihya* (a full beard trimmed short) and sometimes a moustache and shoulder-length hair, Muslim women in Egypt wear a combination of a *jilbab* (a long gown) and a *khimar* (a veil for the head). In the case of Muslim in Malaysia, the practice of wearing the Islamic dress was due to the resurgence has become a hallmark of *dakwa* followers, characterized by the use of a *telekung* (long loose round hijab) and the covering of all parts of the body except for the face and hands. Not only that, for some who regards as more pious, Nagata (1980) stated that there were also Malay Muslim women in that time wore socks and gloves, while a small minority had even adopted the face veil. Some scholars also attempted to interpret this gender ideology in the context of post-colonialism where the *dakwa* had ‘embedded perspectives’ that women should cover themselves by wearing a veil or hijab, wear long and loose clothes and neglect Western products such as cosmetics that can attract men's attention

However, for some Westerners, the hijab does not evoke positive images. As being argued by Reece (1996), “Within Western cultures, the hijab often is interpreted as a symbol of the oppression...of Muslim women, always carrying an air of backwardness” (1996; 42). Power (2006) believes, “Aside from the flag, no piece of cloth in history has been imbued with as much power to liberate and oppress, rally and divide as the veil” (2006; 1). The symbolism has turn out to be so disruptive that Heath (2008) asserts that in the West the veil is rarely seen as a sacred or cultural practice, but only as a threatening symbol of political Islam. Giannone proposes that for those in the West, “this ‘vestimentary act’ is an

²Cole and Hoffman-Ladd draw attention to the liberation of the veil by western-influenced leaders Reza Pahlavi of Iran and Qasim Amin of Egypt during the Middle East War of 1967 and the Iranian revolution in 1979 respectively, raising concerns from global Muslims including Malaysia. Counter ideologies from scholars such as Mawdudi from India, Al-Faruqi from the United States and Al-Attas from Malaysia made a strong impression among educated youth among Malaysian university communities through the fortification of Islamic knowledge. (Khalid & O’Connor, 2011).

³Meanwhile, Norani (2008) established that although the Constitution needed to serve the interests of diverse cultural backgrounds, PAS leaders surfaced with sharia-centric and educated young Islamists of ABIM (Angkatan Belia Islam Malaysia) to balance Islam as a focal point among the people (2008).

⁴In a column by social activist Marina Mahathir in The Malay Mail Online, she discussed how Arab culture had colonized Malay-Muslims and influenced their culture particularly in dressing, becoming estranged from their own Malay traditions (<http://www.themalaymailonline.com/malaysia/article/marina-mahathir-malaysia-undergoing-arab-colonialism#sthash.BX3NKGAB.dpuf>)

alarming signal of the frightening side of Islam” (as quoted in (Calefato, 2010, p. 350). In addition, Bullock (2002) asserts that, “for many in the Western media, hijab by and large stands for oppression and as shorthand for all the horrors of Islam (now called Islamic fundamentalism): terrorism, violence, barbarity and backwardness” (p. 123). Because of this prevailing negative view of the veil in the West, it is especially important to look beyond such commonly held views and examine the meanings that Muslim women attribute to this piece of fabric.

Literature Review and Theoretical

Veiling in Malaysia

Although in the past history of Malaysia, as had been argued by Stiven (2006) that rural women were documented in historical records as extensively involved in ‘public’ agricultural work as well as ‘*Minah Karan*’, an attractive Malay women that present themselves with cosmetics and tight attire influenced by western fashions freely engaged in urban area (Ong, 1990), however, for Muslim woman who adopted hijab and Islamic dress, the symbol of the dress as a tool for them to move in the public sphere was very crucial. In her ethnographic study on Malay women in Kuala Lumpur, Mouser (2007) claims that ‘by wearing the socially sanctioned ‘uniform’ of hijab and modest dress, women gain silent, unrestricted movement through society (Mouser, 2007; 170). Thus, this dress served as a way to mediate the public space that had to be shared by the sexes due to modernizing social and economic changes.

Moreover, as Guindi’s (1981) words of sexual segregation- Malay Muslim united through the features of Muslim ethics which is controlling the interaction between opposite sexes and equality. Apart from that, in the concept of Islamic dress, a hijab can also be an instrument in the public performance of morality. Since morality is not just an individual or internalized belief but also a public performance and a social behaviour, the veil plays its role as a communicator of morality to the wider public. More broadly, in the context of the Malay world where a family’s honour is centered upon its women, a woman’s body and her morality reflect the reputation and the honour of her family. “The focus of the woman’s body as the locus of morality for the entire family highlights the importance of the dress symbol in maintaining the structure of familial institutions and the morality that supports it” (Macleod, 1991; 100). Thus the veil can be seen to protect the honour of the women and the institution of the family that depends on the morality of its women

Many Muslims have appropriated ‘Arabic’ dress gear via the purdah (face-veil), hijab (female ankle-length dress) mini-*telekung* (head veil), *jubah* (male ankle-length dress), *Serban* (male turban) and the likes. Most analysts have described this practice as repressive, anti-modern and antithetical to women’s rights and interests. A number of writers have, however, argued that these accounts failed to point out that many of these ‘veiled’ women were often from the middle class, highly educated and cosmopolitan (Afshar, 1998; Karam, 1998; Gole, 1996) through new form of dress glossed as ‘veiling’, mini-*telekung*, a round shaped veil that covers the hair and chest, with *baju kurung* or long black robes with purdah (long veil with all the face covered except for the eyes) (Ong, 1990; 269). They also contended that these women have sought to actively pursue an Islamic worldview and lifestyle that makes *dakwa* fashions compatible with popular and foreign-influenced trends (Nagata, 1994; 112). Islamic meaning is ascribed to the attire in a way that retains the modesty and control while simultaneously signalling experimentation. Ong, for example, suggested that *dakwa* clothing had become a symbol of de-peasantisation, a process of class mobility whereby successful Malay women explored their gender identity in modern Islamic terms’ (Ong, 1995; 81; Peletz, 1996). For these women, such practices affirm their beliefs, confer them authority, protection and legitimacy and can be better read as public performances of Islamic subjectivity. As such consumption of the veil can empower Islamic women in their daily lives to challenge, resist and change the culture and to create a new and public space for themselves.

Unlike a few other parts of the world, the Popular veils in Malaysia such as instant hijab, turban style hijab and pashmina shawl and even nowadays there is a re-creation of shawls of coordinating floral or geometric fabric, ornamented with lace, beads or embroider replacing the type of austere plain colour lace material of shawls previously worn before and at the beginning of Islamisation as it allows the wearer to give it a personal note with choices of broaches and pins.

Neoliberal economic reform had reoriented the Malaysian economy, followed an expected development of visible new Islamic culture of consumption, including booming of hijab magazines and an Islamic fashion industry (Gole, 199; Navaro-Yashin, 2002; Saktanber, 2002; White, 1999; Gokarikel and Se-cor, 2008). A new style of Islamic dress has become increasingly popular among educated, young Malay women. This industry which encompasses mostly everyday wear and some haute couture is based on modest covering encompasses production, distribution, marketing, advertising and sale of this fashion as part of the consumer lifestyle of Malay women.

I wanted to look into the broader rural and urban areas in Penang, and rather than investigating a single area of research, I am, interested in investigating into a plurality of different meanings that are constituted by and are constitutive of the symbolic practice of hijab and other Islamic sartorial practices among Malay Muslim women in Penang. With rich theoretical corpus and methodological approaches, anthropology is well-positioned to explore veiling practices from an emic Malay Muslim perspective. Rather than limiting my data behind closed doors and sartorial, I consciously will include the breadth and wealth of accounts that are available publicly, and to listen to veiled and unveiled (minority respondents) Malay Muslim women voices that wanted to be heard. I will be envisaged to contextualize veiled Malay Muslim voices, different experiences and multiple nuances of veiling into a single timely study, situated in the specific context of cultural change in Malaysia political and social landscape. Against this time and space-specific backdrop, the ambition of my research is to investigate personal sentiments for wearing the veil from Malay Muslim women and to explore these individual experiences in the context of contemporary Penang.

In order to address this goal, this thesis follows two specific aims. Firstly, my study aims to explore the different narrative of veiling and non-veiling as well as others sartorial among Malay women in Penang, Northwest Coast of Peninsula Malaysia. To do so, I will identify the factors that shape decision by urban and rural Malay Muslim women in the adoption of their sartorial practices, public responses towards the various forms of the veil clothes (*busana*) as well as to analyse women's perception on modesty in their sartorial practices. Secondly, I will locate the Islamic clothes and veil within the wider social milieu of Penang by a focus on alternative readings and media of the Islamic sartorial and Islamic fashion in contemporary Malaysia besides, engaging with the sartorial styling of selected women. Although predominantly the term 'veil' will be used throughout the study, the term 'hijab' will also be used interchangeably, understood to mean the same thing as the veil.

Alternative Modernity in Malaysia

While 'modernity' is used ubiquitously, its actual meaning is quite ambiguous and polysemous, with connotations that cannot conclusively be pinned down. Most commonly, it is perceived as a cultural ethos or period that breaks with tradition. One consistent feature that is often associated with modernity is a sense of newness and breaking from the old. Anthony Giddens says 'inherent in the idea of modernity is the contrast with tradition' (Giddens, 1991: 36). Some scholars have claimed that the procedure of engaging with modernity entails a new mode of questioning, as well as a metamorphosis of bodily conditions, including lifestyle and economy (Barker, 2000; Giddens, 1990). According to Pathak (1998; 9), modernity should be grounded in notions of scientific rationality and secular belief and promotes the improvement of technology as a chief instrumental utility.

Bauman rejects the unilineal notion of modernity by arguing that 'modernity brings varied definitions, and its arrival and progress can be traced using different markers' (Bauman, 2000; 8). Wade support this statement by stating that 'modernity is not just an 'after' tradition, it's 'beyond' locality and as the 'wider context' for it (Wade, 2007; 51). Felski explains that 'the 'modern' acts as a mobile and shifting classification that aims to structure, legitimize, and valorise differed competing angles' (Felski, 1995; 14-15). The process of dealing with modernity, mainly in post-colonial countries, is marked by varied doubts due to the legacy of imperialist ideas of modernity. As Pathak argues the aspiration to interact with modernity in the typical modernist notion 'weakens our collective memories, our cultural traditions and indigenous knowledge systems' (Pathak, 1998; 10).

Modernity is not only a complex phenomenon in itself, but it is also hard to define what it stands for in a particular cultural and geographical milieu. While there is no doubt that 'modernity today is simultaneously everywhere' (Appadurai and Breckenridge, 1995; 2), the narratives and versions of modernity vary, reliant on how it is defined, interrogated and formed in diverse national or particular cultural sites. Kaviraj (2000; 137-138) pulls this debate more by saying that 'modernity is a heterogeneous phenomenon as some societies in this world will always remain traditional, insufficiently modernized and unable to produce modernity similar to Western countries'. Moores (2006) also suggests that 'the globalising modernity does not have the same universal significance for all the planet's inhabitants, not even for those who live in the relatively affluent 'first world' ' (Moores, 2000; 6).

The difficulties of conceptualizing modernity arise out of varied cultural formations. In short, societies or countries of this world can constitute and experience their version of modernity. Taylor suggests that 'instead of speaking of modernity in the singular, it is better to talk about 'alternative modernity'' (Taylor, 2001; 182). Gaonkar (2001; 15) argues that non-Western nations struggle to produce indigenous forms of modernity that seek to avoid hegemonic models. Malaysia is one such location, where the state has made a call for an alternative model of modernity that is different from hegemonic Western forms and mindful of its traditional socio-cultural order. Thus, this study will analyse the concept of 'alternative modernity' with relationship with Islamisation and veiling practices among Malay Muslim in Malaysia.

Methodology

I decided to limit the geographical scope of my study to only include Malay women in both urban and rural areas in Penang, focusing the island side, instead of the mainland of Penang. Pursuing multi-sited research had allowed me to investigate the national local influences in my research especially among Malay women. This is in order to enable me to observe how certain local culture/ events had influenced wider communities. In addition to reaching veiled respondents, I moreover strive to include representatives of different age groups, class, educational backgrounds, and occupational profiles Malay women. I will deploy interviewing as a paramount method. The study will be comprised at least 30 in-depth interviews with Muslim women who wear and not wear different types of veils, from headscarf to the full-face veil. A particular focus will be placed on interviewing women and their immediate family relations and close friendship/community contacts, analyse selected media, besides elements of participant observation, will remain strongly incorporated in the research design.

Conclusion

Global Islamisation not only bring Muslim women to re-traditionalizing to the religion but also as a form of 'alternate modernization' in term of adopting more Islamic dress and abandoning Western culture. However, although the decision of wearing and not wearing hijab is not a national rule and regulation, Malay women basically adopting various reasons regarding their sartorial practice. This study will add to the literature on Muslim women's decisions to veil or not in an understudied area of the globe. It

also will add to the body of research on the power of clothing, particularly religious clothing, to influence self-image and behaviour, and also aesthetic. Further, the voices of the respondents will illustrate the meanings attributed to this controversial attire are cultural, contextually and individually assigned, and the outcome in the results from this research will remind regarding variety perceptions and decision regarding veiling.

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A RESEARCH ABOUT THE FACTORS AFFECTING THE STUDENTS' ATTITUDE TOWARDS MASS LUXURY BRANDS

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Abstract: This study aims to determine the factors affecting the students' attitude towards mass luxury brands. The specific objective is to investigate the effect of social norms, self-concept clarity, peer pressure and personality on the students' attitudes towards mass luxury brands. Data was collected via a survey that was attended by 273 university students. Confirmatory factor analysis and regression tested data through SPSS 20 AMOS 20. The results revealed that self-concepts clarity and peer pressure do not have any effect on students' attitudes towards mass luxury brands while social norms and personality traits positively affect the students' attitude towards mass luxury brands.

Keywords: Social norms, self-concept clarity, peer pressure, personality, mass luxury brands.

Introduction

Consumer's attitude towards mass luxury brands is a field that is widely studied. Understanding it is not easy because consumers purchase brands for several reasons, which are related to the dispositions of human conditions (Millman, 2014). However, consumer's attitudes towards mass luxury brands can be estimated through the factors that influence the buying decision. Every day consumers make a purchasing decision, and most of them do not know the factors that influence those decisions. Often, it is believed that purchasing a mass luxury brand happens almost automatically and no information is needed to understand it. Empirical studies upon consumer's buying behavior reveal that personal, social and psychological factors influence every buying decision made by the consumer. Those factors can be divided into two main groups; product-related and consumer-related. Product-related factors might be product attributes such as quality, image, rarity and so on. Whereas, consumers related factors might be both social and personal like social norms, peer pressure, personality and self-concept clarity (Wiedermann et al., 2007). This study aims to investigate the main factors behind students buying behavior of mass luxury brands through social, personal and psychological factors. The emphasis on mass luxury brands in this study is because buying a luxury brand is a daily and routine purchasing behavior since commonly consumers make buying decision about mass luxury brands. The study focused on both primary and secondary data by looking into theoretical concepts of mass luxury brands and its influencers. A survey was conducted to outline the buying behavior and students' opinions for mass luxury brands. Suggestions and recommendations were also discussed to give some insight to the actors in the sector through the aim of the study.

Literature Review

Concept of Luxury

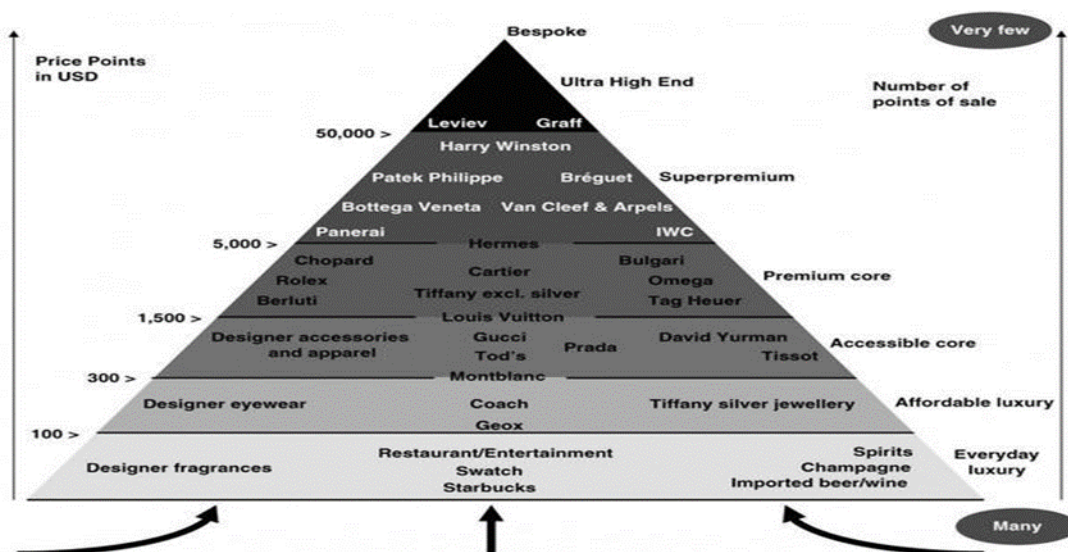
Defining luxury is not as easy as it seems because it is a subjective and multidimensional concept (Wiedermann et al., 2007). What one sees as luxury is not necessarily the same as the other one (Mazzalovo and Chevalier, 2012). While for some consumers, luxury is about using something that is rare, for the others

it may simply mean buying expensive products enjoyed by a minority. According to Heine (2011), luxury goods are about having more than the ordinary and necessary characteristics as compared with other products of the same category. To Exemplify, Luis Vuitton branded products with high quality and high prices can be compared with H&M branded product made of synthetic material and sold at lower prices. Therefore, expectations about luxury goods can be great service, craftsmanship, and quality (Mazzalovo and Chevalier, 2012).

Mass Luxury Brands

In the literature, the term ‘mass luxury brands’ refers to the marketing of luxury products at lower prices compared to normal luxury products which combine exclusivity regarding rarity and price (Nueno et al., 1998:61). The main objective here is to allow masses to get access to the prestige (Kapferer et al., 2009:312). This is explained by two main reasons. Firstly, mass luxury brands are seen as luxury products and secondly as shown in Figure 1, their prices allow creating a connection between the mid-market and super luxury market. A good example of masstige brands can be illustrated by ZARA which focuses on the selling the taste and the style to the masses by imitating the design of luxury brands. Although, mass luxury products provide masses access to prestige. However, this negatively affects the rarity, extraordinariness, aesthetic and the product quality due to the reasonable product price (Keller, 2009: 295). According to the study of Truong et al. (2009: 375-382), it was shown that mass luxury products are three times cheaper than luxury products and mass luxury products, in return are two times expensive than middle-range products. Consumers purchase those brands because of the trust they develop for the brand over time. Generally, when purchasing a product for the first time, consumers expect to be satisfied with the quality of the product. For example, buying a laptop or a computer and hoping that it will work efficiently and perform well or buy food and expect a good taste is about quality concerns (Brand Name, 2007). Mass luxury brands somehow have proven their consistency in terms of quality and resulted in the brand evolution. In most cases, consumers attach great importance to prior experiences and what they hear about the brand when making a buying decision. Since consumers need for recognition both in daily life and at work, buying mass luxury brands may make them feel more socially accepted or integrated. This idea seems to be confirmed in the fashion world where consumers sometimes purchase branded clothes that are seen as fashionable, trendy and shared with a particular subculture or peer group (Neil, 2007).

Figure 1. Rambourg’s luxury power ranking pyramid



Source: Willett, 2015

Social Norms

Social norms are one of the most influential factors that affect the students' attitude towards mass luxury brands. Indeed, each consumer has someone that influences his or her buying behavior (Euan, 2016). Those influences come from rules and standards that are understood by the members of a group, and that constrain and guide social behavior without the force of laws (Cialdini and Trost, 1998:152). Before making a buying decision consumers tend to take into consideration what others think about the product (Cialdini et al. 1990: 1015-1026). It may be the result of the consumer's interactions with his or her surroundings (Hoyer et al., 2012) because social norms in many societies are designed to promote social-benefits related behaviors (Melnik & Al. 2010: 463-464). Based on the works of Fishbein and Ajzen (2011) and Bicchieri (2005), it was found that individuals conform themselves to social norms in some situations because they think it is normal that others want to see them behaving in a required way and there is a social necessity to comply. As mentioned by Wright et al. (2000: 189-202), "the choice of the product and brand often reflects both the social role and status." Social norms commonly control the buying decision and when the norms are not followed the behavior is considered as abnormal. Based on the literature, following research hypothesis was developed;

H1: Social norms influence students' attitudes towards mass luxury brands

Peer Pressure

Peers can be defined as the ones who individuals socialize with or that are similar to them regarding age, interests or in some other way. Therefore, peer pressure is being influenced by other people especially the peers to act in a certain way. If someone does not desire to act in a certain way but does it because of the pressure of his or her friends or peers, this can be an example of the peer pressure. Based on a study carried out by Makgosa and Mohube (2007), peer pressure significantly influences the youth's buying intention, and this is stronger and positive on mass luxury brands than private products considered luxury goods. Peer pressure affects youth by influencing their choices. They tend to feel obliged to purchase the latest electronics products, shoes, cosmetics products, clothes, etc. as their peers also buy them. Concordantly, Dr. Casey stated, "teens are very quick and accurate in making judgments and decisions on their own, and their decisions are often influenced by external factors like peers" (Scholastic, 2018). It can be stated that peer pressure affects consumers' decision-making.

H2: Peer pressure positively affects students' attitudes towards mass luxury brands

Personality

Personality is one of the key characteristics that influences and affects the way that individuals behave. Consumers prefer not only to purchase products that they need but also the products that match with their self-concept and determine who they are (Middlebrook, 2016). Various survey on the consumer behavior revealed that consumers believe that luxury goods possess five different dimensions of personality respectively; tradition, elitism, conspicuousness, eccentricity, and sensuality. In a study carried out by Aaker (1997: 347-356), it was revealed that, even though consumers rely both on Big human dimensions of personality and the five distinct dimensions of mass luxury brands, luxury segment is still the consumers' reference. Personality characteristics include self-confidence, compulsiveness, individualism as well as the traits of personality as defined by Big 5 (openness, consciousness, agreeableness, extraversion, and neuroticism). Therefore, personality traits become a key effect of on attitudes towards mass luxury brands.

H3: Personality-traits affect students' attitudes towards mass luxury brands

Self-concept clarity

Rosenberg (1979) and Brandon (1969: 1041–1069), argued that self-concept can be defined as self-esteem while Cast and Burke (2002: 1041-1068) considered self-concept as all traits or attributes that one allocates to herself or himself. However, the majority of scholars agree with the definition provided by Rosenberg (1979); in which self-concept is defined as the totality of individual's thoughts and feelings about themselves. For Solomon (1983: 319-329), Grubb and Grathwohl (1967: 22-27) this is an individual's symbolic interactionism based on his or her perceptions and reaction of others. A study conducted by Campbell et al. (1996: 141), revealed that there is a positive relationship between high self-concept clarity and a large number of psychologic indices such as well-being, health, self-esteem and low neuroticism. It was also shown that individuals having high self-esteem seem to be more certain about their attitude while people with low self-esteem do not have a clear self-image of themselves. Moreover, individuals with low self-esteem show lower clarity that in turn make them more dependent on outside influence due to the high levels of uncertainty. Consumption of goods particularly mass luxury goods can also be another way for an individual to maintain his self-concept clear. Richins (1994:504-521), argues that consuming or possessing goods allows not only to determine oneself but also to create a sense of identity. By purchasing and using goods, individuals define, keep and improve their self-concept (Zinkham and Hong, 1991: 348-354). The importance of self-concept in the buying behavior was also advanced by Russell and Belk (1988: 139–68) stating that to have a good understanding of consumer behavior, the focus on the relationship between having goods and self is necessary. Hence, to define the self and others, consuming goods can help to improve self-concept clarity (Sirgy, 1982: 287-300).

H4: Self-concept clarity is negatively related to students' attitudes towards mass luxury brands

Methodology

Purpose of the study

The purpose of this study is to determine the factors affecting the students' attitude towards mass luxury brands. The theoretical framework, which is related to the mass luxury brands, is discussed and to analyze the hypotheses of the study a survey was conducted. Important factors that influence the consumer's attitudes towards mass luxury brands were identified as social norms, personality, peer pressure and self-concept clarity.

Sampling and Data Collection

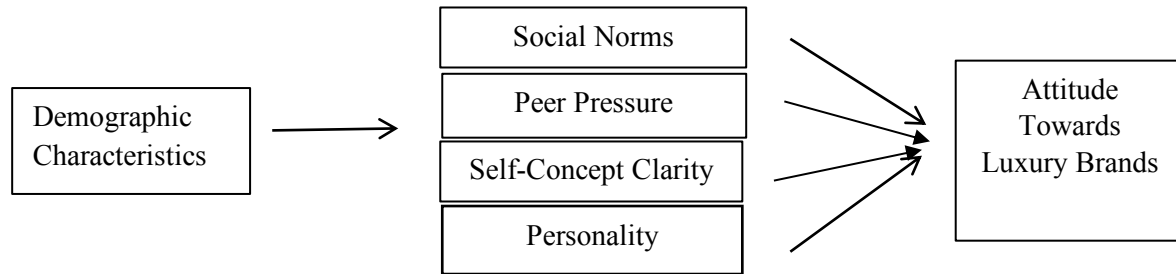
The research data was collected via a survey targeting the university students. The survey was divided into two different question and was attended by 273 respondents. The first part of questions was about the respondents' demographic characteristics whereas, in the second part of questions, the survey measures attitudes towards luxury goods, social norms, self-concept clarity, peer pressure and the BIG 5 criteria of personality.

Various scales that have been developed and applied in previous studies to measure variables were selected and used. Attitude towards luxury brands is measured by using the scale of Bernard et al., (1994); peer pressure using the scale of Santor et al., (2000), social consumption motivation using the scale of Moschis & Churchill (1978); self-concept clarity using the scale of Campbell et al., (1996) and the Big Five personality inventory using the scale of Rammstedt and John (2007). Also, the Likert 5-point scale (starting from 1. strongly disagree to 5. strongly agree) was used to rate the variables. Statistical program for social sciences (SPSS 20) was used to analyze data.

Research Model

Taking into account the purpose of this research, and the theoretical information, the research model is determined as in Figure 2.

Figure 2. Research model



Findings

Demographic characteristics

As we can see in Table 1, the survey was dominated by large participation of female respondents (74%) as compared to male participation (26%). The median and the mode for the age groups were respectively 20 and 19. Most of the respondents (95,2%) do not work, and the majority (81,5%) has a monthly income 0-1000TL. Respondents' education level, was established as follows 21,6% were preparatory students (learning English and Turkish), 31,1% were first-year students, 19% were second-year students, 13,2% were third-year students, and finally, 15 % were fourth-year students. A larger number of respondents (95,2%) were single while 4,8% of them were married.

Validity and reliability of scales

In order to make reliability analysis, the researchers used the Cronbach's alpha (Table 2) which is one of the most common measures of consistency. In order to be considered as reliable, the measured scale must be higher than 0.70 (Hair et al., 1998).

Table 1. Validity and reliability of scales

Variables	Cronbach's alpha
Attitude towards luxury brands	0.723
Social norms	0.834
Self-concept clarity	0.743
Peer pressure	0.796
Personality	0.789

As seen in Table 1, Cronbach's alpha values are above the normal established value of Cronbach's alpha which 0.70; therefore, the scales are considered reliable.

Test of the Research Model

Multiple regression analysis was conducted with the aim of testing the research model. The aim here was to see the effects of social norms, peer pressure, self-concept clarity and personality on the attitude towards luxury brands. Table 3 shows the result of multiple regression analysis to determine the effect of social norms, peer pressure, self-concept clarity, and personality.

Table 2. Research model values

	R	R ²	Adjusted R ²	Standard error of the estimates	
	0,552	0,305	0,256	0,56183	
ANOVA Values	Sum of Squares	Df	Mean Square	F	Sig.
Regression	33,171	18	1,954	6,190	,000
Residuals	80,176	254	0,316		
Total	115,346	272			

Dependent variable: Attitude towards luxury brands

Independent variables: Social norms, self-concept clarity, peer pressure, and personality.

As seen in Table 2, the regression model is statistically significant, and independent variables explain 30% of the dependent variable, attitude towards luxury brands. In order to see the effect of each variable, the beta values of the variables taking place in the model is shown in Table 4.

Table 3. Regression Results

Dependent variable: Attitude towards luxury goods	Unstandardized coefficients		Standardized coefficients	t	Sig.	Collinearity Statistics	
	B	Standard Error	B			Tolerance	VIF
Constant	1,450	0,350		4,139	0,000		
Social Norms	0,230	0,036	0,374	6,406	0,000	0,801	1,248
Self-concept clarity	-0,004	0,068	-0,003	-0,53	0,958	0,669	1,496
Peer pressure	0,082	0,061	0,086	1,330	0,185	0,660	1,515
Extraversion	0,095	0,039	0,157	2,459	0,015	0,671	1,489
Neuroticism	0,070	0,035	0,123	2,013	0,045	0,732	1,367

As seen in Table 3, self-concept clarity (-0,004), peer pressure (0,082) were out of the model. From that, it can be concluded that; H1: Social norms influence students' attitudes towards mass luxury brands, and H3: Personality-traits affect students' attitudes towards mass luxury brands" hypotheses are accepted.

Discussion and Implications

The present research investigated the effect of social norms, self-concept clarity, peer pressure and personality on the attitudes towards mass luxury brands of university students in the city of Izmir. Findings are following:

Self-concepts clarity and peer pressure do not have any effect on students' buying behavior of mass luxury brands while social norms and personality traits such as extraversion and neuroticism positively affect the students' attitudes towards mass luxury brands.

The findings of this research are expected to contribute to the literature of students' attitudes towards mass luxury brands. The most important contribution of this study into marketing literature is that social norms significantly influence the students' attitudes towards mass luxury brands as compared to self-concept clarity and peer pressure. The research has also revealed that some of the personality traits such as extraversion and neuroticism are one of the reasons that explain the students' attitudes towards mass luxury brands.

This research provides various suggestions to companies or businesses. According to the result of the research, social norms play a significant role in students' attitudes towards mass luxury brands. The research has also revealed that students' attitudes towards mass luxury brands are explained by some

characteristics of personality, i.e., extraversion and neuroticism. According to this, the young people who are outgoing, talkative, and making friends have a positive attitude towards luxury brands. Also, young consumers who have neurotic personality have a positive attitude towards luxury brands. Neuroticism is described as being anxious, moody, fearful, depressed, frustrated, envious, guilty, jealous, etc. Neurotic people's behaviors signify a lack of emotional stability. Those who score high on the scale, tend to blow things out of proportion, more than other people do. These people also experience social anxiety more than others do. Therefore, it can be said that young people who have sensitive about social acceptance, using luxury brands might be an important requirement of being involved by social groups. From that, it will be useful for businesses to be aware of both customer's social norms and personality. The focus here must be on the brand image since companies' values are defined by the image they give. Therefore, companies will not be able to attract consumers only with the reward programs, but by emphasizing on more social reference group instead.

This research can be used to conduct further studies. This can be done in another city or country by considering a different type of products and different cultural characteristics. Likewise, further studies can examine the effect of social norms on different variables such as customer's loyalty, intention to buy or to recommend, consumer's regret regarding perceived risk and so on. Social norms can be analyzed knowing that consumer's perception towards a product can change over time. The present research has investigated the students' attitude towards luxury goods; further studies can focus on students' buying behavior for electronic products.

Limitations

This research encountered some limitations due to various reasons such as group age, scope, and a limited sample. One of the limitations is the fact that, the research was only focused on students located in Izmir. The research considered only clothes and shoes as a mass luxury group while some others groups of mass luxury brands would have been discussed. The research topic was not discussed with in-depth analysis, emphasizing only a few aspects of mass luxury brands. Further studies should take into consideration a larger sample group and conduct in-depth research on mass luxury brands.

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CIVIL RELIGION AS SOCIAL THEORY

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Purpose of the study

The aim of this study is to solve the concept of "civil religion" from a socio-historical point of view. The concept of civil religion is evaluated within the framework of religion societies and the public sphere of religion sociology. The forms of representation of religion in the public are expressed by different concepts such as "official religion", "religious nationalism", "public religion" and "religious legitimacy of political power". One of these concepts is the concept of civil religion. The concept of civil religion will be evaluated in terms of literature on sociology of religion.

Scope of the study

The scope of the work is limited to the approach of sociologists such as Jean-Jacques Rousseau, Emile Durkheim and Robert Bellah to the concept of civil religion.

Methodology

The method of study is the literature screening method. Jean-Jacques Rousseau, Emile Durkheim and Robert Bellah.

Findings

Rousseau is the scientist who first used the concept of civil religion in the social science literature. Rousseau invented the concept of civil religion as the most important compromising element of his ideal state. Because, according to him, the priority of the formation of a society is to provide unity. Implementations and policies aimed at ensuring this union must be valid and legitimate. At this point, Rousseau's understanding of religion is an element that keeps society alive. But his understanding of religion does not mean religion in the traditional sense. The concept of civil religion is generally assessed in three categories. First, to evaluate the state and religion relationship on the basis of mutual obligation. Accordingly, religion is not only functioning in the establishment of the society but also in the structure of the state. The second is how the most appropriate religion should be in terms of the ideal state. Thirdly, what meanings does the concept of civil religion contain? The basic function of civil religion is the most fundamental element of social contract practice. But this element is not any religion. Because a large part of the existing religions are insufficient to provide the social contract. According to Rousseau, there are three categories of religion that will provide a social contract in this sense. The first one is addressed to the inner world of man and limited to religious practices only. It defines religion as "religion of humanity." The second is rituals that include the common values and norms of the community called "citizens' religion". The third is the "priestly religion" that gives his followers the passivity of this world by giving up.

According to Emile Durkheim, religion has been a source of different areas of social life. According to him, society in itself constitutes the spirit of religion through thought, rituals. For this reason any society and sociality is mainly religious. Within this social environment, the individual experiences that the

sacred attributes of religion are superior to oneself. In other words, all moral values, norms and rules, including religion in society, have an oppressive character in people. If the individual living within the individual wants to adapt, this value must accept norms and rules, preferably or forcibly. What is important at first in terms of Durkheim is the function that a similar phenomenon such as religion or religion will show in society. Durkheim is not interested in the source, content, or essence of religion. Therefore, religious rituals have functional features not only because of their religious meaning but because of their social, political and cultural meanings. Also, during the ritual, the memory of the past is not revived. Rituals represent the process by which society revitalizes itself through the role that individuals play. Thus, social consciousness has the chance of being updated and strengthened every time.

According to Bellah, the presence of civil religion is a necessity in societies that continue to function. Because civil religion, independent of the church and the state, constitutes an effective dimension of the political sphere. This religious dimension offers values in order to provide solidarity, unity and integrity, especially in the context of social chaos. According to Bellah, civil religion is not an alternative religion to the existing religion. On the contrary, it functions together with sub-religious phenomena in society. Because civil religion serves as a semi-autonomous real-world structure fulfilling religious duties that the state and the church can not enforce. Just as in Durkheim, Bellah regards religion as an important mechanism for social integration. Civil religion is also influenced by the tradition of religious and secular philosophy, as opposed to the official religious discourse represented by the church. Civil religion transforms worship / religion to protect the national and political interests of the state by offering the collective holy purposes to the people or citizens. Civil religion produces symbols, rituals, spaces, myths and heroic figures in order to effect this effect on individuals. But unlike other religions, the place of realization of rituals is not the traditional places like churches, mosques or synagogues but the secular / These civic rituals reaffirm the consciousness of the public in every repetition by raising the common consciousness of the people. In this sense, civil religion means that different or opposite parts of society can come together in the common social interest. Bellah exemplifies events, institutions, personalities and symbols that have performed important functions in the history of the US society in order to prove the thesis of civil religion. The province from these events can be clearly seen in the contents of the speeches and the ceremonies of the beginning of the US presidents. Because the speeches of the Presidents to initiate the relative are obviously religious / national. Especially in this context, it can be seen that much reference is made to the concept of God. But the fact that the language used in speech texts is symbolic and closed is another feature. Therefore, the concept of God does not correspond to a particular religion or belief in God's thought. The concept of God is surrounded by the thought of God of Catholic, Protestant, Jewish, and even other religions. At this point, the function of civil religion is to create a superior religious identity that will enable subordinate religious identities to continue their existence. Thus, civil religion brings a religious practice of a national life style through the values and symbols it produces. Bellah states that the US civilian religion basically consists of two elements. The first of these is the American-Israeli interaction. How does Hz. If Moses liberated the Jews from Egypt and brought them to promised lands, the US founding leaders turned America's land into promised land. The second element is the "Sacrifice" symbol. Hz. If Jesus has sacrificed himself for all humanity, every US manager and citizen is ready to sacrifice themselves for the salvation of mankind when necessary. Thus, Bellah tries to prove that the American way of life and values create a civilian religion and that values are loaded with religious meanings. Because in the US life style, concepts such as fraternity, justice, duty and freedom are religious.

Results of the study

In Bellah's civil understanding of religion, God has a vague and national character. US civilian religion has both religious and political features structurally. For example, there is no significant difference

between religious and national ceremonies in the understanding of civil religion. Because civil religion does not fulfill the expectation of the state or church as official religion. Apart from these two basic elements, civil religion, Protestant culture and experiences of Enlightenment philosophy tradition are taken into consideration. In a sense, the concept of civilization invites US citizens of different ethnic and religious backgrounds, as well as all world societies, to embrace the US Protestant religious past as a common point of departure by prioritizing pluralism. Consequently, the concept of civil religion stands as a new conceptual theory in terms of studies of sociology of religion.



THE EFFECTS OF INTERNAL AND EXTERNAL FINANCIAL SOURCES ON R&D EXPENDITURES: DYNAMIC PANEL DATA ANALYSIS ON R&D INTENSIVE FIRMS LISTED ON BIST

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Innovation involves all scientific, technological, organizational, financial and commercial activities associated with putting improvements into practice. Firms make innovation efforts to get competitive advantage by increasing product quality, discovering new products, entering new markets, decreasing unit costs of production, purchasing, distribution and processing and enhancing innovation capacity and in the end to raise productivity, profits and market shares. Gaining competitive edge at both firm and country level depends on innovation activities. According to the Modern Endogenous Growth Theory, which emphasizes innovation as a source of economic growth, economic growth basically arises from new technologies and productivity increases emerging at endogenous processes as a result of investments in human capital and innovations via positive externalities.

Firms intending to do innovations follow fundamentally two strategies in the form of investing in research & development (R&D) and adapting innovations performed by other firms or institutions to get creative outcomes within firm. Innovations can be done without investing in R&D. However, R&D investments are requisite to increase innovation capacity and establish an economic structure stimulating innovations in addition to promotive state, money and tax policies, existence of qualified workforce and opportunity to reach market. In general, there is a positive relationship between R&D investments and number of innovations and firm performance. R&D, which is expressed as activities made by firms and other economic units like individual entrepreneurs with the aim of introducing new and enhanced products and processes, can also be defined in a broader sense as all basic scientific facilities at universities and laboratories directed to test and develop products before commercial use. R&D expenditure is one of the most used indicators for evaluating innovation performances of firms, sectors and countries. R&D investments, which are have to be financed by suitable financial sources as all investments, may have different financing dynamics because of reasons like high costs of investing, high sunk costs, low collateral values and intense uncertainties in future.

Many developed countries assign gradually rising shares for R&D investments to provide productivity increases and compete with other countries. How they finance R&D expenditures becomes important for country level policies that will be implemented especially in developing countries like Turkey in 21st century, where R&D comes to the forefront. At this point, the relations between R&D expenditures and main financial sources should be searched. In this context, dynamic panel data analysis has been performed by using 2006-2015 data of 18 R&D intensive firms listed on Borsa Istanbul (BIST) to explain financing dynamics of R&D expenditures and find relations between these expenditures and main financial sources of firms.

In the econometric analysis, annual data of 18 firms from different sectors that are listed on BIST and with the ratio of R&D expenditures to net sales higher than 1% in 2015 have been used. Although there is not a standart ratio for R&D intensity level of firms in Turkey, firms with the ratio of R&D

expenditures to net sales higher than 1% have been classified as R&D intensive because the ratio of aggregate R&D expenditures to Gross Domestic Product (GDP) is 1.06% according to Turkish Statistical Institute (TÜİK) data. R&D expenditures as dependent variable and net cash flows from internal sources, net cash flows from debt (bank credits and bonds), age, sales and size as independent variables have been used in the study. R&D expenditures, internal cash flows, cash flows from debt and sales have been normalized by beginning period total assets and age and size variables have been converted into natural logarithm and size has been deflated by Consumer Price Index (CPI) (2003=100). Because net cash flows are frequently used to proxy for internal sources, similarly, net cash flows from bank credits and bonds have been used to represent sources from debt.

According to the results of dynamic panel data model estimated by using Arellano-Bond difference generalized method of moments (GMM) estimator, R&D expenditures are positively and significantly affected by its one-period lagged value, net cash flows from debt, age and sales and negatively and significantly affected by net cash flows from internal sources and size. The results of study have shown that in R&D intensive firms listed on BIST R&D expenditures don't depend on internal sources in other terms these firms are not financially constrained and R&D investments are financed mostly by debt. When that in general R&D intensive firms are larger firms in their industries and fast growing firms in the technology industry is regarded, the positive relationship between R&D expenditures and cash flows from debt can be interpreted as these financially unconstrained firms can obtain debt financing especially from banks at low rates of interest due to low risks they carry and finance R&D investments mostly via these relatively cheaper funds. Firms, which don't want to lose competitive power as a result of decrease in cash flows from internal sources, increase R&D expenditures. That older firms allocate more sources for R&D, firms having more consumer demand and growth opportunities concentrate more on R&D investments and firms that are relatively small use more financial sources for R&D activities are other results of this study.

R&D intensity is lower at both firm and national level in Turkey in comparison to developed countries because there is not an effective national innovation policy and well-established innovation culture doesn't exist. Carrying out social and economic policies focusing on innovations like in many developed countries can increase R&D expenditures and promote high value-added industries and in the end high economic growth rates may be achieved via productivity increases. On the other hand, proportion of investments financed by bank credits in Turkey is higher than worldwide and developed countries' average. This fact is also seen in R&D intensive firms listed on BIST and R&D investments are financed mostly by debt, especially bank credits. In this context, R&D credits at low rates of interest and with flexible repayments that will be provided to R&D intensive firms may increase the volume of R&D expenditures in Turkey along with an efficient innovation system.

Keywords: Innovation, R&D Expenditures, R&D Financing, Cash Flows, Dynamic Panel Data Analysis



ANDRAGOGICAL COMPETENCIES

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Abstract: Every discussion about theoretical and practical issues of adult education necessarily includes the education of andragogues and acquiring andragogical competencies, which is seen as directly linked to the improvement of quality of adult education. Numerous documents of the European Union mention the education of andragogues as one of the most important factors of quality of the adult education system. The tendency towards professionalization of andragogues in Europe, as well as in Croatia, results in an increased interest in defining competencies of andragogues. This work presents the findings of research that aimed to examine what andragogical competencies andragogues possess in Croatian context. The mentioned objective produced the following research tasks: determine their field of education, functions they hold at their work and the number of years they spent working in the adult education system and generic and specific competencies that andragogues possess. Research sample was purposive and included 54 participants. Survey questionnaire that was used in the research was created based on the Framework of Key Andragogical Competencies. Research findings point to the importance of systematic approach to designing curricula for the initial education of andragogues and the creation of competency profile for andragogues in Croatia, since they are still non-existent.

Keywords: Generic andragogical competencies; Specific andragogical competencies; Professionalization of andragogues; Education of andragogues; Croatian adult education system.

Introduction

By accepting the idea and the concept of lifelong learning, the question of qualified and competent andragogues becomes the foundation for the development of adult education. Andragogical competencies, initial education and further professional training, as well as professional development of andragogues, are highlighted as a key determinant of education quality and adult learning (Ovesni, 2001; Klapan et al., 2007; Nijssen et al., 2008; Nuissl & Lattke, 2008; Kušić et al., 2016).

Adult education systems are usually characterised by a very low level of regulation and a very high level of differentiation and complexity regarding the structure, forms of educational offers and experts included in that field (andragogues). All specificities of andragogues' work should be included in the curricula of their education which would provide all necessary andragogical competencies, significantly differing from pedagogical competencies related to working with children.

Andragogical competencies

Every discussion about theoretical, conceptual and practical issues of adult education necessarily include the question of education of andragogues (Savičević, 1999) and consequently the question of andragogical competencies. The tendency towards professionalization of andragogues in Europe leads to greater interest in defining competency profile of andragogues. While many European countries still lack a clear definition of a competency profile of andragogues, some European countries (e.g. United

Kingdom, Germany, France, Estonia, Switzerland...) developed and implemented competency profiles and standards for andragogues (Bechtel, 2008).

The problem with defining competencies of andragogues, on the European and national levels, arises in relation to the great diversity in the field of adult education. In line with that, the European Commission decided to finance research on key competencies of andragogues that was conducted by the Research voor Beleid Institute with an aim to develop a common set of key andragogical competencies (from teaching to managerial competencies), which can be used as a framework for Europe (Buiskool et al., 2010), as well as for other countries to use in order to develop competency standards for andragogues.

Long lasting idea that education of andragogues is and should be identical to the education of teachers working with children and youth has been completely discarded by those who scientifically deal with the adult education. Still, such an idea is yet to be discarded in the educational policies of certain countries, including Croatia, which still attempt to provide education of andragogues through the system intended for teachers working with children and youth.

Croatian example

Due to the lack of certain basic preconditions for the development of andragogical profession, such as initial education of andragogues, we cannot speak of andragogical profession in Croatia.

Andragogues need to possess qualifications and competencies depending on the field of their work. For example, andragogues who work in the field of formal adult education need to possess the same pedagogical qualifications and competencies as teachers working with children in primary and secondary schools. They acquire those pedagogical qualifications and competencies by attending study programs for teacher education or by attending lifelong programs of additional pedagogical and psychological education for teachers. For andragogues who work in the field of non-formal adult education there are no proscribed rules, teacher qualifications and competencies needed (Kušić et al., 2016). Additionally, no law, regulation, strategy or other document in Croatia mention andragogical competencies.

Research methodology

Research objective was to examine which competencies the research participants (andragogues) possess for working with adult learners. The following research tasks were established:

- 1) Determine the gender of participants, their completed education, function they maintain and years of work experience in the adult education system;
- 2) Examine what generic and specific competencies participants possess for working with adult learners.

The sample of this research is purposive, convenience and consists of 54 participants (andragogues) included in the adult education system in 4 institutions of adult education: High School Prelog, Public Open University in Međimurje, Varaždin and Rijeka.

For the purpose of this research we used a survey questionnaire created based on the results of research on key competencies of andragogues that was conducted by Research voor Beleid Institute, which can be used as a reference for Europe (Buiskool et al., 2010).

Results and discussion

A total of 54 participants (andragogues) participated in this research, of which 28 (51.9%) were male and 26 (48.1%) were female. Out of the total number of participants, 35 (64.8%) of them completed education in the field of humanities and social sciences, while 19 (35.2%) participants completed

education in the field of natural sciences and mathematics. Division of participants according to the function they perform in the adult education system is illustrated in Table 1.

Table 1 Participants given the function they perform in the adult education system

Function in the adult education system	Frequency	Percentage
Head of institution	3	5.5%
Teacher	40	74.1%
Counsellor	4	7.4%
Administrative worker	7	13%
Total	54	100%

Number of participants according to years of work experience in the adult education system is displayed in Table 2.

Table 2 Years of work experience in the adult education system

Years of work experience	Frequency	Percentage
Less than 1 year	7	13%
1 - 5 years	26	48.1%
6 - 10 years	12	22.2%
More than 10 years	9	16.7%
Total	54	100%

Generic and specific andragogical competencies participants possess

Andragogical competencies can be divided into generic and specific (Buiskool et al., 2010).

By applying descriptive statistics, we determined a level of (dis)agreement of participants with statements in the survey questionnaire that represent generic and specific competencies. Participants have expressed their (dis)agreement with the statements listed in the survey questionnaire using the Likert scale (1 – I completely disagree; 2 – I mostly disagree; 3 – I'm not sure/I cannot decide; 4 – I mostly agree; 5 – I completely agree).

Table 3 Generic andragogical competencies that participants possess

Generic andragogical competencies	1+2	3	4+5	M	SD
3. I am interested in my own development in the adult education system	0	0	54 (100%)	4.93	0.264
14. I am skilled at team work	0	0	54 (100%)	4.91	0.293
7. I am open for changes	0	2(4%)	52 (96%)	4.70	0.537
15. I possess the knowledge on the methods how to resolve potential conflicts	0	1 (2%)	53 (98%)	4.63	0.525
1. I possess the knowledge on the possibilities how to further develop my own practice in the adult education system	0	1 (2%)	53 (98%)	4.61	0.529
2. I am skilled at organizing my time and work	0	8 (15%)	46 (85%)	4.50	0.746
16. I am skilled at recognizing tensions, problems and conflicts	0	8 (15%)	46 (85%)	4.48	0.764
11. I am skilled at adjusting the styles of the learning process to adult learners	0	4 (7%)	50 (93%)	4.43	0.633
12. I possess the knowledge on how to motivate adult learners for the learning process	0	8 (15%)	46 (85%)	4.19	0.675
19. I possess the knowledge on the adult learners learning methods	0	9 (17%)	45 (83%)	4.17	0.694
9. I am skilled at motivating adult learners to learn independently using suggested sources of learning	0	11 (20%)	43 (80%)	4.15	0.737
5. I am emphatic in the work with adult learners	0	11 (20%)	43 (80%)	4.09	0.708
13. I am skilled at giving and receiving feedback from adult learners, colleagues and other participants	0	13 (24%)	41 (76%)	3.98	0.687
10. I possess the knowledge on the learning techniques relevant to the adult learners learning process	0	13 (24%)	41 (76%)	3.96	0.672
4. I possess the knowledge on how to establish confidential relationships with adult learners, colleagues and other participants	2 (4%)	17 (32%)	35 (64%)	3.83	0.818
18. I possess the knowledge on cultural differences between adult learners	4 (7%)	17 (32%)	33 (61%)	3.76	0.889
20. I take responsibility for the further development and the improvement of the institution and the adult education system	6 (11%)	16 (30%)	32 (59%)	3.70	0.944
8. I possess the knowledge on institutional preconditions for the education of adults	2 (4%)	29 (53%)	23 (43%)	3.41	0.599
17. I possess theoretical and practical knowledge from the field of adult education	2 (4%)	30 (55%)	22 (41%)	3.39	0.596
6. I possess the knowledge on the human development stages in the adult age	19 (35%)	19 (35%)	16 (30%)	3.00	0.971

Generic andragogical competencies represent competencies which are relevant for the performance of all activities in the field of adult education. All andragogues should possess those competencies, regardless of their function, since they actually define what it means to be an andragogue. Accordingly, generic competencies include: *personal competencies* (statements 1, 2, 3), *interpersonal competencies* (statements 4, 13, 14), *professional competencies* (statements 7, 8, 20), competencies that relate to the *ability of using theoretical and practical knowledge* in one's own field of teaching, that is, in one's own work (statements 9, 17), *didactical competencies* (statements 10, 11, 19), *motivational competencies* (statements 12, 18), competencies that relate to the *ability of working within diverse or heterogeneous groups* (statements 5, 6, 15, 16).

This research determined that participants possess most of the generic andragogical competencies (Table 3), although they expressed the highest degree of agreement with statements describing personal competencies, followed by interpersonal and didactical competencies. To a lesser degree they expressed their agreement with statements about competencies that relate to the ability of working within diverse or heterogeneous groups and with statements about competencies related to the ability of using theoretical and practical knowledge in one's own field of teaching, as well as professional competencies. These results can be explained by the fact that participants possess teaching competencies for working with children and accordingly possess personal, interpersonal and didactical competencies, while at the same time to a lesser extent possess competencies related to working with adult learners (e.g. motivating adult learners, ability of working within heterogeneous groups, professional competencies that include taking responsibility and awareness regarding institutional frameworks of adult education at all levels...).

The other type of andragogical competencies are specific competencies that are needed for performing certain specific activities in the field of adult education, such as teaching, counselling, institution management, administrative tasks etc. Accordingly, specific competencies include: competencies related to the *evaluation of previous experience, motivation, demands, needs and wishes of adult learners* (statements 6, 7, 32), competencies related to *designing the learning process* (statements 3, 11, 24), competencies related to *facilitating the learning process and motivating adult learners* (statements 1, 9, 12, 18, 33), competencies related to *monitoring and evaluating the learning process* (statements 14, 15, 19), *counselling competencies* (statements 13, 16, 17), competencies related to *designing and creating programmes* (statements 19, 20, 24), competencies related to *managing financial resources and evaluating social and economic benefits of provided services* (statements 22, 27), competencies related to *managing human resources* (statements 5, 10, 23), competencies related to *governing and managing institutions* for adult education (statements 23, 25, 26), competencies related to *marketing and public relations* (statements 21, 28, 29, 30), competencies related to *administration and transferring information* to adult learners and andragogues (2, 4, 31), competencies related to *creating (ICT) learning environment* (statements 8, 33, 34).

Andragogues do not need to possess all mentioned specific competencies. Instead, depending on what specific activities they perform, they should possess corresponding specific competencies. In accordance with that, the first six competencies are necessary for those andragogues who are directly involved in the learning process, while other competencies are not immediately connected with the learning process but are directed towards activities that support it.

According to Table 4, research results show that participants express the highest degree of agreement with statements describing competencies indirectly related with the learning process and oriented towards activities that support it. To a lesser degree, they express their agreement with statements describing competencies that are needed for direct engagement in the teaching process. Accordingly, in relation to the competencies indirectly connected with the learning process and activities that support it,

participants expressed that they possess competencies connected with marketing and public relations to greater extent than the management competencies, administrative competencies and competencies for creating (ICT) learning environment. In relation to the competencies needed for the direct engagement in the teaching process, participants express a higher degree of agreement with statements describing competencies that facilitate the learning process and counselling competencies, while to a lesser extent they agree with the statements describing competencies related to designing and creating programmes, evaluating previous experience and monitoring and evaluating the learning process.

Table 4 Specific andragogical competencies that participants possess

Specific andragogical competencies	1+2	3	4+5	M	SD
12. I am skilled at encouraging adult learners to independent learning	0	0	54 (100%)	4.70	0.461
1. I am skilled at connecting everyday life with the learning process	0	7 (13%)	47 (87%)	4.43	0.716
17. I possess the knowledge on organizing professional help and support to adult learners	0	6 (11%)	48 (89%)	4.39	0.685
10. I am skilled at selecting and employing adequate people	1 (2%)	7 (13%)	46 (85%)	4.37	0.784
30. I recognize new opportunities and possibilities for development in the adult education system	3 (5%)	16 (30%)	35 (65%)	4.33	0.727
24. I possess the knowledge on designing and creating curriculums for adult education programmes	0	7 (13%)	47 (87%)	4.30	0.690
28. I am skilled at recognizing opportunities for new adult education programmes	2 (4%)	7 (13%)	45 (83%)	4.22	0.816
25. I am skilled at governing and managing institution in accordance with its mission	0	10 (19%)	44 (81%)	4.20	0.737
18. I am flexible in harmonising the learning process with adult learners' needs	0	8 (15%)	46 (85%)	4.19	0.675
33. I am skilled at creating efficient learning environment	1 (2%)	6 (11%)	47 (87%)	4.19	0.702
29. I am skilled at communicating with external parties and organizations	0	8 (15%)	46 (85%)	4.17	0.694
14. I am skilled at using various monitoring and evaluation techniques	0	11 (20%)	43 (80%)	4.17	0.746
13. I am skilled at establishing confidential relationships with adult learners	0	10 (19%)	44 (81%)	4.15	0.711
3. I am skilled at choosing adequate learning sources	0	11 (20%)	43 (80%)	4.07	0.696
21. I possess the knowledge on public relations and marketing	0	12 (22%)	42 (78%)	4.06	0.738
23. I possess management qualities	0	14 (26%)	40 (74%)	4.04	0.751
27. I possess the knowledge on managing financial resources	1 (2%)	14 (26%)	39 (72%)	4.02	0.816
11. I am skilled at adjusting the learning process adult learners' needs	0	26 (48%)	28 (52%)	4.02	0.675
22. I am skilled at identifying and evaluating social and economic factors in the education of adults	4 (7%)	22 (41%)	28 (52%)	4.02	0.739
31. I handle questions and requests in a friendly and cooperative way	2 (4%)	14 (26%)	38 (70%)	4.00	0.869
6. I possess the knowledge on cultural, social and religious backgrounds of adult learners with an aim to understand the context for the development and motivation of adult learners	0	13 (24%)	41 (76%)	3.98	0.687
16. I am familiar with career and work environment of adult learners	0	11 (20%)	43 (80%)	3.96	0.672
8. I possess the knowledge on ICT design and learning environments	1 (2%)	13 (24%)	40 (74%)	3.96	0.751
19. I possess basic knowledge on evaluation techniques	0	15 (28%)	39 (72%)	3.83	0.607
2. I am skilled at administrative tasks	0	18 (33%)	36 (67%)	3.81	0.675
7. I am skilled at connecting previous experiences of adult learners with learning objectives and learning outcomes	2 (4%)	17 (32%)	35 (65%)	3.80	0.786
5. I possess the knowledge on human resource management	0	17 (32%)	37 (68%)	3.78	0.604
20. I am skilled at directing other andragogues in using educational programme	4 (7%)	16 (30%)	34 (63%)	3.78	0.883
15. I use the evaluation process results for directing further work with adult learners	5 (9%)	16 (30%)	33 (61%)	3.78	0.883
26. I understand the educational needs of the society and adults and I harmonize the institution in accordance with those needs	2 (4%)	20 (37%)	32 (59%)	3.78	0.839
4. I am skilled at working with administrative systems, programmes and software	4 (7%)	20 (37%)	30 (56%)	3.69	0.886
34. I critically ponder over the influence of ICT on adult learners' and andragogues' behaviour	7 (13%)	19 (35%)	28 (52%)	3.57	0.944
32. I am skilled at evaluating non-verbal communication of adult learners	12 (22%)	18 (33%)	24 (45%)	3.41	1.037
9. I possess the knowledge on the range of learning styles and didactic methods	19 (35%)	19 (35%)	16 (30%)	2.96	0.910

Such results demonstrate that although andragogues possess certain specific andragogical competencies to a higher degree, they still lack competencies needed for the direct engagement in teaching with adult learners. Having certain specific andragogical competencies can be explained by the fact that 30 (55.6 %) participants attended some form of further professional training for acquiring andragogical competencies. Also, the fact that participants do not possess all the necessary specific andragogical

competencies, points to the need of designing curricula for the initial education of andragogues in Croatia.

Conclusion

Although Croatia had a great tradition of educating andragogues, which included Summer School and Winter School for andragogues, as well as Correspondence school, today the education of andragogues is mostly carried out by non-university institutions. Such practice implies many questions, especially the question of neglecting professionalization of andragogues in educational policies. Although non-university institutions carry out certain programmes for further professional training of andragogues, those programmes are not mandatory and there is still no framework for systematic university education of andragogues.

Although research results, due to methodological limitations (purposive, convenience research sample, that is, a small number of participants), do not allow generalisations, it is possible to recognize directions and tendencies in relation to possessing (needed) andragogical competencies. In this respect, research results reveal a need for further research of the andragogues' education and their competencies, as well as for designing curricula for initial education of andragogues in Croatia.

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SOCIAL MEDIA AND SELF RELATIONSHIP*

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Introduction

Social media has become an essential tool for communication in today's world. Individuals use impression management in both face-to-face and social media communication. Basic principle of impression management is to improve our image positively for public opinion (Jones & Pittman, 1982; Leary, 1995). This shows that we protect our self-esteem with the help of self-presentation as well. In various researches of literature, self-monitoring scores are higher for men (Day, Schleicher, Unckless ve Hiller, 2002; Fraizer ve Fatis, 1980; Haferkamp, 1991), whereas there are also results showing no significant difference between gender groups (Sharma ve Bewes, 2011). The objective of this research is to determine whether behaviors in social media are influenced by the levels of self-monitoring and self-esteem.

Method

128 female and 50 male students of Muğla Sıtkı Koçman University using social media with ages between 18 and 25 (M= 20.49, SD= 1.45), are asked questions related to self-monitoring and self-esteem with respect to their social media use. The answers were scaled in 5 options varying between "I completely disagree" and "I completely agree". Furthermore Revised Self-Monitoring Scale (Lennox and Wolfe, 1984; Türetgen and Cesur, 2006) and Rosenberg Self-Esteem Scale (Çuhadaroğlu, 1986; Rosenberg, 1965) short form are applied.

The questions asked to the students about social media use are as follows:

1. It is important for me that my photo, my post or my comment shared in social media is liked by my friends.
2. I share a photo, post or comment in social media, whether or not it reflects the truth, in case I believe that it shall be approved/liked by my friends.
3. I share anything negative about me (my photo that I don't look well, my failures, my inappropriate behaviors, my comment that shall not be approved by my friends) in social media.
4. I feel bad, if my photo, my post or my comment shared in social media is not liked by my friends.

Results

With respect to Shapiro-Wilk values of variables in analysis, non-parametric test use is agreed, since normal distribution condition is not conformed. Revised Self-Monitoring Scale, its subscales ("Ability to Modify Self-Presentation" and "Sensitivity to the Expressive Behavior of Others") and Rosenberg Self-Esteem Scale scores are divided as low and high score groups according to their median values. Mann-Whitney test shows that individuals with high ability to modify self-presentation (median=4) give more importance to their photos, posts or comments to be liked by their friends rather than the individuals with lower ability (median=3) to modify self-presentation (U= 3235.50, sig=.05).

* This paper was presented as a poster

During Mann-Whitney tests, significant difference between self-esteem groups are observed with respect to self-monitoring and ability to modify self-presentation. Individuals with higher self-esteem (median=49) show more self-monitoring behavior when compared to the individuals with lower (median=47) self-esteem (U= 3152.50, sig=.02). Individuals with higher (median=23.34) self-esteem modify their self-presentation more than the individuals with lower (median= 22.00) self-esteem (U= 3099.00, sig=.01).

In analysis, gender differences are also examined and no significant difference is observed between gender groups in any of the scales/questions.

Discussion

The results show that individuals with higher ability to modify self-presentation care more about their photos, posts or comments shared in social media to be liked by their friends, whereas individuals with higher self-esteem show more behavior of self-monitoring and ability to modify self-presentation. With respect to the relation between social media activities and self-esteem of the individuals, as well as any significant relation between the genders and variables, more researches are required in our country.

Keywords: Social media, self-monitoring, self-esteem

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THE ROLE OF CHANGE MANAGEMENT PROCESS IN ENHANCING THE SUCCESS OF INNOVATIVE PROJECTS: EXAMPLE OF GEORGIAN PUBLIC SERVICE

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Abstract

In the second half of the twentieth century, world governments have faced great amount of complex challenges. The number and the complexity of the citizens' problems and demands increased that encouraged governments to address new ways of problem solution. Many countries have moved into the fierce regime of introducing innovations. These innovations included the introduction of the best practices in the form of innovative approaches to various innovative policies and governance. With modern approaches, innovations are considered one of the most important ways to increase democracy and productivity.

In recent years, Georgian government has moved to implementation of technical and administrative innovations that make public sector work more efficiently and productively. One of the parts of this process has become the introduction of e-governance and implementation of structural changes.

Georgia has experienced two waves of introduction of innovations in state sector performance. During the ears of NPM from 2003-2012 there was the wave of radical and rapid innovation implementation process. Georgia addressed new radical ways of fighting against corruption and ineffectiveness of bureaucracy. In many cases the human factor and change management process was almost ignored in the reform implementation process. Innovations in this period were mostly concentrated on short-term goals that were meant to eradicate main problems in governance and maintain some kind of order in the country. In contrast innovations implemented from 2012 were mostly emphasizing the development of procedures, sustainability and were concentrated on long term goals. But procedure of innovation implementation remained unchanged. Still the government, in most cases, ignored change management process, used „one fits all” approach that resulted in less effective outcome than it was planned.

Main problems that arose as a result of ignoring change management process were that employee's perception was very formal concerning the new projects in the organization. Most of the employees discerned innovation as an obligatory formal fact that they have to accept in order not to lose their job. In fact they perceived innovation as a problem and not the opportunity that would ease their work. Some cases may serve as a good illustration to this part. For instance, despite the fact that E- document system was implemented in state sector, employees still used material documents in parallel with existing flexible system for years. As a result, the innovation that was meant to ease their job and save their time and resources, in contrast made their job more complex and time consuming. Another example could be the project connected with the implementation of e-services in municipalities where business process implementer cannot address “exit strategy” because innovation still did not become the part of their working culture. According to the analysis of interviews of top managers involved in the process, Georgian Government is developing the basic procedures of change management process.

Research Methodology

The main topic of this research is the role of change management processes in enhancing success of innovative projects implemented in state sector. In this realm the research has been conducted in the municipalities of Georgia in local self-governance bodies. The theoretical framework of the research is the Changes cycle theory and John Kotter's 8 step change model. Within the qualitative method research uses a) in-depth interviews and b) process observation. Data analysis are performed throughout content analysis of qualitative information received from in-depth interviews and process observation. The interviewees of the research are a) innovation implementers 2) employees of local self-governance bodies 3) top management in local self-governance bodies who are responsible for managing the innovation process in cooperation with innovation implementers. The research addresses several innovative projects a) EHRM and 2) MMS (Municipal Management System –within the project of developing E governance).

Indicators used to measure the success of the innovative projects are:

Main Indicator - Level of Bureaucracy

- Sub indicators - Compliance of structure and innovation project
- Sub indicators - level of independence in decision-making
- Sub indicators – flexibility level

Main Indicator – Employee productivity

- Sub indicators – Time of work performance
- Sub indicators – Amount of work performed
- Sub indicators – Number of mistakes in work performed

Finally, this research is a meaningful contribution to the governments who are concentrated on development and implementation of innovative projects for improving efficiency of their performance. At present, managing change is one of the major challenges confronting not only organizations but also individuals who, on the one hand, have to stay in stride with organizations as they undergo their process of change or, on the other hand, are in charge of enabling change by implementing and coordinating processes of change and innovation within the organizational structures. At some point it becomes necessary to develop and systemize the concept of change management in order to get better results from innovative projects. As governments are dealing with the public money it is essential to concentrate on getting maximum of the projects and change management process is one of the keys leading to it.

Keywords: Change management, Innovative projects, Georgia, Public service



AN INQUIRY ON THE NOTION OF YOUTHQUAKE: INITIATION, MANAGEMENT AND MEDIA COVERAGE

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Abstract: *Youthquake*, defined as ‘a significant cultural, political, or social change arising from the actions or influence of young people’ was selected as the Word of the Year 2017 by the Oxford Dictionaries as the use of the word quintupled from 2016 to 2017. The word, first coined by Diana Vreeland, editor-in-chief of Vogue in the USA, in 1965 to describe fashion and music trends led by the youth of the time, was quite often used to describe youth driven political protests especially in Britain and New Zealand in the past years. The reason why the word youthquake became so popular and got elected as the Word of the Year after more than fifty years than it was first coined was explained by the Oxford administration with the arguments that it is a notion that everybody can cheer for, support and encourage since youth movements are a source of hope. The past decades witnessed numerous youth movements in many countries all over the world; the word youthquake was not used to describe these movements until now due to the very simple fact that the word was unfamiliar to many people. However, the uprisings in other countries were supported by the western media eagerly reflecting the hope that was affiliated with the word youthquake later. The youth participating in these protests, especially the ones taking part in the uprisings in countries with whose rulers, the origin country of the media institution had conflicts of interest were almost always positioned as heroes by the western media. Young activists and their causes were supported as if a consensus on how to cover and position these movements as righteous activism efforts initiated by the perspicacious, educated, and indigenous young people had been reached before. This study will question whether youth movements in East Europe were initiated and managed solely by the indigenous youth and how western media coverage can be interpreted in terms of the functions it served in relation to these uprisings.

Keywords: Youthquake, activism, media coverage

Introduction

Youth movements organized all over the world have marked the end of the 20th century and the beginning of the 21st century. These movements could be described as non-violent grassroots activism efforts utilizing humor, rhetoric, outdoor event management and media relations in a leaderless style to achieve their goals. Western media were very interested in these youth uprisings, especially the ones organized in the countries in Eastern Europe and the Middle East regions and provided positive coverage with statements such as ‘people’s power’ and ‘people’s revolution’ (Barker, 2006). Western media reported live from the uprisings and young protestors were portrayed as heroes fighting against dictators. It is the aim of this article to reveal why western media provides positive coverage for these youth movements and why words such as youthquake are used to position these movements as ones initiated and managed by the perspicacious, educated, and indigenous youth only while it is well acknowledged that international actors were at play, supporting, funding and supervising the youth in many instances of successful and failed youthquakes. This way of covering the events and portraying the youth also creates an illusion that the youth are capable of changing cultural, political or social aspects with ease without the influence or intervention of any international powers. It should be noted here that it is not aimed to discredit the causes and actions of millions of young people who tried to initiate change on very righteous grounds and with the best intentions in their countries in this article. The main aim is to analyze the role that media plays in positioning these uprising as ones initiated and managed thoroughly by the indigenous youth who become so powerful when they get organized that they can quake their country and trigger change in a dramatic way, which provides the background for support for other prospective movements in other countries. With this purpose, youthquakes in Eastern Europe will be

summarized in terms of parties that were active in the initiation and management processes and the corresponding media coverage.

Youthquakes in East Europe and Western Media

Youth movements that managed to change the governments in the post-communist countries of Serbia, Georgia, and Ukraine will be summarized in this part to portray how international actors could determine the outcome of the attempts and that the youth was not the only powerful actor as reflected by the media. As mentioned before, western media uses double standards when reflecting youth movements. If the movement demands change that overlaps with the interests of the international powers, especially the USA and EU, the movement gets covered in a positive way; if not, the movement does not get the same media attention or positive coverage. In fact, international powers usually become part of the youth movements from scratch; they scan for residual resentments that can be mobilized, they fund and finance youth movements that already exist through non-governmental organizations if these movements share strategic goals with them, they provide supervision on activism tactics, campaign technologies and marketing the movement as the following cases of Serbia, Georgia and Ukraine would display. These interventions carried out through NGOs in a surreptitious way are not covered in the media as it is to the benefit of western powers to position these movements as youthquakes.

The youth movement that led to the toppling of Russia-allied President Milosevic in Serbia was initiated and managed by the youth group Otpor, which was founded by a group of students from the University of Belgrade in 1998 (Nikolayenko 2012b, 38). Otpor managed to pressure the opposition in the country to unite behind a joint candidate against Milosevic and that candidate, Kostunica, won in the first round of presidential elections in 2000; Federal Election Commission, controlled by the government, falsified the election results and called for a run off, but Milosevic had to resign after mass protests organized by Otpor (Nikolayenko 2012b, 39-40). Otpor used nonviolent activism tactics that included the use of humor and encouraged people to join the protestors by displaying cases of individual bravery (Cohen 2000; Novović 2014, 233). It also organized street performances and events, managed national and western media relations effectively and maintained media coverage for the promotion of the movement with the slogan ‘Live Resistance’ (Nikolayenko 2012a, 147-148; Nikolayenko 2012b, 38, Nikolayenko 2013, 2). The success of Otpor was acknowledged internationally and Otpor members were treated as celebrities of revolution. They became featured guests in TV and radio outlets; representatives of the group were invited as guest lecturers by universities around the world; they even received MTV’s ‘Free Your Mind’ award (Joksic and Spoerri 2011). Otpor leaders founded Center for Applied Non-Violent Action and Strategies (CANVAS) in 2003, a non-profit, non-governmental organization, with the aim of “advocating for the use of nonviolent resistance to promote human rights and democracy” (<http://canvasopedia.org/about-us/>). The organization claims to have “worked with pro-democracy activists from more than 50 countries, including Iran, Zimbabwe, Burma, Venezuela, Ukraine, Georgia, Palestine, Western Sahara, West Papua, Eritrea, Belarus, Azerbaijan, Tonga, Tunisia and Egypt” (<http://canvasopedia.org/about-us/>). The organization has produced a booklet which introduces the prospective activists to the steps of the blueprint of a revolution (Novović 2014, 230) and helped design a video game, ‘A Force More Powerful’, which developed people’s skills in organizing street demonstrations to topple fictional dictators (Berger 2013, 313). However, it was realized that members of Otpor did not act alone as reflected in the media (Barker, 2006, 6). For example USA National Democracy Institute (NDI) and the USA polling firm Penn, Schoen and Berland worked actively in Serbia in the late 1990s to determine the political figure who would defeat Milosevic in the elections. USA secretary of state Madeline Albright and German foreign minister Josckha Fischer used this information, pressured Serbian politicians to drop out of the race and to guarantee that Vojislav Kostunica, a pro-western leader, would be the leader that all opposition would support, which made it easier for Otpor to work with the opposition (MacKinnon, 2007, 31, 44). It would not be wrong to claim

that by creating the necessary political environment, the USA and the EU assisted Otpor in its attempt to topple Milosevic. In order to create the most strategic political environment, opposition in the country was provided with a pool of money by George Soros's Open Society Institute as well. The USA also funded the independent media environment to boost the movement. The USA National Endowment for Democracy (NED) granted the oppositionist Radio B92 and the Association of Independent Electronic Media, for instance. Another important support that Otpor received from the western powers was direct financing. USA funding to Otpor was claimed to reach 10 million dollars in 1999 and 31 million in 2000. This was not denied by the USA institutions, the financing and supervision were explained as assistance for the democratic transition of Serbia by the United States Agency of International Development (USAID), another important institution involved in many youth movements around the world, though (Cohen 2000, Sussman and Krader 2008, 98). That's why the popularity of Otpor, the mission of CANVAS (providing free trainings on the use of nonviolent resistance to promote human rights and democracy all over the world), and whether it is a privately funded organization that acts independently as it claims or an institution that was created by the USA, training and supervising young dissidents in countries whose administrations make movements that are detrimental to the USA government have been questioned for long.

The revolution in Georgia was also catalyzed by the parliamentary elections held on November 2, 2003, although people had criticized the president for low material being, weak political control which led to the empowerment of regional leaders and high corruption for long. The President Eduard Shevardnadze was accused of manipulating the election results and challenged by the opposition, NGO's, the youth organization Kmara! (Enough!), the independent TV station Rustavi-2 and the public. The reports of the NGO, 'Fair Elections', which was partially financed by the George Soros' Open Society Foundations, on the election day caused a chain reaction of three-week protests. During the protests, roses were given to army and police officers to emphasize the non-violent character of the protests and the protestors. The opposition leader Mikhail Saakashvili was also holding a rose when he interrupted Shevardnadze's opening speech and asked him to resign. Shevardnadze announced his resignation the following day, on November 23, 2003. Therefore, this revolution was named as the Rose Revolution in the related literature (Fenger 2007). The main tactics used by Kmara! were poster, graffiti, and street performances like Otpor. (Nikolayenko 2012b, 44). This similarity in tactics of Kmara and Otpor was not a coincidence or just a case of one youth group being enlightened by the actions of another but was a result of organized training. It was claimed that Open Society Foundations financed Otpor member to create and train Kmara (Beissinger, 2007; Johansen, 2009) and that Kmara received \$350.000 as start-up cash. It was also claimed that Soros's Open Society Foundations was a major benefactor of Rustavi-2 and the newspaper 24 Hours, which created the media support for the youthquake and provided \$175.000 to Kmara for the development of TV ads, flyers and educational materials for the anti-Shevardnadze campaign (MacKinnon 2007, 109-110). Shaping the political environment in a direction that the youthquake would end in a success, as a strategy of intervention, was also carried out by the USA in Georgia, just like in Serbia. Pro-western candidates were tested in polls and the opposition leader Zurab Zhvania was persuaded to support Michail Saakashvili, the World Bank advocate that these polls indicated to have the highest potential. Considering that Shevardnadze was planning to sell a part of Georgia's energy grid to Russia, a move that the USA administration would like to avoid, one might comprehend the motivation of the USA to assist the Georgian youthquake (Sussman and Krader 2008, 97).

The following year was marked by the Orange Revolution in Ukraine (Fenger 2007). Presidential elections were held on October 31, 2004 (first round), and on November 21, 2004 (second round). The latter resulted in the victory of Viktor Yanukovich, supported by Russia and Kuchma, the president of the country. Ukrainian and other international election monitors claimed massive election fraud on behalf

of Viktor Yushchenko, a candidate with western support. Yushchenko supporters, dressed in orange (Yushchenko's campaign color) occupied Kiev's Independence Square, sieged the cabinet of the ministers, the presidential administration and Kuchma's residence (Fenger 2007). The student movement Pora (It's Time) was the most significant youth movement during the Ukrainian revolution. Pora used websites, stickers, humor and slogans like Otpor and Kmara. (Nikolayenko 2012b, 45-46). Eventually, the parliament voted to declare the poll invalid and the Supreme Court annulled the results of the runoff. Yushchenko received 52% of the votes in the third round (Fenger 2007). There is no doubt that western powers were at play in Ukraine; NDI pressured Ukraine's energy industry tycoon, the so-called gas princess Yulia Tymoshenko, to support Yushchenko instead of running against him for instance. USA political consultants, and local pollsters including Razumkov Center, the Democracy Initiatives Foundation, Kiev International Institute of Sociology and Committee of Ukrainian Voters, all of which were either funded or worked closely by western institutions such as NED, Freedom House, NDI or USAID worked on exit polls to guarantee that they would be able to mobilize people or instigate a youthquake in case Viktor Yushchenko lost against Viktor Yanukovich, which happened indeed (Sussman and Krader 2008, 97). Over 600 members of Pora (It's Time) movement in the Orange Revolution of Ukraine are also claimed to have attended the training seminars of Otpor and received support from the veterans of Otpor and Kmara (Beissinger, 2007, Fenger 2007, Johansen, 2009). The USA government spent \$34 million in 2004 alone to guarantee the Yushchenko government; Open Society Foundations funded the NGO coalition 'Freedom of Choice', The German Marshall Fund of the United States, Freedom House, and the Canadian International Development Agency financed the training of activists. Leaflet campaigns, street theatre, concerts, door-to door campaigns even karaoke shows organized to enhance support for Yushchenko received western funding (Sussman and Krader 2008, 99).

Conclusion

Mass media is an essential tool for a movement; positive media coverage for a youth movement, for instance assists the movement to reach its objectives by creating national and international support for the causes of the movement and by positioning the agents of the movement as brave, clever, and skilled people fighting against authoritarian governments with the best intentions. Mass media effects the outcomes of youth movements with its capabilities of agenda-setting and framing (Brauler, 2014:150). As Lippmann (1991) and McCombs (2014) assert mass media determines what the public thinks about by its priming function and from what perspective they view the event with the help of its framing function. Herman and Chomsky (1988) state that international news coverage of American mass media corporations correlate with American foreign policy and this could be observed during the youthquakes in East Europe (Hubenko, 2012). Otpor movement in Serbia, Kmara movement in Georgia and Pora movement in Ukraine was positively covered and were portrayed as righteous activism efforts initiated by the perspicacious, educated, and indigenous young people who had stayed dormant for a long time before they miraculously got awakened and organized. The media did not cover stories of foreign funding, supervision and support in the initiation and management of these movements as this would direct people's attention to western intervention and ruin the effect of the emotional and inspirational youthquake stories which always sell in the market and match the agenda and interests of the USA and EU institutions.

The impact of these youthquakes are prone to dispute. The countries were and remain semi-authoritarian and the youthquakes do not seem to change much. As Sussman and Krader (2008, 94) put it, Kostunica, Saakashvili and Yushchenko "did little to exercise democratic convictions than those they vanquished", which show that the interference of international parties with youth movements might seem to boost the impact of the movement but lead to short-term outcomes that do not bring about real change that the well-intentioned youth who sacrifice a lot really desire but just change of leaders with pro-western

leaders with a more democratic outlook. That's why, Singh (2004) claimed that U.S. was changing the future of countries to its advantage by winning other people's elections. It is suggested in this study that terms like youthquake are gaining popularity for developing a positive image for prospective youth movements that might be initiated in other countries with similar purposes of foreign intervention and that western media plays a major role in creating international support for these movements and crediting the active participants of the movement, which makes the movements gain power.

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INVESTIGATION OF NONLINEAR STRUCTURE OF INDUSTRIAL PRODUCTION GROWTH RATE FOR TURKEY

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Abstract

Despite the assumption of linearity, the vast majority of the economic series are not linear. Linear models are not enough to capture asymmetries in macroeconomic data. The assumption of linearity in the time series analysis in economics has been valid for a long time. Some justifications for this issue have been put forward. The first one is the assumption that linear models will approach a nonlinear structure. Another one is the computational difficulties in estimating nonlinear time series models. With the reduction of the difficulties in the estimation stage, a significant increase has been observed especially in the field of nonlinear time series from the early 1990s. Nonlinear models describe cyclical movements better than linear models. Markov regime switching, TAR and STAR models are examples of nonlinear time series models. The applications of TAR and STAR models are quite large in nonlinear time series studies. But STAR models are more flexible than these models. Transition between regimes is quick in TAR models while it is smooth in STAR models.

There are four stages of evaluation of STAR model. First, lag structure of linear AR model is determined according to Akaike and Schwarz criteria. Second, linearity hypothesis is tested against nonlinearity. Since the parameters in the STAR model are not defined under the null hypothesis, with an auxiliary regression linearity hypothesis can be tested. Third, if linearity is rejected, appropriate transition function is selected. Transition function is a continuous function and bounded between 0 and 1. In the transition function, smoothness parameter, threshold value and transition variable are given. Transition variable can be an exogenous variable, or a lagged value of endogenous variable or a time trend. Smoothness parameter must be greater than zero. Large values of smoothness parameter show that transition is quick. Fourth, model is estimated and used for forecasting.

STAR models are divided into LSTAR and ESTAR models. For making choice between LSTAR and ESTAR models; H01, H02, H03 hypotheses have been tested. If H02 has the lowest probability value, ESTAR model is appropriate. Otherwise, LSTAR is appropriate. After estimation, diagnostics tests like autocorrelation, heteroscedasticity (ARCH), remaining nonlinearity and parameter constancy are checked. Whereas LSTAR models are useful in modelling business cycles, ESTAR models are useful in modelling behavior of exchange rates.

The industrial production index is an important economic indicator measuring real output in the manufacturing, mining, electric and gas industries, relative to a base year. Teräsvirta and Anderson (1992) examined the quarterly growth rate series of industrial production indices of Germany, United States, Austria, Belgium, England, Italy, Sweden, Japan and Canada with LSTAR and ESTAR models. Granger and Teräsvirta (1993) empirically proved that the growth rates of industrial production indices of Germany, the United States, Belgium, England, Italy, Japan and Canada affected each other in a nonlinear way.

In this study, it has been aimed to estimate whether the growth rate of industrial production index for Turkey between 2005:2-2017:12 has nonlinear structure or not. Data is taken from the electronic data distribution system of The Central Bank of the Republic of Turkey. STAR model was examined in this study. The serie is stationary according to the unit root test results (PP and KPSS unit root tests) and the delay length for the autoregressive model is 13 according to the Akaike and Schwarz information criteria. Transition variables has been created by the delays of the dependent variable one by one and the linearity of the model has been tested against its nonlinearity alternative. The 11th delay has been selected as the transition variable. At the level of significance of 5%, the linearity hypothesis has been rejected and the appropriate model has been found as ESTAR because H02 has the lowest probability value. The first, fourth, ninth, eleventh and thirteenth delays has been found to be statistically significant in the nonlinear estimation results.

The parameter indicating the threshold value and the smoothness of transition has been found to be statistically significant. The transition from one regime to another is smooth (1.55) and the monthly threshold for growth is -0.92. Diagnostic tests have shown that there is no autocorrelation and heteroscedasticity, in the test of no remaining nonlinearity the null hypothesis cannot be rejected and parameter constancy is hold. The ESTAR model has been found to be sufficient. Similarly, with ESTAR model, Teräsvirta and Anderson (1992) found that the smoothness of transition for Italy is 1.25 and for Japan 1.54 and the annual threshold is -2.8% for Italy and -8% for Japan. It can be said that for the growth rate of industrial production for Turkey between 2005-2017 transition from one regime to another is smooth.

Keywords: industrial production growth rate, nonlinear time series, STAR models



FAITH, FASHION, HIJAB: ANALYSIS OF MALAYSIAN MUSLIM FASHION SOCIAL MEDIA AND HIJABISTA IN ISLAMIC FASHION

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Abstract:

Islamic Modest Fashion in Malaysia has become one of the emerging industries. It is said that social media has made a role in its development. The emerging development of Islamic Fashion in Malaysia had led to the creation of young hijab-wearing women namely Hijabista, -normally are hijab bloggers, Instagrammers are often seen posting their everyday outfits. They want to combine their faith with the cutting-edge fashion trend. Muslim women in Malaysia especially young Malay female have become a potential targeted market due to the increase of people wearing hijab.

The flourishing of Islamic modest fashion is initiated by 9/11 occasion. Hijab-wearing women want to represent themselves as like the others that they also like fashion do not want to be regarded as a terrorist with black veil and *abaya*. They want to introduce Islam via fashion. That of can also wear colourful outfits and also branded bags. It is also what Sandikci and Ger (2007) stated that the case of Islam and fashion where conventional images of the veiled Muslim woman almost always take the form of the oppressed, the non-modern, the politically threatening or the exotic 'other'.

In an era of 'Islamic revival', modern Muslims women in Malaysia in search of moral certainty, spirituality, and piety favour Islamic commodification as a way to articulate their identities. 'New' Muslims enjoy a more personal Islam that they consider rational and pluralistic (Fealy and White, 2008). These personalized reinterpretations of religious values are further enunciated by the popularity and availability of the cyber-Islamic environment, which adapts to Muslim societies as well as to issues faced by Muslims in their daily lives (Bunt, 2009). One of the most prominent types of urban Muslims in Malaysia is the Hijabista or veiled young women that expressing 'fun' and a 'colourful' take on Islam are normally active users of social network sites such as Facebook, Twitter, and Instagram as well as fashion blogs, which all have been considered as references for sartorial choices and, arguably, for identity constructions (Rocamora, 2011; 411) among youngsters.

While study on the covering in Indonesia describes the veiling practices during the New Order regime as an expression of transformation (Brenner, 1996), ownership of individual responsibility in a strong patriarchal society, Nagata (2007) and (Nurzihan, 2014) point that veiling or *tudung* practices among Malay Muslim females in Malaysia as a the growth of hybrid forms of piety expressions in relation to modernity. Changing practices of hijab styling in an urban Malaysia nowadays, as an expression of

Islamic culture, a hybrid, symbolic form created to negotiate with the ‘global influences from the Western world as well as from Islamic Middle Eastern countries’ and its locality Nef-Saluz (2007). Smith-Hefner (2007; 414–416) observes how the hijab has changed into ‘a symbol of modern Muslim womanhood’; an instrument for veiled Muslim women to gain a sense of security while living alone and actively in different public spaces; and also a symbol of continuous transformation in society.

Due to the impact of the globalization and modernization, Bunt (2009) believes that the Internet has changed Islamic practices as well as challenged Muslims’ self-perceptions (Akou, 2010; 332). Given the current trend status of the hijab and its dissemination through cyberspace, Lewis (2013) acknowledges a form of ‘empowerment’ through ICTs that are used extensively and creatively by young Muslims female (2013; 2–3) who adorn themselves in the matters of hijab fashion and consumerism. This suggests that young Muslim women in Malaysia are in positions that differ significantly from those described by the Western media, or at least those referred to by Miriam Cooke (2007). This shows how Hijabistas, as well as other hijab-wearing Malay Muslim women in Malaysia especially young females, have gained an important position in the analysis of contemporary Muslim society in Southeast Asia.

The Hijabista trend itself is rather new, especially in Asian. Hence, studies discussing identities (re-) produced and (re)defined by the ‘phenomenon’ remain scarce (Hardiyanti, 2012; Saraswati et al., 2012). This study seeks to understand how Hijabista relates to piety expressions and aspirations of young Malay Muslim women in Malaysia, and how they influence the discourse of ‘Islamic’ cultural industries and popular piety cultures (Subijanto, 2012) in the multicultural Malaysian landscape. First, concepts linked to Muslim women will be briefly discussed, followed by an overview of previous studies on urban Muslim women. Various media platforms with a Hijabista presence—essentially cyberspace—will be assessed. This study is intended to further the debate on Muslim women, living in an urban as well as in rural setting, and veiling practices not only among Hijabistas but also among young Malay Muslim women in Malaysia. This study aims to understand the dissemination of the Hijabista concept—specifically in social networking sites—and to further analyse what it represents and how it relates to contemporary Malay Muslim in Malaysia. In essence, this study aims to answer a simple question: What does the ‘Hijabista movement’ represent in Malaysia and how it differs with other Hijabista in the west or in neighbouring countries such as Indonesia? Which leads to a number of follow-up questions: What does it relate to? How is it different from previous hijab wearing styles? What is its place in the consciousness of veiled Muslims women in Malaysia? What role does the social media play in this and the role in the consumer culture among Muslim women in Malaysia?

Adopting the neologism ‘Muslimwoman’ in relation to the *hijabi* or hijab-wearing female, this term of ‘Muslimwoman’ draws attention to the emergence of a newly entwined religious and gendered identification that overlays national, ethnic, cultural, historical and even philosophical diversity. A recent phenomenon tied to a growing global Islamophobia, this identification is created for Muslim women by outside forces, whether non-Muslims or Islamist men. Muslim woman locates a boundary between “‘us’” and “‘them’” and signals Muslim women’s interstitial outsider/insider status. As women, Muslim women are outsider/insiders within Muslim communities where to belong, their identity is increasingly knotted to the notion of the veil. As Muslims, they are conveying cultural outsider/insider roles in societies where Muslims form a minority or they are under threat. (Cooke, 2007; 140).Cooke suggests that Muslim women may view this singular identity either as a disadvantage or a benefit, as it ‘intensifies an awareness of the global community in which they participate, a cosmopolitan consciousness that connects strangers who recognize an unprecedented commonality in terms of religion and gender. Their political consciousness quo Muslim woman affirms the inextricable bond between gender and religion (Cooke, 2007; 141). In the case of Muslim women in Asian, the push towards the ‘oneness’ of Muslim women, however, has not silenced Muslim women themselves. Studies have shown how urban Muslim

women in the neighbouring country such as Indonesia have undergone different phases of religious expressions (Brenner, 1996; Nef-Saluz, 2007; Smith-Hefner, 2007), giving the veil different meanings.

This study intended to analyse how social media including blog and Instagram take a role and impact in the development of modest fashion movement in Malaysia. This study will focus on the visual representations of the Hijabista themselves to understand what this movement represents. It also looks at consumption patterns, albeit in a preliminary fashion, as further and more rigorous investigation will be needed as the Hijabista and hijab-wearing Muslim expanded. This assimilation into consumption culture should not be taken only as the consumption of the exchange value of commodities or purchase of commodities sold in the market but also how it creates a consumer culture. Besides that, this thesis is to demonstrate the myriad and complex way in which Malay women create a definition of fashion through their own interpretation and negotiation of culture, Islam, and modesty.

In Anthropology, order to evaluate and critically understand the Hijabista scenario and Islamic fashion in Malaysia and the relationship with the Muslimness of the Malay women, this research employs a qualitative approach. This research will conduct an in-depth interview and Instagram analysis especially from the people whom I have interviewed and agreed to be featured in this research. The Instagram analysis will examine which hashtags are more popular in Malaysia and which hashtag is effective to popularize the hijab fashion scene. Apart from that, participation observation and interview will be conducted among veiled Muslim women in Penang, the Northern state in Malaysia in order to gain their perception of Islamic popular culture and to gain deep understanding regarding different perception and acceptance on the current Islamic modest fashion obsession and phenomena locally and globally. This research also will contain a literature review of a diverse group of works on topics related to the study and hope to bring a huge impact in Islamic fashion of Malaysian context.

Keywords: Islamic fashion, Malay, Hijabista social media, blog, Instagram.

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HOME COUNTRY EFFECTS AND EMERGING ECONOMIES: MALAYSIAN FIRMS PERSPECTIVES

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Abstract: There are limited literatures discuss about roles of business groups, which a prevalent organizational form in EMNEs. In this study, I am going to analyse the roles of business groups on volume of outward foreign direct investment (OFDI) and type of it. Data will be derived from databases; ORBIS and Thomson One Banker. The contribution of this study will shed a light on business group affiliations impact on OFDI, more specifically, on types of OFDI in emerging economies (Malaysia). Moreover, through this study, it could give information about SAS FDI activities from emerging economies multinational enterprises perspectives and also what assets do they really most seek for taping their lacking off.

Keywords: SAS FDI, OFDI, Malaysia, business groups.

Introduction

Recent years have seen an exceptional rise in foreign direct investments (FDIs) from developing economies. From a generally little sum in 1990, outward FDI streams (OFDIs) from emerging economies achieved more than \$350 billion in 2008 (UNCTAD, 2009).

To date, we can see that the inexorably critical motivation for EMNEs FDI in searching for asset seeking. Strategic asset seeking was perceived as a motive for EMNEs with regards to Taiwanese firms. Chen and Chen (1998) highlight outward foreign direct investment by Taiwanese firms' in building up linkages with foreign firms and taking advantage of key assets, which are vital to their international expansion. In a similar investigation of Mexico, Poland and Romania, Hitt et al. (2000) infer that organizations from emerging economies are looking for technical skills and administrative know-how when signing strategic alliances with developed countries firms.

Specifically, various Asian firms have acquired firms from developed countries to construct competitive advantages based on the superiors' assets and in the host nations which are not accessible at home (Makino et al. 2002; Mathews 2002). Their enthusiasm for acquisitions has developed the eagerness of developed countries firms to offer or share their innovation, know-how or brands, to address their monetary issues or rebuilding needs (Deng 2009).

Literature

A rich body of work has established the significance of business groups in the socio-economic landscape of emerging economies (Khanna & Palepu 1997). Ranging from Korean Chaebols, Turkish families, Latin American and Spanish grupos to Indian business groups, they have been defined as "a set of firms which, though legally independent, are bound together by a constellation of formal and informal ties

and are accustomed to taking coordinated action" (Khanna & Rivkin 2001: 47). BGs can be viewed as collections of firms that joined in formal or informal ways to act as a mediator in order to ease the internationalisation of emerging markets' firms (Yaprak and Karamedir, 2010).

Moreover, by getting through these networks, EMNEs could access foreign expansion (OFDI) with less risks. Other than that, Chari (2013) also contends that BGs have more exposure and experiences in establishing relationship with DMNEs rather than independent firms. Thus, having BGs affiliates eases the internationalisation of EMNEs. BGs also create value for their affiliates by leverage capital that invested by their affiliates in their network, thus, affiliation to business groups seems to affect in important ways OFDI activities of firms from EMNEs where business groups are widely prevalent, but our current understanding of their effects is quite limited and it has been impetus for study to be explored.

Method

Since, data reliability is very vital for analysing firms' internationalisation strategies. The use of firm level database deemed important to analyse EMNEs which represents the accuracy of their activities. As for example, Amighini, Cozza, Rabelotti, Sanfilippo (2014) helps to catch up with a systematic analysis to know about the rationale of investments, underlying characteristics of investing firms and also to contribute for international business studies without ignoring factors such as industry breakdowns, ownership structures and modes of entry.

I will employ unique published firm-level datasets, ORBIS and Thomson One Banker which allow me to investigate comprehensively the firm, industry, and factors in shaping internationalization of firms and gather data on Malaysia's multinational enterprises.

Brief on contribution

From this study, I find the existences of business groups in Malaysian firms and to date, they have been omitted from research on the Malaysian internationalization process. Most of researches focus on external factors that motivate firms to go abroad. But through this study, it will shed a light on business groups' roles in Malaysian firms' internationalization. So far researches from Malaysian firms discuss about natural seeking and resource seeking. Through my understanding, there are strategic assets seeking and impact of business group affiliation on it.

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COMPARISON OF MOTIVATIONAL FACTORS OF BEING A 60+ CHOIR SINGER, BENEFITS OBTAINED VIA PARTICIPATION IN RECREATIONAL CHOIR IN TERMS OF SOME DEMOGRAPHIC VARIABLES

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Abstract

The main aims of this study are to understand the reasons of aged 60+ individuals to choose to participate in recreational choir as chorists and to compare the benefits the chorists gained as a result of participation, with the various demographic variables. The sample of the study is composed of 140 men ($X_{age}=65.83\pm 5.00$) and 101 women ($X_{age}=63.83\pm 3.67$) whose age are above 60, and attended non-professional 37 chorus operating in Antalya in 2016. In the analysis of data, besides the descriptive statistics, Independent Sample t-test and ANOVA test were used, thus to identify the reason of the differences LSD test were applied. All the results were analyzed at the significant levels of 0,05, and 0,01.

Characteristics of the most of the chorist in the study are revealed as following; more than half of the sample are men, married, retired, graduated from university degree and above, living with someone, have family income between 2000-4000 TL, and have personal income below 2000 TL monthly.

Life is the process in which each phase is influenced by each developmental stage, and every phase is also a preparation for the next stage. Changes in organism along with age demonstrate that the elderly individuals end up preferring a more isolated life by withdrawing themselves from society. At the same, time they start to take more passive actions. However, due to physiological, social and psychological changes, it is important for elderly people to work in recreational activities to enrich their lives and to preserve their reserves and enrich these activities. Singing as a group in the choir helps older people to get rid of the feeling of loneliness. Actively participating in choir also contributes to the transformation of the choir singer themselves. Therefore, individuals singing in choir are drawn to the social structure as individuals who are keen to learn, and have social connections and self-confidence.

As a biopicosocial entity, a person communicates verbally and written to express his or her feelings and thoughts to the environment. Music is a means of communication, and individuals who use this means of communication are healthier, have the feeling of independence, increase their self-confidence, and provide them to learn new things and establish social relationships. Music makes an important contribution to the both physical and mental health of individuals. The individual does not usually aim something without a possible benefit. It is an important factor that music increases the feeling of independence and accordingly increases one's self-confidence. In addition to this, people actively participates in choirs feel themselves important, to experience change and development, to belong to a group, to feel happier, to use their skills and acquire new skills, to be disciplined and educated through sound and music education, to avoid from monotony and stress, and for the benefit of reaching the limits of their potential. Serving as choir singer offers social, economic, cultural and individual benefits to the

individual. Thus, this powerful influence of music makes it easier for individuals to cope with the problems that will arise in later ages. This emphasizes the importance of the role of the therapeutic effect of music. On the other hand, it is possible to explain reason behind individuals attending choir by the motivation theories.

According to the Achievement Goal Theory, task-centered individual behaviors driven by motivational factors create self-efficacy and conscious differences, which is a trigger for individuals to find new places, learn new things, acquire new abilities and develop the skills they possess, while ego-centered individuals result competing with other individuals in the choir work to act on behalf of the scene and behave with the approval of others. Activity Theory supports the individual physically, mentally and socially and states that the individual who are happy due to the feeling of self-fulfillment are encouraged to be active as they aged and succeed in this aging process. In this theory, it is argued that as individuals get older they have to control these changes and keep ongoing activities and behaviors, or to continue with new activities, in order to adapt to changes in their social lives. In the study, individuals' active participation in choir shows that they see themselves as part of social transformation.

Another motivating factor is the perception of internal and external stimuli for the physical and mental development of individuals and the occurrence of choir participation and motivational differences through these stimuli. It is explained by the Self-Determination Theory. The internal motivation, external motivation and amotivation that the individual possesses are the determining factors for the active participation of the individuals in the choir. In addition; The Pull and Push Factor Theory shows that attractiveness and attractiveness factors that affect the attractiveness of activity and the influence of the internal factors affecting the individual's participation in that activity make individuals a part of choir and enable the individual to participate in other activities. These motivation theories also contributes to the ability of individual to find the energy for many other activities.

In the sample of 60+ chorister individuals with a large homogeneity, the causes of choir participation and the benefits obtained were not significantly different in terms of many demographic variables. Statistically significant differences arise when these individuals are compared to other non 60+ chorister individuals. The sample consisting mainly of retired and middle-aged individuals was compared according to the reasons of attending a choir and the benefits obtained, and the working status and age groups of all choir singers.

Participation to recreational choirs creates statistically meaningful difference in Renovate/Developed, Relaxing as Mentally, To be away/Escape, Recognition and Social status, Liking Music sub dimensions with respect to age, in Renovate/Developed, Recognition and Social status, Liking Music with respect to employment situation. Benefits obtained via participation in recreational choir creates statistically meaningful differences in self-confidence, learning new things, get rid of loneliness, meet new people with respect to age and employment situation.

As a result, 60+ Choir singers participate in recreational choirs for Renovating/Developing, Relaxing as Mentally, Being away/Escaping, Socialization, Liking Music, Recognition and Social status, Exemplifying. The benefits obtained via participation in recreational choir, feel happier, get satisfaction, self-confidence, learn new things, feel relaxed and refreshed, meet new people, have enlarged vision, productivity growth, belong to a group, spend very qualified time, get rid of loneliness, boredom, monotony and get experience on music.

Keywords: Choir; 60+ Individuals; Participating in Choir; Motivational Factors; Recreation



RELIGION AND SOCIAL CONFLICT

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Purpose of the study

The aim of this study is to analyze the concepts of "conflict and religion" from socio-historical point of view. The concept of social conflict is evaluated within the framework of sociology and religion in sociology of religion studies. The concept of social conflict will be evaluated in terms of literature on sociology of religion.

Scope of the study

The scope of the work is limited by the concept of social conflict and sociologists' approaches to religion relations.

Method

The method of study is the literature screening method.

Findings

Although it is considered as an element of social integration, it is accepted that religion brings about social conflict. When the accumulation of religion and conflict is examined, it is seen that both religious groups and groups exhibit conflict examples within themselves. Conflict between religious groups can occur at different levels in a given region, country or local community. For example, in today's European social life, it is known that conflicts occur at different levels between the Muslim minority and the Christian majority. Moreover, religion can return to social conflict when political or social institutions are sanctified. It is mentioned that the political / social institutions that sanctification takes place in many levels are sanctified in the sense of divine desire. The influence of religion is also mentioned in various group conflicts. For instance, conflicts between different denominations or churches can be seen in the monotheistic religions. Accordingly, it is understood that conflicts may arise among people with the same religious tradition. Conflict elements of religion can also be seen in religious communities. For example, there are different debates about the religious roles of men and women in gender and religion relations. The increasing number of female religious officials in different regions today increases the debate within religious communities. In some Western countries, women are appointed bishops. Similarly, in terms of Islamic religion, different levels of influence about the status of women emerge. In general, religion can be a source of conflict. The most prominent manifestations of religion and conflict are defined as "fundamentalism" and "religious violence".

Simmel sees conflict as a form of human interaction and interaction. Some believe that conflicts are positive and constructive are costly and tragic. In cases where political or social institutions are sacred, religion can be an element of social conflict. Sanctification is defined here as the process in which the secularists sanctify or other forms of sanctification emerges. Although sanctification takes place in many ways, it is mentioned here that political or social institutions are seen as a divine desire to be sacred or perceived. Such beliefs, in the case of large masses believing that their political and social institutions

are sacred, strengthen the support of such institutions. Religion can lead to conflict, but the role of religion is complicated because other factors can affect conflict as well. Claiming that a religious identity has priority may sometimes conflict with other forms of identity such as nation, race, class, and gender. The Indian subcontinent, where Hindu and Muslim communities are the basis for rival nationalism and the nation of the religious clash between them, is an example of this. A similar example can be observed in Northern Ireland, where ethnicity has become an integral part of the national identity of religion and politics and ultimately leads to complete separation.

It is seen in intra-group conflicts in relation to religion and social conflict. After the collapse of the Soviet Union, conflicts between the Russian Orthodox Church and the Ukrainian Orthodox Church came to the fore, with Ukraine not being able to handle its independence. The conflict took place through the Kiev Monastery in Ukraine, which had different symbolic meanings for Russian and Ukrainians. Kiev is the source of Russian Orthodoxy. Prince Vladimir of Kiev married the daughter of the Byzantine Emperor in Constantine and accepted Christianity. The mummified bodies of the priests who lived in the monastery before the change of religion of Vladimir are found in coffins in the Kiev monastery. This is regarded as a place of pilgrimage for Orthodox Christians. After meeting with Ukraine's independence, the independent Orthodox Church tried to establish a special authority over the monastery. For Ukrainians, this symbolizes the institutionalization of national consciousness. For the Russians, the loss of these lands means that their symbolic origins are lost. This example means that even among people with the same religious tradition, the clash can come to the fore.

Social conflict can also be seen among religious communities. For example, in the 1960s and 1970s, the effects of the women's rights movement led to debate over the role of women in the churches. In a few regions of the world, the number of female religious officials has increased. Today, female religious officials are quite common in the Lutheran churches in northern European countries, except for a few small independent churches. Women are almost entirely assigned to the priesthood in all major religious organizations in America. The women's rights movement is also influential in Islam, where the role of women is often discussed. In recent times, homosexual movements have caused division and stratification within the churches. The debate in some European countries is about whether homosexuals can not be appointed as clergy to rule church practices. For example, the Norwegian Church makes a distinction between homosexuality and practice and grants the right to appoint only to religious men who are away from sexual activities. But some bishops, who created a minority, were entitled to the appointment of homosexuals, who are regular and official, as clergy. A few years ago, the viewpoint of the church administration came in the same direction as the public view. The public no longer makes a distinction between tendency and practice. This brought church management to a conservative point outside the majority of the population.

The most prominent manifestations of religion and conflict are defined as "fundamentalism" and "religious violence". The concept of fundamentalism emerged in America in the 1920s. A series of publications on the roots of Christian beliefs have created a new reference frame within the American conservative Protestant groups. The aims of these groups were to preserve the essence of Protestant reality in the face of liberal views of the period. Catholics have been used to describe religious expressions of some very conservative religious groups. The concept is often used to describe groups that are serious about their religious beliefs or groups that demand that these beliefs take place in public life. At this point the concept has a negative connotation. The notion that fundamentalists are emotional and unreasonable extremists represents an archaic form of piety. Attention is drawn to at least five qualities that are regarded as the common feature of fundamental groups.

First, fundamentalists claim that a sacred text is entirely flawless and encompasses all units of social life. An example is the Protestant Christians who claim to have the word of God in every detail of the

Bible. Secondly, fundamentalists claim to have an ideal and original religious life, extending to the real or predicted past. The fundamentalists view the past as pure-unspoilt, but do not avoid using past events and examples that fit their agendas in a selective sense of their own future. The third characteristic is that fundamentalists emerged in traditional cultures, but they can not be described as traditional. The fundamentalists not only remain as advocates of the present tradition, but consciously try to re-validate the tradition by producing it. The fourth characteristic is that they tend to appeal to the extremes of socio-economic status in society that are not good or have complex feelings about it. These are groups that can not find space to push their new targets and aspirations, as they are pushed outside power structures or have economic mobility. Finally, most fundamentalist movements tend to use modern technology and tend to adapt themselves to the modern world.

Results of the study

In discussions about the role of religion in religious conflicts, there is a tendency to underestimate the role of religion and to reveal the source of all religious studies as a social conflict, or to exaggerate this role and present it as the sole cause of the conflict. Social disputes are the source of religious conflicts. Religious boundaries often intersect with other disputes such as ethnicity, race, social class, and political and national loyalty



MICRO FINANCIG – A DIFFERENT PERSPECTIVE

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Poverty crushes the human spirit. Three billion people — half the world’s population — live on less than \$2 per day, unable to meet their basic human needs. Malnutrition, lack of health care, substandard housing, and illiteracy breed desperation, disease and daily suffering. Poverty traps future generations in a vicious cycle without hope or opportunity. In an increasingly globalized world, no one is immune to these problems. We use the term “poorest” or “very poor” to refer to people living on less than \$1 per day or in the bottom half of those living below their nation’s poverty line. We use the term “poor” to mean those living in poverty above \$1 per day or in the upper half of those living below their nation’s poverty line.

Poverty is a macro problem, with causes as wide as they are deep. Political instability, natural disasters, corruption, socio-economic disparities and prejudice, lack of access to education and lack of infrastructure are just a few of the key reasons that people all over the world are poor and remain poor.

While the causes of poverty might be macro, the effects are felt on a micro level, creating hardship for communities, families, men, women and children. Its worst attribute is that poverty breeds poverty; it is virtually impossible to break free from its grasp. If one cannot afford proper nutrition or health care for one’s family, children grow up at greater risk of acquiring a life-threatening or disabling disease. If one cannot afford to educate one’s children, they will have few avenues for a life different than that of their parents. If one cannot afford to buy one’s own land or home or livestock, there are few opportunities to build assets that will last over time.

Most of the world’s poor are self-employed. Without the security of formal jobs, each day they work from dawn to dusk, whether by raising chickens, selling produce in markets or weaving baskets. All or most of this money goes toward basic survival; however, there is little to no money left over to improve their quality of life or expand their businesses. Thus, living in poverty almost always means that the harsh reality of today will repeat itself tomorrow. In many cases it’s because many of the world’s poor have little access to the financial products and services that help those in the developed world bridge the gap when times are tough. Without life or health insurance, diseases and illness go untreated and the death of an income earner is a dramatic hardship for a family. Without access to loans or credit, shop-owners cannot buy products in bulk and farmers cannot buy machinery or even seeds after a natural disaster or a poor yield the season before. Without access to savings accounts, money is hidden in walls or floorboards where it can be stolen or lost in a flood or fire.

In many cases local money lenders are the only available source of capital. They provide loans to smooth incomes during rough times or to help individuals improve their small businesses, but they do so at exorbitant annual interest rates, often from 300 percent to 3,000 percent. Under this system, virtually all of a borrower’s financial gains are passed directly to the money lender. Individuals are unable to reap the rewards of their own hard work.

Some Facts about Poverty

- Almost 30,000 children under the age of five die every day from malnutrition and preventable disease. That's one kindergarten class every minute.
- Approximately 790 million people in the developing world are chronically undernourished. That's the equivalent of every single person in both North and South America going hungry every day.
- Nearly a billion people entered the 21st century unable to read a book or sign their names.

Microfinance emerged in the 1970s as social innovators began to offer financial services to the working poor — those who were previously considered “un-bankable” because of their lack of collateral. Once given the opportunity, not only did clients of MFIs expand their businesses and increase their incomes, but their high repayment rates demonstrated that the poor are capable of transforming their own lives given the chance. This model of lending disproved all conventional thinking. Microfinance was born. Since then, microfinance has become one of the most sustainable and effective tools in the fight against global poverty.

The most common microfinance product is a microcredit loan — usually less than \$100. These tiny loans are enough for hardworking micro-entrepreneurs to start or expand small businesses such as weaving baskets, raising chickens, or buying wholesale products to sell in a market. Income from these businesses provides better food, housing, health care and education for entire families, and most important, additional income provides hope for a better future.

In addition, the poor, like all of us, need a secure place to save their money and access to insurance for their homes, businesses and health. Microfinance institutions (MFIs) are now innovating to help meet these needs, empowering the world's poor to improve their own lives.

The global repayment rate for microcredit loans is higher than 95 percent, which allows MFIs to re-lend these funds to even more clients. By giving the world's poor a hand up, not a handout, microfinance can help break the cycle of poverty in as little as a single generation.

The traditional banking system requires that a borrower have collateral to receive a loan. The world's poorest people have no such collateral. Further, traditional banks are not generally interested in issuing small loans — \$50 to \$150 — as the interest benefits do not exceed the transaction costs. That said, how has microfinance been so successful? Microfinance institutions exist in many forms — credit unions, commercial banks and, most often, non-governmental organizations (NGOs). Many microfinance institutions (MFIs) use social collateral in the form of peer groups to ensure loan repayment. Borrowers take out loans in groups of five to eight individuals. If a borrower defaults on her loan, the entire group typically is penalized and sometimes barred altogether from taking further loans. This peer pressure encourages borrowers to be very selective about their peer group members and to repay loans in full and on time, resulting in the higher than 95 percent repayment rates industry-wide.

Microcredit loan cycles are usually shorter than traditional commercial loans — typically six months to a year with payments plus interest, due weekly. Shorter loan cycles and weekly payments help the borrowers stay current and not become overwhelmed by large payments.(consider the model in its light).

Clearly the transaction-intense nature of weekly payment collections, often in rural areas, is more expensive than running a bank branch that provides large loans to economically secure borrowers in a metropolitan area. As a result, MFIs must charge interest rates that might sound high — the average global rate is about 35 percent annually — to cover their costs.

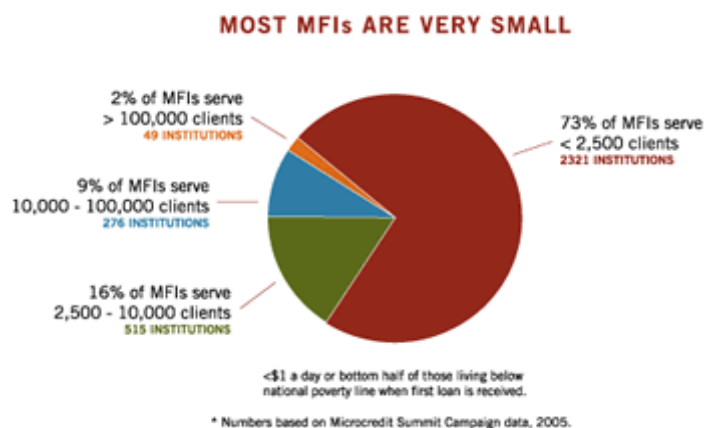
For a financial institution to scale and remain sustainable, at a bare minimum it has to cover its costs. In the example below, a large bank (big lender) can charge anything over 14 percent to recoup its costs, whereas the MFI has to charge a rate of at least 31 percent to cover its costs.

TOTAL COST OF ADMINISTERING A LOAN		
	<i>Big lenders (eg: Banks)</i>	<i>Microfinance Institutions</i>
Cost of capital	10%	10%
Loan loss	1%	1%
Total cost of capital	11%	11%
Total amount of loan disbursed	\$1,000,000	\$1,000,000
Loan size	\$1,000,000	\$100
# of loans	1	10,000
Yearly transactions	4 - 12	120,000 - 520,000
Cost of administering loan	3%	20%
Total cost to institution	14% (11% + 3%)	31% (11% + 20%)

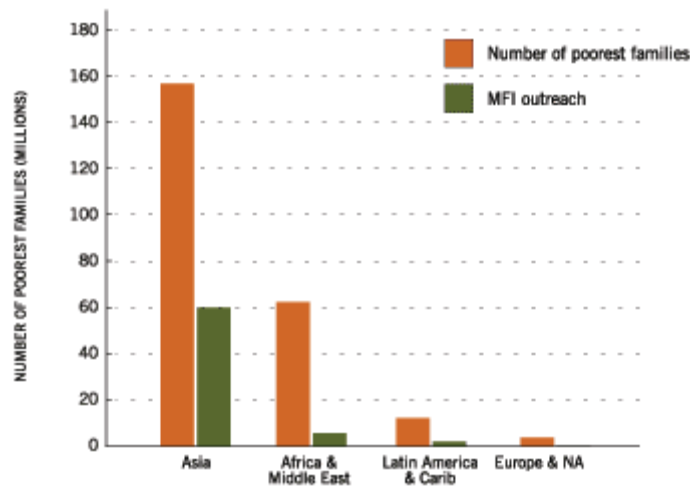
So what about price regulations for microcredit loans in the form of interest rate ceilings or subsidies to help reduce the rates charged to borrowers? Although many types of price regulation might be well-meaning, in reality they can cause a fatal blow to the MFIs that they affect. When MFIs are required to charge a pre-determined interest rate, which is usually much below the cost that the MFI incurs, MFIs are often forced to go out of business. As a result, those who the MFI would have served are left without access to any financial services at all — this type of regulation often is a disservice to the very people it's meant to protect.

One should note that although MFIs may charge rates of 30 to 70 percent to cover their costs, these interest rates are still significantly lower than the 300 percent to 3,000 percent annual rates that many borrowers were previously paying to money lenders, and are typical of the local credit card interest rates.

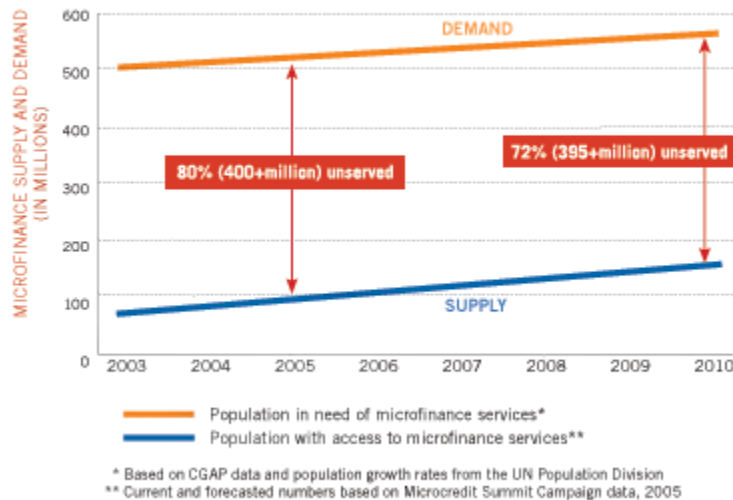
Size of MFIs by Clients



REGIONAL BREAKDOWN OF ACCESS TO MICROFINANCE SERVICES



MICROFINANCE INDUSTRY FAILING TO CLOSE THE GAP



Microfinance Industry Failing To Close The Gap

During the past 30 years, microfinance has been proven to be a powerful poverty alleviation tool. It is one of the only development tools with the potential to be financially self-sustaining. However, even after more than 30 years of industry effort, 80 percent of the working poor (more than 400 million families) are still without access to microfinance services. At current growth rates, the gap will not be closed for decades. For microfinance to achieve its potential as a global poverty alleviation tool, the microfinance industry must grow to scale.

The issue of higher interest rate is a key concern of such marginalized, especially when they are learning to stand on their feet. The financial institutions believed that due to higher risk factor, higher rate of interest is justified. Yet, the experience shows that collective and group responsibility towards the repayment of loan is an effective tool and ensures higher recovery rate. If the recovering rate improves there shall not be a need for charging higher interest rate. A hypothetical illustration of permutation/combinations of investment and returns is stated as below -

Table 1. Hypothetical Illustration of Investment/Return

Number of years	Initial Investment	Interest Charged	Expected Return		Bank's share of 20% of profit	
			Case I	Case II	Case I	Case II
			10% with growth of 5%	20% with growth of 10%		
1	10,000 Saving	1,300	2,000	4,000	Grace Period	
2	10,000 Credit	1,300	3,000	6,000		
3	20,000 Total Investment	1,300	4,000	8,000		
4		1,300	5,000	10,000	1,000	2,000
5		1,300	6,000	10,000	1,200	2,000
6		1,300	7,000	10,000	1,400	2,000
7		1,300	8,000	10,000	1,600	2,000
8		1,300	9,000	10,000	1,800	2,000
9		1,300	10,000	10,000	2,000	2,000
10		1,300	10,000	10,000	2,000	2,000
Sub Total at 10 years interval		13,000				14,000
11		1,300	10,000	10,000	2,000	2,000
12		1,300	10,000	10,000	2,000	2,000
13		1,300	10,000	10,000	2,000	2,000
14		1,300	10,000	10,000	2,000	2,000
Total at 14 years interval		18,200			19,000	22,000

The table reveals that a fix rate of interest charged in the initial stage of project will lead to outflow of funds. It is not desirable from a point of view of a small business. It may hamper the group's spirit and enthusiasm. Consistent outflow of interest will negatively influence redeployment of funds for the growth of business in the initial stage. The earning capacity of the said business may not multiply over the coming years. In fifteen years time the financial institution will get a maximum return of Rs. 18,200/- only charging interest at 13 percent on a credit of Rs. 10,000/-.

However taking clue from the principles of profit sharing, the financial institution may decide to enter into a partnership with the SHG. In the first instance, this will immensely enhance the confidence level of the SHG. With their small savings of Rs. 10,000/- and an additional credit of Rs. 10,000/- they may start business with initial capital of Rs. 20,000/-. Taking a pessimistic view, and presuming an initial profit of just 10 percent in the first year, and a growth of 5 percent per year on total Return on Investment (ROI) in subsequent years, to a maximum extent of 50 percent of total initial investment, the total revenue to the bank will exceed over a period of fifteen years, if just 20 percent profit sharing option is exercised. Simultaneously, the grace period of non-recovery in first three years may lead to

redployment of earning in the venture. With a more optimistic projection, where profit is estimated to be 20 percent in the first year with 10 percent growth in subsequent years, the bank will be able to recover revenue more than interest in tenth year only despite giving a grace period of three years to the SHG.

The profit sharing concept will also force financial institutions to provide technical know-how and managerial support. The credibility and economic viability of the project under consideration will be assessed by the financial institutions concerned more stringently. A few entrepreneurs if grow up to bigger heights shall necessarily compensate small failure of many and thus shall contribute to financial strength of the financial institutions. Further, due to rural location the spread effect of economic prosperity and motivation to others to take up such entrepreneurial steps shall necessarily help in poverty alleviation programmes in the long run.

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CAR SELECTION USING AHP AND TOPSIS METHOD

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Abstract: Clearly, it is important to define and weight the criteria for the Multi-Criteria Decision Analysis (MCDA). A "criterion" is a tool or standard of judgment. In the context of decision-making, this means a sort of standard that can be judged by a particular choice or action process to be more attractive than the other. Consideration of different choices or forms of action becomes a Multi-Criteria Decision Making (MCDM) issue if such significantly contradictory standards exist. For example, even simple personal preferences, such as a new car selection, the relevant criteria may contain many independent issues. Management decisions at the enterprise level as well as personal decisions, both in the public and private sectors, involve dealing with a broader range of criteria. In this case, the solution may be settled after reconciliation from a wide range of interest groups. It is more suitable to make selection order by using TOPSIS method among alternatives after weighting with most used AHP in Multi Criteria Decision Making methods. In this study, six criteria of the automobiles determined were weighted by the Analytical Hierarchy Process (AHP) method, and twelve different brand cars were selected using the Topsis method.

Keywords: Multi Criteria Decision Making, AHP, TOPSIS

JEL KOD:C44, C49,C61

Purpose of the study

According to TUIK data quarries are registered number 12106678 automobile traffic in Turkey as of 2018. The number of cars that changed hand in 2017 is 5190158. The height of numbers turns the car selection into a striking problem (Tüik, 2018). The aim of the work is to create a model that will help you to choose the car.

Scope of work

In the study, 12 different cars and six criteria belonging to these cars were analyzed and car selection was carried out. First, the criteria were weighted by the AHP method. Then, by using these weights, the selection order of the automobiles was carried out by the TOPSIS method.

Method of the study

The AHP method was used to weight the criteria in the study. These weights were used to sort the selected automobiles using the TOPSIS method. The AHP was first proposed by Myers and Alpert in 1968 and developed in 1977 as a model by Timey to solve decision-making problems. The AHP relies on individual comparisons on the decision hierarchy, using a pre-defined comparison scale, in terms of the factors that influence decision making and, if necessary, the significance of decision points in terms of these factors (Saaty, 1998). As a result, differences in significance are transformed into percentages on decision points.

TOPSIS (The Technique for Order Preference by Similarity to Ideal Solution) was developed by Hwang and Yoon in 1981 as an alternative to the ELECTRE method. The basic concept of this method is that it has the shortest distance in the geometrical sense between the selected alternative ideal solutions and the farthest distance from the negative correct solution (Triantaphyllou; 1998: 12).

Results

Fuel consumption, Engine power, Case length, Luggage volume, Fuel type, Gear type were determined according to the AHP method. For the weighting of these criteria, the decision matrix was formed by asking a group of 100 people sitting in Sivas city center as follows.

Table 1. Decision Matrix

	k1	k2	k3	k4	k5	k6
k1	1	4,118755571	5,315530759	5,299959158	5,666037308	6,664940108
k2	0,242791781	1	3,904173774	3,231722316	3,379736108	4,411537391
k3	0,188127968	0,25613614	1	3,373807481	3,619858874	3,469399792
k4	0,188680699	0,309432526	0,296401026	1	1,849754834	3,458374549
k5	0,17649019	0,295881089	0,276253864	0,540612184	1	2,427270688
k6	0,150038858	0,226678346	0,288234294	0,28915318	0,411985365	1

Table 2. Normalize Matrix and Criterion Weights

	k1	k2	k3	k4	k5	k6	Ağırlıklar
k1	0,513840421	0,663578663	0,479715338	0,385865382	0,355742123	0,31098771	0,452
k2	0,124756231	0,161111445	0,352343374	0,235286675	0,212196714	0,205843397	0,215
k3	0,096667754	0,041266464	0,090247872	0,245631235	0,227272821	0,161883029	0,144
k4	0,09695177	0,049853122	0,026749562	0,07280535	0,116136848	0,161368589	0,087
k5	0,090687793	0,04766983	0,024931323	0,039359459	0,062784995	0,113257035	0,063
k6	0,07709603	0,036520476	0,026012532	0,021051899	0,025866499	0,046660241	0,039

The consistency rate of the method is calculated as 0.09. This ratio is considered to be consistent because it is smaller than 10%. When these results are used in the TOPSIS method, the ideal discriminant measures S_i^* , S_i^- and ideal solubility relative affinity values C_i^* for each decision point are calculated as in Table 3.

Table 3. Ideal solution relative affinity values

	S_i^*	S_i^-	C_i^*
s1	0,048724072	0,056296825	0,536053554
s2	0,013614269	0,083505892	0,859820365
s3	0,071389249	0,03741476	0,34387299
s4	0,028883799	0,070683629	0,709907149
s5	0,04496952	0,060140362	0,57216658
s6	0,087457549	0,024219344	0,216869787
s7	0,078057008	0,021918461	0,219238394
s8	0,030285246	0,086275663	0,740176647
s9	0,028518132	0,08716767	0,753486326
s10	0,030407819	0,098291063	0,763728956
s11	0,040050279	0,071965345	0,642458099
s12	0,067598755	0,030160065	0,30851503

Conclusion

According to AHP results, the fuel consumption in the car selection is 0.452, the engine power is 0,215, the case length is 0.144, the luggage volume is 0.087, the fuel type is 0.063, and the gear type is 0.039 weight. The result is striking is the high level of fuel consumption and the low fuel weight. In the second level, motor power selection is an important criterion to influence.

TOPSIS results were sorted by 12 cars using these criteria and s2 automobile with the highest ideal solution relative proximity value $C_i^* = 0.859820365$. The next three sequences are s10, s9, s8.

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INTERNATIONALIZATION IN KAZAKHSTAN AND THE WORLD HUMANITY IDEA IN THE CONTEXT OF THE EAST AND THE “GREAT STEPPE” THROUGH THE PRISM «KUTTY BILIK» OF JUSSIP BALASAGUN

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Today the educational policy in Kazakhstan purposefully develops towards internationalization. Such impetuous process is promoted by official sources. In fact, higher education systems across the world are immersed in processes of internationalization. In this regard, Kazakhstan is no exception. The country which located in the center of the Eurasian continent finds itself advantageous position for internationalization education. Basic programs and educational processes of the international standard are interested. In particularly, have to notice occurrence of Kazakhstan into Bologna Process and multilevel system of training of specialists: Bachelor-magistracy-doktor PhD; Trinity of languages program: Kazakh-English-Russian; Nazarbaev University system (training in English) and "Nazarbayev intellectual schools"; center of the international prestigious “Bolashak” program; training center of teachers of "Orleu". All above-named basic bases of internationalization of education demand the academic mobility of students and the faculty of educational institutions.

The education system of Kazakhstan is focused on international cooperation. For the solution of problems are developed 4 strategic direction:

- creation of new system of professional development;
- modernization of the content of professional development on the basis of the best Kazakhstan and international experience;
- development of innovative system of professional development of teachers of pedagogical specialties of higher education institutions and colleges;
- creation of conditions of effective functioning of system of the professional development, providing quality of education.

One of the ways of integrating Kazakhstan into the world educational space is the process of internationalization, which allows to acquaint people of our planet with outstanding thinkers. One of such personalities is the heritage of the great Turkic thinker Yusuf Balasaguni. Acquaintance with his heritage is now valuable in the direction of the program "Ruhani jangiru" - a spiritual renovation of modern man. So, let's move on to the retrospective analysis of philosophical, historical and pedagogical researches.

The ethno-political, ethno-cultural and socio-educational State program «Ruchani Zhangyry» presents the unique idea of global thinking and many national projects. This is confirmed by the plan of the educational idea “Anthology of World”. Similar projects have been undertaken in the world of philosophical and psychological idea. The tremendous scientific interest is the legacy of famous eastern philosophers and view from the perspective comparative-historical analysis. It is considered that this approach will discover a new moments of intercultural ancient Eastern civilizations and assess the creativity of prominent thinkers by tracing the ideas in a united eastern mentality. For this purpose, this paper aims to introduce a model of comparison: Confucius - Al Farabi - Ibn Sina – Balasaguni and through the prism «Kutty bilik» of Jussip Balasagun. Special interest is focused on the region “Great Steppe”. The exclusive feature of nomadic civilization is that it is performed in the Central Asian as part of the land named in the history “The Great Steppe”.

For an independent state that has become sovereign a necessity for restoring its historical values arises to be a model for other developing countries in terms of public, political and social events against the background of economic changes taking place in its development. Here, the main objective is to make education and society benignant, improve an education content on a national basis by raising an individual that may make our national values globally valuable, make our national spirit closer to a global level, and be among the most developed countries in terms of development rate and globally competitive.

In this connection, as today’s information century and globalization gain momentum, Jussip Balasagun’s sociophilosophic ideas and thoughts take a special place in national idea and consciosness shaping.

Regardless of any times, it is evident that the life journey and creative path and thoughts of persons unique to their times cannot be considered separately from the society development, and historic and sociopolitical events of such times. Well known German Philosofer Karl Yaspers says: “There are some special periods in a human history, and the fate of a future civilization is associated with such periods. The above years are also scientifically known as essential ones. Similarly, the Karakhan Era is also deemed essential.

The poem "The Rock of Knowledge" by Yusuf Balasagun is the first Turkic-language work. The philosopher was well-versed in the well-known masterpiece of the famous folk tales of ancient Turkic people, oral poetic creativity, humanist ideals. At the same time, despite the prosperity of Parsi literature, the Arabic language was dominated by the fact that the "Bait of Knowledge", the first book in the Turkic language, was a symbolic relation to its ethnic roots, its origins, and, most importantly, the revival of humanism and prosperity. , is evaluated. This historical fact is not a revival of the Golden Age in the Chinese "phage" or in the Italian "Rinascita". Joseph sought an inspiration and encouragement. He has found it not only for himself, but also for all thousands of Turkic people in his mother tongue and understandable language. It is the leading humanistic and educational component of the thinker's activity. [4].

In the face of Joseph Balasaguni, referring to the phenomenon of "prosperity", we understand only a small part of the vast empire. Ancient Turan, and later Turkestan (Turkic), is a vivid example of the leading work of the so-called Central Asia, a powerful civilized state in the Middle Ages. The era of Joseph Balasaguni is a time of great cultural and historical justification. The prosperity of these cities, the development of education and education. Therefore, the emergence of a well-known Turkish source in the historical arena, the "Thanksgiving," is primarily of pedagogical value.

The "knowing knowledge" takes into account the achievements of pedagogical elements, which are brought to the peak of philosophical narratives about the essence of life. Therefore his contemporaries appreciate the talent of his author, as a wise philosopher, educator and humanist. Meet the famous names

of that epoch - Dastan, Anushirvan, Ferudun, Rustam, Afrasiab - the expert of Arabic-Persian culture is recognized as a bright and versatile figure of his time. Jusip Balasaguni's encyclopedia, width, and ability to master extensive material in his own language are preserved in his creative way. His work creates a whole range of cultural influences and connections. Balasaguni widely uses folk folklore, Arabic literary culture, parsian science, including Firdausi's "Shakname", capable of editing up-to-date pedagogical themes for the East. In short, living in the literary heritage of a few literary heroes, and in the sacred soil of the Turkic oral creativity, Joseph Balasaguni creates a monumental epic poem, which is a great monument of Turkic poetry, one of the greatest works of world literature.

Not only is Balasaguni the only person in the world to watch the wave of patriotism and hard work. The true patriot of the land of thought is a citizen. She was worried about forgetting her mother tongue. It was a trembling voice. Joseph decided to set up a monument to his mother tongue forever. In the medieval era in terms of artistic design, it did not coincide with the "Thanksgiving". The poet knew very well and was therefore able to identify each word. Here he connects the images of the poet, psychologist and master-teacher. This is the manifestation of humanism. Recall that the era of the re-development era, the works of antiquity authors from all over Europe and Byzantium, literally looked for zeal with the love of life.

The times the Sage lived in are historically known as the Renaissance or the Oriental Renaissance. Also, well known scientist and Kazakh literature researcher A. Konyratbayev says: "The X-XV Renaissance in Central Asia takes a special place in the Kazakh nation's medieval cultural life", and pays a special attention to those times.

Surely, regardless of how much time elapses, the Dastan is an eternal heritage that will never lose its value. I.e. the valuable humanity, intelligence and fairness ideas available in the Dastan by Jussup Balasagun are evidently required for searching a current national ideology and raising a young generation on a national value basis. The Enlightener says that all social matters arising in a society may be benignantly reviewed and calls for society amendment by performing socially beneficial acts. Thus, the gist of educational ideas in Jussup Balasagun's teaching heritage is to make good for people, be wise and good-hearted, and a human's reason to live is to show mercy toward, and honestly serve, his/her land and people. Jussup Balasagun's ideas originate from benignancy and deeply touch labor, interaction, patience and satisfaction topics. And, the idea of humanity, value and benignancy in Jussup Balasagun's worldview has an educational and psychological base. From the educational point of view, this means that relations between benign people are based on love and a human's conscience, sense and humanity are respected. Also, from Jussup Balasagun's educational heritage we see the high objectives of spiritual and esthetic treasury for managing people's education on a benignant basis. Data on improving human raising and people's idea are distributed through famous Kutty bilik Work.

There is a basis for a relation procedure, family matter, social and philosophic values and spiritual one. Thus, Jussup Balasagun's Kutty bilik is a spiritual backbone for Turkic nations. He made attempts to make an education goal unified. In the Sage's opinion, a good word, good course and kind wish are the main thing for making a human wise, self-raising and individual improvement. Public activity does not mean that choosing a political path is must. Today, our society needs, in the first instance, a person that is intelligent and may objectively evaluate and review. The Sage directly says that the society lays great emphasis on every deed committed, every word uttered, and every act performed, by a ruler. For example, this is proved by the thought:

The word said to the point is competent,

Otherwise causes a headache and gloats.

Humanity is a basis for comprehensive human raising and forming. Generosity is the main source of precious human features. Generosity and greed. Modesty and obstinacy. They are contradicting each other.

In the concept of cognition the world and educational ideas of philosophers in Central Asia the model of comparison - Confucius - Al Farabi - Ibn Sina – Balasaguni emphasized the pedagogy of humanism more clearly. Confucianism, according to the definition of German philosopher Karl Jaspers' is "axial time", which is a special period of humanity. This paper has given a comparative analysis of pedagogical and humanistic ideas of Confucius - Al Farabi - Ibn Sina – Balasaguni, and this model of comparison seems quite natural. Commonality of outlook prominent thinkers of the East was clearly seen with regard to knowledge. Intelligence, openness and honesty, adventurousness and inflexibility might lead to mistakes if they do not develop a knowledge through education. These conclusions could come through analysis of humanistic views of Confucius, Al-Farabi, Ibn Sina and Balasaguni. According to thinkers human society could not exist without ethical virtues such as, justice, mercy and generosity. The clear example of similar humanistic views is ideas of human age that were perceived equally by philosophers. As well as the process of creativity in which a principle of fair and balanced governance and a principle of humanity in the relationship between human beings were overridden by prominent thinkers.

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POTENTIAL SUCCESS FACTOR IN CHANGE MANAGEMENT: A CONTEXT OF INFORMATION SYSTEMS IN ACADEMIC INSTITUTIONS

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Abstract: This paper describes the potential success factor in change management in the context of information system in academic institution. The successful of change is crucial to the academic institution to ensure the information system has been developed and implemented to support the business processes and academic quality. The information systems are systems that improve the level of effectiveness and efficiency in the academic services. The study reviews literature from databases related to the change management in the organisation. The paper is to analyse the potential success factors that influence the change management in the context of information systems in academic institutions. The change management program is to certify the organisation and users are prepared and able to perform their roles in accepting the change. The proposed methods for conducting this future study is by doing a case study and the potential respondents are the academic institutions' top management, system admin, and information systems end users on the experience of using the systems and the perceptions towards the change. The findings include the types of change agents that influence the success on change management. This paper could potentially contribute to the preparation of change management in the academic sector information systems.

Keywords: Change Management, Academic Sector, Information Systems, Technology Acceptance, Change Agents

Introduction

Change management is an approach that is structured to change different stakeholders including individuals, teams, and organisations from present state to a looked-for future state, to fulfil or implement a vision (Basamh, et.al. (2013). Process of change in the organisation is a complex process especially when it involves different stakeholders. Since it involves different stakeholders, each of them is playing roles to commit with change and face any challenges involved.

In Malaysia, the implementation of Multimedia Super Corridor (MSC) and e-government, have encourage academic sector to improve their management services by upgrading the technology with implementing information system to assist the business processes. As mentioned by Karim & Khalid (2003), the change management is a part of the implementation of e-government in Malaysia. Information system can be defined as a collection of people, information, business processes, and information technology designed to transform inputs into outputs, in order to achieve a goal (Huber, 2008). Another definition from Rainer & Prince (2016), an information system is a computerised process that gathers, processes, stores, analyses, and distributes information for a specific purpose.

In the context of academic sector, Kudrass (2006) explained a university information system has to offer information about research, education and further education competencies. The implementation of new

technology is a medium to achieve these offers. The increasing numbers of education programmes specifically in higher education has effecting the development of education new systems. New systems were introduced to assist the institution business processes. For instance are e-learning systems, digital libraries, course assessment software and etc.

In the implementation of e-government in Malaysia, change management plays a main role to ensure the change has been accepted (Karim & Khalid, 2003). According to Basamh et. al (2013), the change management involves the organisational and behavioural [people] modifications to adapt and sustain change from a management perspective. People attitude towards technology change could affect the process of changing in the information systems. To support, Bakar (2016) mentioned, the numbers of failures is increasing in the implementation of government projects due to people-related change issues.

The ICT project in Malaysia has failed to deliver the expected profits.

“45% of government project planned in the Eight Malaysia Plan (RMK8) were not successfully implemented and the funds for these projects have to be carried forward to the Ninth Malaysia Plan (RMK9)” – Abdullah Badawi (Former Prime Minister of Malaysia, 2006).

The statement from the Former Prime Minister of Malaysia is just one example of evidence of unsuccessful ICT government projects in Malaysia. In 2016, one of the government projects that related to the academic institutions, 1BestariNet failed due to technical factors. According to the Education Minister of Malaysia, Mahadzir Khalid, the execution of the project was delayed due to construction approval issue (BERNAMA, 2016). Thus, the academic institution should develop a change management programme to certify the users so that they are able to perform their roles in implementing the change.

This conceptual paper is intended to analyse the potential success factors for change management in the context of information systems in academic institutions. Therefore, the research questions for this paper are:

1. How the change management driven the implementation of information systems in academic institutions?
2. What factors influence the success of change management in the context of information systems?

Significance of the Study

This conceptual paper is significant because it will explore key driven for the information systems implementation and identify number of factors that affect the change management in the implementation of information system in academic institution. This paper will observe the change management success factors and make recommendations for future research.

Literature Review

Changes in the business environment, advances in technology, changing expectations of staff are only a few of the pressures which force continuing change in an organisation (ITIL, 1999). There are many possible starting points for a change programme. For instance, the implementation of information systems in the academic institutions could improve the business processes.

Recently it has been discovered that there are lots of successful factors of the project. For instance, having proper project management, effective communication, risk management, implementing an effective change management have incredible impact on the success of the project (Ghanam et. al, 2013). The change management is a process, tools and methods to manage the change from people side in order to achieve the crucial business outcome. To make it achieve, the change process has to include the

organisation in assisting the individuals to accept the change (Creasey, 1994). The advancement of technology and behaviour in the organisation is the process of transition in making a better improvement. The definition of change management is about advanced approaches activities that involves with business processes (Jin-Hyuk Ahn, 2011).

Since 1BestariNet has failed, the change management in the academic higher institutions in Malaysia can be improved with greater commitment and relationships among the leader and team members (Dahlan, 2013). Leader in an organisation should support the staff to accept the change. As stated by Gill (2003), one of the requirements in change management is to have an active leadership to introduce the change effectively. The leaders need to have good leadership skills to conduct and implement the change. They should able to help the team members to understand the technology used in conducting the task (Dahlan, 2013). According to Paulo et al.(2016) culture is created by the leaders and therefore, the changes must begin with the leaders.

In the information system, it is a dynamic change since the technology change together with the environments. As mentioned by Paulo et al. (2016), Information Technology (IT) change management is one of the most investigated and utilised elements of the systems and infrastructure management discipline. Technological change will effect changes in basic managerial functions. The accountability on management for organisation outcomes leading to added emphasis on planning, decision-making, control, and coordination will be improved (Golson, 1977). Moreover, IT and engineering are another aspect of change management that can be considered as a systematic approach that ensure to help the work flows in the organisation (Jin-Hyuk Ahn, 2011).

Proper governance implies to assist the change. Proper governance recognises the dissemination of rights and responsibilities among people in the organisation (Securities Commission Malaysia, 2017). In order to ensure the governance in change management practically applied, the academic institution may provide a better communication and clear instruction to the organisation and people involved. They may provide guidance to assist the staff in practicing the change. Therefore, human factors are essential in change management in academic institution.

The openness attitude affects the change management in the organisation. According to Covin (1990) openness is conceptualised as support for change, positive effect about the potential outcomes of the change and it is viewed as an essential, starting condition for productive arranged change. The employees and leaders were reluctant to change because they are comfortable with the current practices and afraid to open themselves from accepting the change. In order to the academic institution to achieve their change objectives, they could give awareness on the information system before they implement it and encourage the openness attitude among the staff to accept the change.

Methodology

This conceptual paper is based on a review and analysis of research and data from the literature. However, the proposed method for conducting this future study is by doing a case study. Different stakeholders including academic institutions' top management, system admin, and information systems end users will be selected as potential respondents to identify the perceptions towards the information systems change in academic sector.

Findings from Literature

Based on the literature, the information systems are playing roles to improve the academic institutions to make a better change in terms of servicing and quality. The biggest contribution towards the successful factor of change management is people consist of leadership, openness (technology acceptance), governance and accountability in managing change.

In a nut shell, this paper is to identify the actual success factors that have been encountered as failure factors but will be the potential success factors during the implementation of the information systems and applying the change management in the academic institution. Additionally, change management is the core element to ensure the permanency of any project.

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SOCIAL SECULARIZATION AND RELIGION

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Purpose of the study

The aim of this study is to solve the concept of "secularization" from a socio-historical point of view. The concept of secularization is evaluated within the framework of society, modernity and religion relations in sociology of religion studies. The forms of representation in modern social space of religion are expressed by different concepts of secularization. The concept of secularization will be evaluated in terms of literature on sociology of religion.

Scope of the study

The scope of the work is limited to the approach of sociologists such as Yves Lambert, Karel Dobbelaere, Bryan Wilson and Peter Berger to the concept of secularization.

Method

The method of study is the literature screening method. Yves Lambert, Karel Dobbelaere, Bryan Wilson and Peter Berger.

Findings

Secularization means that religion becomes less important in the functioning of the social system and away from being a source of legitimacy in areas such as political, legal, cultural, economic and educational. Especially in the western world and in the thought tradition, it is accepted that the modern life and the effect on religious social life and institutions are lost. Firstly, it is accepted that secularisation is the influence of four basic areas on religion. These four main effects have been realized as "religion's social tension", "religion will adapt to new social conditions", "religion is assessed with a more conservative approach in new social conditions" and "religious thought and search for innovation in life". These four influences are, first of all, a departure from the preliminary plan of religious, social, political, cultural, economic and intellectual plans as the natural extensional continuity of modernity. In modern social life religion is no longer a legitimate source of these areas. The new legitimacy has evolved from D to reason-based intelligence. Secondly, religion, which has lost the source of legitimacy, is in search of new areas to adapt itself to this collective system in this new social system. Thirdly, religion emerges in a more conservative and conservative attitude due to the limitations of the limits set for it in the search process of this new field. Finally, secularization can change in an eclectic structure in order to reveal a new idea of idea and action in this new process of social cohesion.

It is known that social scientists are not in a common position against the idea of secularization. Social scientists have developed six different approaches to each other. The first approach is the weakening of the religion due to secularization. From this point of view, religion has become increasingly abstracted from its basic values such as holiness and transcendence. Secondly, religion continues in modern societies. But the content of religion that exists in modern societies is different and changed according to the old. From this point of view, features such as integration and solidarity based on faith as the main

function of religion continue. But the function of religion's unity and solidarity is different from the beliefs and rituals of traditional societies. Third, with secularization, religion became more introverted. This approach argues that despite the diminished effect of religion as a social phenomenon, the individual planet continues to influence people in the world of emotions, thoughts and beliefs. Because religion basically emerges as the result of individual discovery and attachment processes, it can develop independently at certain rates from the effects of social circles. In terms of the fourth approach, religious beliefs and institutions in secular societies can be transformed into non-religious ideas and social institutions by losing religious structures. Because modern thought and reference to life have changed positivistically towards social science, especially rational law. The position of religion in the fifth secularization approach is restricted to the specific area of the modern society, away from the holy world. This approach, which is particularly influenced by Weber's metaformation of the world's spell of degradation, has reduced the ability to affect religion, the individual, and society. According to the recent secularization approach, religion functions within a pragmatic and reasonable logic in modern societies. Because the beginning of perceived religion on an individual level can not be assessed as independent of the benefit-loss relationship that directs the behavior of religious people.

The social theories developed in the nineteenth century were scientific and rational and evolutionary. Accordingly, societies have a tendency to progress through certain stages. This progressive social progress has made it possible for debates about the social position of religion to emerge. Two theoretical approaches have been developed in the debate on the social position of religion. According to the first approach, called strict secularization, religion will lose its functional character over time, and people will build a social life on the basis of scientific knowledge. In the second approach, which is called moderate secularization, a tendency has emerged in which the effect of religion will not disappear completely but its effects will decrease. The assumptions of solid secularization theory have lost the intellectually sustainable characteristic since it did not take place in later modern societies. Theories of secularization continue more often through moderate theory. It is based on the assumption that the effects of religion will be reduced more at which layers. Different approaches to moderate secularization have been developed. The different approach properties of moderate secularization are evident at several points. First, in modern societies, religion will not survive, but will change. Also in modern times people are going to weaken their ties with religious authority. Religion symbols will be lost in relation to this. In this case, religion will show a more introverted trait that encompasses individual life. With secularization, religious beliefs and institutions will lose their religious structures and turn into non-religious ideas and social institutions. Finally, religion will function as a pragmatic and reasonable logic in modern society.

Results of the study

The debates on secularization appear to have emerged at three basic levels. The first of these controversies is that modernization will not necessarily result in secularization. According to this idea, accepting modernization as the reason for secularization will not be right. This is because there are societies in which modernization has taken place but secularization has not been so effective. The continuity of the controversy over the continuation of the influence of religion with the modernization, the content of religion and its existence in what dimensions. Because in modern societies the continuity of religion is achieved through content differentiation.



TECHNOLOGY-ENRICHED LEARNING ENVIRONMENT AND THE DEVELOPMENT OF SPEAKING SKILLS OF HIGHER EDUCATION STUDENTS –PARTIAL FINDINGS REPORT

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Abstract: The paper deals with the study that sought to discover to what extent the use of technology-enhanced environment might help higher education students improve their speaking skills, particularly specific vocabulary and selected sub-skills – pronunciation, communicative functions and interaction management. The technology-enhanced instruction of speaking involved: making audio-recordings by means of an online tool, Vocaroo; self-assessing and reflecting on the spoken production, and receiving feedback provided by the teacher. All audio-recordings, self-assessment forms and feedback were managed in the Moodle learning management system. The paper gives report only on the findings yielded by the main research instrument. In the study, a pre-test-post-test non-randomized control-groups design was applied. It involved two pre-existing classes. The research findings showed the significant difference in overall speaking scores between those students who received the treatment and those who did not in favour of the first group. Technology-enhanced instruction appeared to be effective with regard to the pronunciation component of speaking skills, whereas other components, specifically grammar and vocabulary, discourse management, and interactive communication did not seem to be affected by it. Further research could provide more insight into the effectiveness of the technology-enhanced environment on the development of students' speaking skills.

Keywords: Speaking skills, Technology-enhanced environment, Approaches, Assessment

Introduction

When learning a foreign language, students aim at being able to communicate with speakers of other languages. This is reflected in English language classes emphasising the development of productive (writing and speaking) as well as receptive skills (listening and reading). Yet based on my observations over the years of teaching practice, students generally seem to be better at receptive skills than at productive ones (see Prankevičiūtė & Zajankauskaitė, 2012; Richards, 2015). Higher education students are no exceptions. They appear to lack confidence, struggle with affective barriers to speaking and anxiety (unpublished research conducted by Cimermanová in 2017). The ephemeral nature of speaking makes it hard for students to assess their own speaking performance. Moreover, large classes considerably decrease their chance for speaking practice and make it hard for teachers to give students individual corrective feedback.

Here, technology might help, as a technology-enhanced environment creates opportunities 'for students to interact with spoken language in ways which allows them to replay, rehearse, and repeat oral language in a non-threatening and supportive context.' (Walker & White, 2013, p. 42). Moreover, it gives teachers and students opportunities for capturing oral performance, creating one's own listening portfolio (ibid., p.42) as well as for teacher's and peer's feedback. And with its availability and accessibility it changes assumptions about learning (Cimermanová, 2016, p. 83).

The research study attempted to find out to what extent a technology-enhanced environment might help higher education students improve their speaking skills. Nevertheless, it goes without saying that a face-to-face classroom environment with its unique human-to-human interaction plays an essential and irreplaceable role in teaching speaking.

Methodology

Based on the primary research aim, the following research problem was formulated:

1 What effect does the use of technology-enhanced instruction of speaking have on higher education students' oral proficiency, particularly vocabulary and selected sub-skills – pronunciation, communicative functions (expressing opinion, giving advice) and interaction management (initiating, maintaining, directing and ending a conversation)? The technology-enhanced instruction of speaking involves: making audio-recordings by means of an online tool, Vocaroo; self-assessing and reflecting on the spoken production, and receiving feedback provided by the teacher. All audio-recordings, self-assessment forms and feedback are managed in the Moodle learning management system.

To address the main research problem, the following research question was formulated:

1 To what extent does the technology-enhanced instruction of speaking skills influence students' speaking skills measured by a total speaking test score and the subscale areas of grammar and vocabulary, discourse management, pronunciation and interactive communication?

For the purpose of the data collection and analysis, the primary research question was broken down into the following sub-questions.

1 To what extent does the technology-enhanced instruction of speaking skills influence grammar and vocabulary measured by the 'grammar and vocabulary' subscale score of students in the experimental and control group?

2 To what extent does the technology-enhanced instruction of speaking skills influence discourse management measured by the 'discourse management' subscale score of students in the experimental and control group?

3 To what extent does the technology-enhanced instruction of speaking skills influence pronunciation measured by the 'pronunciation' subscale score of students in the experimental and control group?

4 To what extent does the technology-enhanced instruction of speaking skills influence interactive communication measured by the 'interactive management' subscale score of students in the experimental and control group?

5 To what extent does the technology-enhanced instruction of speaking skills influence students' speaking performance measured by the total score achieved by students in the experimental and control group?

In order to get a more in-depth view of the processes involved in technology-enhanced instruction of speaking skills from the students' point of view as well as to examine their attitudes towards speaking and the effectiveness of the technology-enhanced instruction we formulated the following secondary research questions:

2 What is the students' perception of technology-enhanced instruction of speaking skills?

3 What processes did the students apply to do the speaking tasks?

4 What is the students' perception of self-assessment and teacher's feedback?

5a What are the students' attitudes towards speaking in the experimental class before the intervention?

5b What are the students' attitudes towards speaking in the experimental class after the intervention?

The report addressing these questions is beyond the scope of this paper.

Research design

To address the research questions, we selected a quasi-experimental research design, specifically, a pre-test-post-test non-randomized control-groups design (Phakiti, 2014, p. 73; Cohen, Manion & Morrison, 2007, p. 283). The quasi-experiment was carried out at a selected faculty of the higher education institution in Slovakia over the course of one term, from 18 September 2017 to 15 December 2017. The design involved two pre-existing classes that were randomly assigned as an experimental and a control group (Phakiti, 2014, p. 73; Lodico, Spaulding & Voegtle, 2006, p. 179).

The participants

The convenience sampling was applied in the study. The participants of the study were 55 third-year-bachelor students of the Management study programme. There were 31 bachelor's students in the experimental group (N=31) and 24 bachelor's students in the control group (N=24). Average age of participants was 21.71.

In the experimental group one participant was excluded from speaking test data analysis due to cheating. In the control group, two participants were excluded from the analysis, one because of personal reasons and the other one owing to her insistence on submitting audio-recordings despite being in the control group.

The setting

The quasi-experiment was carried out at regular 90-minute English lessons. The researcher taught both classes in line with the syllabus with special emphasis on the development of speaking skills. Both groups were taught in the same way, which meant that the same learning and teaching objectives were set and worked on and one lesson plan was designed for both groups with a slight modification in relation to teaching speaking skills. The difference between the groups was in the presence of intervention in the experimental group and its absence in the control group. To develop speaking skills, the students were asked to do five speaking tasks that were carried out by applying a holistic approach proposed by Goh & Burns (2012, p. 153).

Research results and instruments

To address the research questions we applied a mixed-method design, in particular a triangulation design in which both qualitative and quantitative data were collected (Phakiti, 2014, pp. 144-156; Lodico, Spaulding, & Voegtle, 2006, p. 286) and compared to find out if they produce similar findings (Lodico, Spaulding, & Voegtle, 2006, p. 286). Specifically, we used a speaking pre-test and post-test, non-standardised questionnaires and a non-standardised focus group interview.

A speaking pre-test and post-test were used to determine the effect of the technology-enhanced instruction of speaking on students' oral proficiency. They were administered to both the control and experimental group before and after the treatment. We employed standardised speaking tests and assessment scales developed by a renowned examination body, Cambridge Assessment (Cambridge Assessment, 2017). In order to create speaking performance pre- and post-test in line with learning objectives, the researcher used speaking tasks available in Cambridge English: Business Certificates Handbook for Teachers (2016, pp. 37-44) and Cambridge English Business Preliminary (BEC) sample tests freely available on Cambridge English: Business Preliminary website.

To assess students' speaking performance, both holistic and analytic scoring (Luoma, 2004, p. 121; Brown, 2007, pp. 395-396) was applied. The marks were awarded by applying specific descriptors for the following criteria:

- Grammar and vocabulary

- Discourse management
- Pronunciation
- Interactive management
- Global achievement

The assessors awarded marks ranging from 0 to 5 points for each criterion. The maximum score awarded was 25 points.

Non-standardised questionnaires

A short pre-and post-course questionnaire were administered at the beginning and at the end of the course to elicit students' opinion on their speaking ability, as well as to explore their attitudes towards speaking before and after the treatment.

A non-standardised focus group

In order to get a more in-depth view of the processes involved in the technology-enhanced instruction of speaking skills from the students' point of view as well as to discover students' perspectives on the issue of interest, we employed a qualitative research technique: a non-standard semi-structured group interview (referred to as a focus group by Griffiee (2012, p. 160)). The participants of the interview were selected from the experimental group by means of a purposive sampling. The focus group interview was conducted with four students.

Research results

To process ordinal data, we employed mathematical and statistical methods referred to as non-parametric tests: the Mann-Whitney U-test and Wilcoxon signed rank test. For the purpose of data analysis, we used an MS Excel program and a statistical program Statistica CZ. We also processed the students' speaking assessment made by two assessors:

- a) Researcher's scoring –by the teacher-researcher
- b) Independent assessor's scoring –by an experienced English teacher

We set the statistical significance at alpha level $\alpha = 0,05$, i.e. at 95 % probability (Phakiti, 2014, p. 196; Gavora, 2010). The following part gives an account of the test data analysis.

Research question 1: To test hypothesis 1 we formulated the following null and alternative hypothesis.

Null hypothesis H_0 : There is no significant difference in the grammar and vocabulary subscale score of students in the experimental and control group.

Alternative hypothesis H_A : There is a significant difference in the grammar and vocabulary subscale scores of students in the experimental and control group.

Independent variable: the group (experimental/control)

Dependent variable: the grammar and vocabulary subscale score of students

The results of the test are provided in Table 1.

Table 1 Mann-Whitney test results for grammar and vocabulary

Grammar and vocabulary	Mann-Whitney (experimental / control group)	Rank sums experimental group	Rank sums control group	U	Z	p-value	N valid - experimental group	N valid - control group
Researcher's scoring	pretest	806.5	571.5	318.5	0.204	0.839	30	22
	posttest	822.5	555.5	302.5	0.500	0.617	30	22
Independent assessor's	pretest	800.0	578.0	325.0	0.083	0.934	30	22
	posttest	880.0	498.0	245.0	1.565	0.118	30	22

(Source: own processing)

As the table above shows, based on the calculated p -value in all tests that is greater than the set level of significant $\alpha = 0,05$, we can accept the null hypothesis and conclude that there is no significant difference in the grammar and vocabulary subscale score of students in the experimental and control group. Neither the researcher nor the independent assessor provided evidence of the significant improvement of this component of speaking. This result was confirmed by the Wilcoxon signed rank test – grammar and vocabulary.

Research question 2: To test hypothesis 2 we set the following null and alternative hypothesis.

Null hypothesis H_0 : There is no significant difference in the discourse management subscale score of students in the experimental and control group.

Alternative hypothesis H_A : There a significant difference in the discourse management subscale score of students in the experimental and control group.

The results obtained are set out in Table 2.

Table 2 Mann-Whitney test results for discourse management

Discourse management	Mann-Whitney (experimental / control group)	Rank sums experimental group	Rank sums control group	U	Z	p-value	N valid - experimental group	N valid - control group
Researcher's scoring	pretest	781.0	597.0	316.0	-0.250	0.803	30	22
	posttest	825.5	552.5	299.5	0.556	0.578	30	22
Independent assessor's scoring	pretest	775.0	603.0	310.0	-0.361	0.718	30	22
	posttest	883.0	495.0	242.0	1.621	0.105	30	22

(Source: own processing)

Based on the calculated p -value in all the tests being greater than the set level of significant $\alpha = 0,05$, we can accept the null hypothesis and conclude that there is no significant difference in the discourse management subscale scores of students in the experimental and control group. Neither the researcher nor the independent assessor measured significant improvement in this area of speaking skills. This result was confirmed by the Wilcoxon signed rank test – discourse management.

Research question 3: To test hypothesis 3 we set the following null and alternative hypothesis.

Null hypothesis H_0 : There is no significant difference in the pronunciation subscale score of students in the experimental and control group.

Alternative hypothesis H_A : There is a significant difference in the pronunciation subscale score of students in the experimental and control group.

Independent variable: the group (experimental/control)

Dependent variable: the pronunciation subscale score of students

The results of the analysis are displayed in Table 3.

Table 3 Mann-Whitney test results for pronunciation

Pronunciation	Mann-Whitney (experimental / control group)	Rank sums experimental group	Rank sums control group	U	Z	p-value	N valid - experimental group	N valid - control group
Researcher's scoring	pretest	836.0	542.0	289.0	0.750	0.453	30	22
	posttest	945.0	433.0	180.0	2.769	0.006	30	22
Independent assessor's scoring	pretest	821.5	556.5	303.5	0.482	0.630	30	22
	posttest	953.0	425.0	172.0	2.917	0.004	30	22

(Source: own processing)

Based on the calculated p -value in the post-test being less than the set level of significance $\alpha = 0,05$ we can reject the null hypothesis and conclude that **there is a significant difference in pronunciation subscale score of students in the experimental and control group**. Both, the researcher and the independent assessor measured significant improvement of this component of speaking skills.

Finally, we examined the results from the researcher's point of view by means of a Wilcoxon signed rank test. The results of the test are summarised in Table 4.

Table 4 Wilcoxon signed rank test - pronunciation

Wilcoxon signed rank test	Number of valid (n)	T	Z	p-value
Experimental group	17.0	7.5	3.3	0.001
Control group	11.0	30.0	0.3	0.790

(Source: own processing)

According to the Wilcoxon signed ranks test analysis above, it was found out that there was a statistically significant difference between the pre-test and post-test pronunciation subscale scores ($Z = 3.3$, $p=0.001$) in the experimental group.

Research question 4: To test hypothesis 4 we set the following null and alternative hypothesis.

Null hypothesis H_0 : There is no significant difference in the interactive communication subscale score of students in the experimental and control group.

Alternative hypothesis H_A : There is a significant difference in the interactive communication subscale scores of students in the experimental and control group.

Independent variable: the group (experimental/control)

Dependent variable: the interactive communication subscale score. The findings of the test are provided in Table 5.

Table 5 Mann-Whitney test results for interactive communication

Interactive communication	Mann-Whitney (experimental / control group)	Rank sums experimental group	Rank sums control group	U	Z	p-value	N valid - experimental group	N valid - control group
Researcher's scoring	pretest	839.0	539.0	286.0	0.806	0.420	30	22
	posttest	866.5	511.5	258.5	1.315	0.188	30	22
Independent assessor's scoring	pretest	807.5	570.5	317.5	0.222	0.824	30	22
	posttest	887.0	491.0	238.0	1.695	0.090	30	22

(Source: own processing)

Based on the calculated p -value in all the tests being greater than the set level of significance $\alpha = 0,05$ we can accept the null hypothesis and conclude that there is no significant difference in interactive communication subscale score of students in the experimental and control group. Neither the researcher nor the independent assessor reported a significant improvement of this component of speaking skills.

Finally, we examined the results from the researcher's point of view by means of a Wilcoxon test. We tested the experimental and the control group independently over time. Table 6 shows the results of the test.

Table 6 Wilcoxon signed rank test - interactive communication

Wilcoxon signed rank test	Number of valid (n)	T	Z	p-value
Experimental group	17.0	30.0	2.2	0.028
Control group	18.0	66.0	0.8	0.396

(Source: own processing)

According to Z test statistics with a $p = 0.028$, which is less than the set level of significance $\alpha = 0,05$, we might claim that there was a significant improvement in the interactive communication component of students' speaking skills in the experimental group.

In the final part of data analysis, we analysed the overall scores within the group:

Results of data analysis are summarised in Table 7.

Table 7 Wilcoxon signed rank test - total score

Wilcoxon signed rank test		number of valid (n)	T	Z	p-value
Researcher's scoring	experimental group	27.0	63.5	3.0	0.00257
	control group	21.0	88.0	1.0	0.33916
Independent assessor's	experimental group	26.0	58.5	3.0	0.00296
	control group	19.0	64.5	1.2	0.21968

(Source: own processing)

The results of the Wilcoxon signed rank test provided in the table above showed that there was a significant difference between total scores before and after the treatment according to both assessors. Both p -values ($p = 0.00257$ and $p = 0.00296$) are less than the set level of significance $\alpha = 0,05$.

Discussion

The results of the statistical analysis indicate that overall students' speaking skills improved in both groups. However, the findings seem to show that the technology-enhanced instruction of speaking skills had a significant impact on the development of speaking skills of the students in the experimental group as compared to the control group. This result is encouraging and matches those observed in earlier studies (Baniabdelrahman, 2013, p. 85; Juana & Palak, 2011, p. 6-9). But it must be interpreted with caution as the more detailed analysis showed that technology-enhanced instruction of speaking skills appeared to have a positive influence only on the development of students' pronunciation from the point of view of both assessors and interactive communication in terms of the researcher. Other components of speaking performance, however, specifically grammar and vocabulary, discourse management, and interactive communication did not seem to be affected by the treatment.

This study has been unable to demonstrate that technology-enhanced instruction of speaking skills could help students progress in their vocabulary and grammar, which is partly in line with Kim's study (2014, p. 25) reporting on the improvement of vocabulary but not grammar. On the other hand, the

positive impact of technology-enhanced instruction of speaking skills on vocabulary was demonstrated by the findings yielded by focus group analysis. The possible explanation for this contradictory finding might be the fact that the tasks of the speaking test did not specifically measure targeted vocabulary but dealt with more general business-related vocabulary.

With regard to the discourse management, contrary to our expectations, this study did not find a significant difference between the experimental and control group over time. It seems possible that this result is due to the fact that the test measured the general discourse management of the students rather than specific functions. Another possible explanation for this might be that students need more practice to internalise the newly required speech functions as well as to activate them when needed.

As regards the interactive communication, the results of the data analysis from the point of view of the researcher suggest that the treatment seems to have a positive effect on the improvement of students' interactive communication (measured within interaction management), although this effect was not confirmed by the independent assessor. These contradictory findings must be interpreted with caution as the positive result may have been caused by the researcher's bias. It also seems possible that this was due to insufficient practice of interaction management; the majority of the tasks were monologues and there was just one task requiring social interaction.

In the case of pronunciation, the positive effect of the technology-enhanced instruction of speaking skills was confirmed by the findings yielded by the post-course questionnaire and focus group analysis in which the majority of students commented on the helpfulness and effectiveness of the technology-enhanced course on the development of their pronunciation. These results agree with the findings of other studies (Kim, 2014, p. 25; Stannard & Basiel, 2013, pp. 165-171; Kern, Paige, & Warschauer, 2008, pp. 281-292). The significant improvement of pronunciation in the experimental group might be related to the fact that the students had a chance to listen to their own speaking production in English and relied on real recordings rather than on their memory. Their engagement and the ownership of the created output could have been motivating for them and they might have been more cautious about their pronunciation, making sure that they were well understood. The self-monitoring evaluative process as well as teacher's feedback highlighting the gaps in the pronunciation all processed in the secure private online environment eliminating affective barriers to speaking seems to be beneficial to students' pronunciation.

Conclusion

There is an abundant room for further progress in determining the impact of technology on the development of speaking skills, but the researcher would recommend teachers to include audio-recordings of students' spoken performance into their lessons. By doing this they increase students' time for practising English. They actively engage them in creating their own speaking portfolio, which enables them to track their progress. Self-assessment and reflection on their output guided by the teacher also promotes their learner autonomy, which leads to improved learning.

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THE NEW TECHNOLOGIES FOR THE CONVENIENCE OF TOURISTS IN THE HOTEL INDUSTRY

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Abstract

The main purpose of this research is to find out of hotel technologies for the convenience of tourists within hotels in the world. Data were collected from literature with content analysis. Technology, is advancing at a faster pace than ever before, in tourism sector has become critical to attracting and retaining hotel guests, employees, stakeholders, and in competition that means investing in a wide range of effective solutions that provide rapidly and personal engagement. Some of the trends in tourism industry are leading to great improvements and savings for hotels; while some are changing how hotel developers plan their buildings, designing, infrastructure, energy savings, cost control, management structure and staffing requirements etc.

Keywords: New Technologies, Tourism, Hotel Industry

Introduction

Peoples who's spent time in the hospitality industry such as hotel, motel, holiday villages etc in the last decade knows that the role of technology in all department of hospitality businesses has drastically expanded. As technology developments continue at a relentless pace, it can be difficult for hotels, leisure providers and those in hospitality to keep up with recent changes, let alone look to the future (IHF, 2018).

Technology in producing goods and servicing has been ever booming in the hotels with new innovations coming up every year as well as in other sectors. In this paper, different samples of technology used in hotels is presented.

Samples of technology used in hotels

Automated check-ins and check-outs: Check-ins and check-outs procedures in hotels can affect the guests' attitude and behaviors against to hotel management. Because long queues at the front desk in the hotel lobby during peak seasons are quite distressing for guests. In some hotel, digital check-ins and check outs along with initiating special requests in the hotel are now possible for guests on their mobile, tablets or computers (Chatbots Magazine, 2018).

Enabling guestroom tech: Guests are increasingly plugging in their own devices for in-room entertainment when they are on holiday. According to Terry (2018), "Once a technology playground of on-demand content and flat screen TVs, the guestroom has become a challenging area for hotel technology. More than half of hotels (56%) say that guestroom technology upgrades will be a priority this year. The most activity inside the guestroom will be to boost bandwidth — 36% of hotels have allocated resources for this in 2016—in order to support the content and devices that guests are carrying with them"



Source: <https://chatbotsmagazine.com>

Energy conservation: Energy management can certainly help hotel owners save massively on electricity bills. The challenge lies in ensuring your use of energy is not eating up into your profits and guest experience is not compromised upon (Hotelogix, 2018). For most hotels in the world, energy is among the top largest costs, can affect the yield management and financial savings. Intelligent technologies can help hotel managements monitor and report on energy consumption.

Guest apps: The vision of the connected guest entails nearly every aspect of the guest experience. A smartly designed guest app combines everything as hotel's good and services from deal notifications to hotel activities to loyalty programs (Mitel, 2018).

Integrating mobile data: Data which have long gathered by hotel, is the most valuable asset for many brands, and tapping into it will be a priority to deliver the personalization that travelers needs and wants.

Interactive walls: It provides the opportunity to turn an ordinary smooth wall into a moving interactive area in hotel where you can exhibit the content you want to. Gesture-controlled, interactive walls received 36% of respondents' votes for futuristic technology most likely to take hold. The Renaissance New York Midtown Hotel have featured interactive digital displays in public spaces. Using a variety of technology including motion detectors, projectors and 3D cameras, the firm created a "living" wall that will interact with guests and respond to their movement (Terry, 2018).

Location-based services: The implications of this technology are huge. Being able to know where staff and guests are located at any given time in hotel creates all kinds of opportunities and provide its to improve the guest experience (Mitel, 2018).

Mobile device as door key; The hotel room keys transform it into data on a guest's mobile device. It involves NFC technology or visually scanning a code. Mobile device as door key in other word, digitized room keys are a saviour here. Room key cards have been replaced with smartphones and apps to ease check-ins and reduce loss of key, and also reduce key costs.



Source: <https://chatbotsmagazine.com>

Mobile ubiquity: Hotel-branded customer mobile apps should be poised for ubiquity for people. Hotels should plan to provide mobile keys to gain the competition.

Tech lounges; Electronics have crept into every aspect of our lives and these high-tech bars are no exception. This is undeniable. Hotel management provide the places where guests can get out of their rooms or lobby in hotel but still access Wi-Fi to relax or get work done in anywhere of the hotel.

Tech-enabled meeting spaces: The modern meeting space has evolved and it run on technology. Business people need to make multimedia presentations and videoconference remote attendees—sometimes both simultaneously (Mitel, 2018). Emerging and changing technology helps make meeting rooms in the hotel more immersive and interactive, allowing both meeting organizer and participants to stay engaged and productive for longer.

Infrared Sensors

Infrared sensors can help housekeeping staff about the guest room is available or not for cleaning, room service etc.? It allows housekeeping staff to know about the surroundings by detecting and emitting infrared radiation.



Source: <https://chatbotsmagazine.com>

Virtual reality; Hotels provide a virtual reality headsets program to increase guest satisfaction at some properties that enabled guests to take virtual trips to exotic locations

Wireless charging; Wireless charging is set to become more popular with the adoption of Qi wireless charging in some devices. It provides the opportunity to stay connected with social World for hotel guests.

Result

The outcome of this research allowed for providing theoretical and practical knowledge regarding the impact of new technologies on the hotels' activity. The findings have indicated that high levels of positive behaviors are correlated with effective technological solutions regarding workplace and that behaviors have an indirect impact on businesses' financial performance in context of decreasing cost and increasing sales.

As a result, using a technology management allows hotel management to run their hotel operations, manage reservations, allot room bookings and do much more from a single dashboard. It can help to check data, assign duties, manage folios, run hotels' additional point of sale counters and reduce time spent on manual updates.

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THE FORM OF DISCRIMINATION IN TOURISM JOB ADVERTISEMENTS

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Abstract

The purpose of this study was to investigate the effects of some demographics factors on discrimination in tourism businesses. This research was conducted in literature review and job advertisements in website such as www.kariyer.net, www.anindais.com, www.yenibiris.com, www.eleman.net, www.secretcv.com, www.elemanonline.com.tr, www.isbul.net, www.turizm gazetesi.com/IsEleman, www.milliyetseriilan.com, www.sabah.com.tr/ilan and some hotels and travel agencies in Turkey. As a result, we found that there were different samples of discrimination in some job advertisement.

Keywords: Discrimination, Job advertisements, Employment discrimination, Tourism businesses

Introduction

Employment discrimination is a form of discrimination based on age, gender, race, ethnicity, skin color, national origin, mental or physical disability, genetic information, religion **or belief**, political opinion, relationship to someone who may be discriminated against, **marriage or civil partnership** and pregnancy or parenthood by employers in tourism businesses. Workplace discrimination is one of the most important issues in the tourism sector and it is illegal to discriminate based on these factors when hiring or in the workplace. Workplace discrimination is an unfortunate but undeniable aspect of today's tourism businesses.

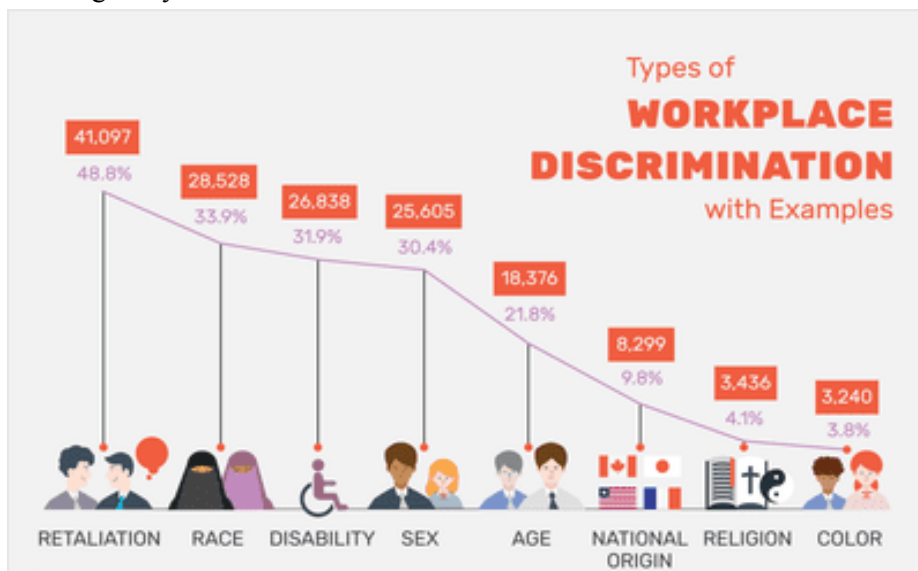
It is possible to explore that there are different types of employment discrimination in the workplace. There are many types of discrimination in the workplace under the law and international legal regulations. But in literature there are the four main types to be aware of direct discrimination, indirect discrimination, harassment, victimization. Direct discrimination includes of treating an employee less favorably because of a protected characteristic. Indirect discrimination occurs a rule or policy applies to employee but has an unfair effect on people who share a particular attribute. Harassment is related to the offensive or intimidating behavior in workplace directed to employee because of a protected characteristic. *Victimization* can also take place after *employment* has finished and it is used to describe unfair treatment of a employees by an employer because of some action the worker has taken.

Literature

Discrimination in the working life is one of the most important issues in the tourism sector as well as in other sectors (Demir, 2011). It occurs when an employee is adversely discriminated against due to any number of factors. In addition to the reasons listed below, employees and job applicants can also be

discriminated against because of disabilities, genetic information or demographic features, pregnancy, or because of their relationship to another person. Review this list of the different types of employment discrimination, examples of workplace discrimination, and tips for handling workplace discrimination issues (The Balance, 2018).

- Age
- Gender
- Race
- Ethnicity
- Skin Color
- National Origin
- Mental or Physical Disability
- Genetic Information
- Relationship to someone who may be discriminated against
- Pregnancy or Parenthood



Source: The Balance, 2018

Age Discrimination

Age discrimination in the workplace is a common problem in tourism industry as well as in many industries today. It involves treating applicants less favorably because of their age. Although age discrimination is a practice specifically protected by law in many country, it is possible to see the samples of age discrimination in job advertisement.

Gender Discrimination

Gender discrimination includes treating an employee or an applicant differently based on sex stereotypes or because he or she does not conform to traditional notions of femininity or masculinity (Equal Rights 2018). According to Parker & Funk, (2018) about four-in-ten working women (42%) in the United States say they have faced discrimination on the job because of their gender.

Roughly four-in-ten working women say they've experienced gender discrimination at work

% of employed adults saying they have experienced each of these things at work because of their gender



Source: Survey conducted July 11-Aug. 10, 2017.

PEW RESEARCH CENTER

Source: Parker & Funk, 2018

Race Discrimination

Racial/ethnicity/color discrimination in the workplace remains a very real problem despite the progress that has been made in the past few decades. These form of discrimination laws are in place to protect individual at workplace from discrimination due to their race, ethnicity or color, but these laws don't prevent it from happening all the time. Racism in the workplace can be based on facial features, hair texture, skin color or other characteristics associated with race or ethnicity (MWC, 2018). According to the EEOC (2018), there may be several different types of race discrimination:

- Color discrimination
- Reverse discrimination
- Same-race discrimination
- Intersectional discrimination
- Association discrimination
- Biracial discrimination

Religious Discrimination

Religious discrimination is treating a person adversely due to their religious beliefs. Religious discrimination in the workplace is any employment-related action that impacts employees differently,

either positively or negatively, because of their religion, beliefs, or spiritual practices (Upcounsel, 2018). It is illegal for employers in all sectors to discriminate based on an employee's religious customs. Businesses are required to reasonably accommodate an individual's religious beliefs, as long as doing so doesn't have excessive negative consequences for the employer (The Balance, 2018).

National Origin Discrimination

National origin discrimination in the workplace occurs when an employee is treated unfavorably at work on account of their place of origin or nationality (Findlaw, 2018). National origin discrimination involves treating people (applicants or employees) unfavorably because they are from a particular country or part of the world, because of ethnicity or accent, or because they appear to be of a certain ethnic background (EEOC, 2018).

Mental or Physical Disability Discrimination

A disability means a physical or a mental condition which has a substantial and long-term impact on your ability to do normal day to day activities. There are six main types of disability discrimination (Equality and Human Rights Commission, 2018):

- direct discrimination
- indirect discrimination
- failure to make reasonable adjustments
- discrimination arising from disability
- harassment
- victimization

Pregnancy or Parenthood Discrimination

Another discrimination is related to Pregnancy or Parenthood. Employers are required to handle pregnancy in the same way that they would handle a temporary illness or other non-permanent condition that would necessitate special consideration (The Balance, 2018).

Result

Some businesses do not know that the employment discrimination is against the law to discriminate against anyone because of their demographics characteristics or certain other personal characteristics. The literature has showed that some demographics characteristics of individuals in tourism sector are frequently the victims of pervasive discrimination, particularly in the area of employment. Demographics characteristics of candidates or employees can effect on their recruitment and intent to stay at work in tourism businesses. As a result, employers cannot ask job applicants about the form of discrimination until they have been offered a job, except in specific circumstances where the information is necessary for the application process or a requirement of the job.

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GAZELLE IN THE POEM SAFIYYU'D-DİN EL-HALLİY

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In 1258, there was stagnation in poetry, literature and intellectual works in the Arab world due to the Mongolian invasion. Poets and writers that escaped from being killed and imprisoned lead to the decline in literary works in the Arab world. However, many poems and works were written during this period. Safiyyu'd-Din al-Halliy was one of the brightest poets of this period. The poet was born in Iraq in 677, he reverted to Mardi as a poet of Artuklu State, then when he passed to Cairo, he praised Melik Nasir in his poem. His poetry has easy and understandable linguistic features as well as emotional, deep and meaningful characteristics. It is believed that the poet's character and language style are the same in every subject that he writes. Like the classical poetry method, al-Halliy began with praise-themed eulogies and gazelles.

This study aims to identify the subjects of gazelle in al-Halliy's poetry divans and examine the realities of the feelings in his gazelles. In this study, it was determined that 29 eulogies were written about women and *gilman*.

It has been revealed that Arab and Turkish women are included in the written gazelles about women. The topic of gazelles mentions women's both physical and personal characteristics. It was also noticed that, while Turkish and Mongolian women enter the Arab world, Arabs changed their perspective on women beauty features. In Arabic poetry, in addition to talking about slanty eyed and colourful eyes, it was determined that foreing women names were used instead of classical women names such as Zeynep and Fatma.

In the poems written for Gilman, it was found that two eulogies and more than 50 passages were written. It is understood that al-Helliy loved his gilmans and raised them like his own children. Al-Helliy mentions gilmans' physical characteristics as well as their dances and his feelings towards them in his works. As a result of the study, in al-Halliy's poetry, in addition to classifying the types of physical and personality traits women and gilman, the emotions of the poets within the subject to gazelle were discussed.

Keywords: Safiyyu'd-Din al-Halliy, Gazelle, Woman, Gilman



THE ALIENATION OF SOCIAL SCIENCES FROM “THE SOCIAL”: THE EXPERIENCE OF TEACHING SOCIOLOGY AT KURDISH UNIVERSITIES (KUS), KURDISTAN REGION OF IRAQ

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Social sciences, including sociology, are new to Kurdish Academia. The first department of Sociology was founded in 1974 at the University of Sulaimani. Up until the last decade of the twentieth century, it remained the only department in the Region. The horizontal expansion of universities in the region in the decades ensuing the establishment of the Government of Kurdistan Region 1992, accompanied by mounting interest in social sciences. Universities, public and private, began to establish departments of sociology and other social sciences. At the moment, there are five departments of sociology at Kurdish Universities (KUs). This in addition to studying sociology related courses in a number of other schools of political sciences, Business and Administrative Sciences and Law in many other KUs.

In spite of such a numerical growth of sociology programs in KUs and a rapid increase in the number of students that enroll in sociology programs, sociological community in KU failed to transform sociology to an indigenous scientific discipline. Put it differently, sociology remained a western imported product. This has had reflection on the type of courses and course contents which are taught in KUs. Students are taking courses on Western social thought, industrial revolution and modernity in Europe, statistics, and western sociological theories (to mention few). Sociology in KUs has forgotten to examine non- Western and Oriental historical roots of sociology. Course contents barely introduce students to Arab social thinkers and philosophers of the mid ages. Students are taught about August Comte, Karl Marx, Max Weber or Jurgen Habermas, but barely ever about Al- Farabi, Ibn Rushd, Ibn Sina or Ibn Khaldun. This applies to contemporary local thinkers as well. It is hard to find a fair space in course curriculum for theories of Iraqi prominent sociologist Ali Wardi or Kurdish philosopher Masu'd Mohammed. In this paper, I would argue that sociology in Kurdish universities alienated from the social. It has failed to explore its original non-Western intellectual roots; it has been unable to examine social, political and cultural context of Iraqi and Kurdish society; it has been ineffective in generating original knowledge about its own context; it has been unsuccessful in developing a tailor-made pedagogy for teaching sociology.

Methodologically, the research will utilize techniques of qualitative research. Individual semi-structured interviews will be used to interview a sample of members of staff in sociology departments. Additionally, the research will utilize techniques of content analysis to examine content of sociology courses in KUs. In the following I outline the main areas that the paper will cover:

- The extent to which non-Western social thought has/ has not been reflected in reading materials.
- The incorporation of Iraqi and Kurdish related topics, issues and problems in the course contents.
- Course assignments and their potential to allow students to examine the closer context of Kurdish society.
- The usage of reading material written by local and foreign writers about Kurdish and Iraqi society.



THE STATE BUILDING OF ALBANIA AND THE INFLUENCE OF THE CONFERENCE OF TRIESTE

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Just after the start of the first Balkans war in October 1912, on 28 November the Albanian leaders gathered in Vlora, and declared the independence of Albania. Other cities of the four Albanian vilayets (provinces), under the pressure of the neighboring armies entering their territories, declared independence even before that. The new state was not recognized and had no defined borders. And the Albanians were looking a dark and unknown future ahead.

After the start of the Ambassadors Conference in London, in December 1912, where it had been agreed to try to identify the borders of Albania and to look after the future status of Albania, the conference of Trieste organized in March 1913, which most possibly had been organized with the support of Austro-Hungaria was very important. The conference played an imported role insofar because:

- 1) It tried to take stock of the political situation in Albania
- 2) Give unlimited Support to the Provisional Government of Vlora
- 3) Tried to identify an heir apparent to the throne of Albania



QUESTIONING SEXUALITY: THE IMPACT OF THE SOCIETY'S PERCEPTION

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Abstract: The LGBTQ+ community is a grouping of Lesbian, Gay, Bisexual, Transgender, Queer or Questioning, and the “plus” is a symbol that’s come to be valuable due to its wide-ranging significance. The questioning of one’s gender is the stage where a person goes through confusion with their sexual orientation. Questioning individuals undergo struggles to find their place and be accepted in the society due to their multiplicity of their gender status. The researchers would like to explore what the LGBTQ+ community experienced when they were in questioning and aimed to answer the following questions: a.) What are the impact of sexual orientation discrimination on LGBTQ+ youths and adolescents? b.) How do LGBTQ+ youths and adolescents cope up with the society’s reaction during their questioning? c.) What are the support given to LGBTQ+ youths and adolescents from the following: Family, Peers & Community. The researchers interviewed LGBTQ+ members to gather their ideas, experiences, concepts and perspectives. The participants defined the society’s discrimination not as an obstruction but an opportunity for them to improve their lives. Basing it from their responses, they’re motivated to move forward and live their lives to the fullest. Throughout these circumstances, they were supported and accepted by their families, peers and the community’s support on the other hand, was not emphasized. The society wended a path for the participants to discover opportunities for them to improve themselves as well as conquer the challenges.

Keywords: LGBTQ+, Questioning, Sexuality, Gender, Society



NETWORK ORGANIZATION STRUCTURES: THE CASE OF ART GALLERIES

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Abstract

Network organizations, one of the postmodern organizational approaches, have been adopted by many businesses today. Network organization structure can be seen as a result of vertical separation, a form of joint venture and outsourcing practices. For this reason, the network organization structure is not a recent organization type. Merger of corporations and international joint ventures can also be shown as examples of network organizations. Network organizations such as other types of postmodern organizations also avoid vertical relations and place emphasis on horizontal relations. The distinctive feature of this organizational structure is that the work and activities that need to be done to produce a good or service, and the resources needed for it, are distributed to different businesses instead of being aggregated within a single business.

The main reason for the emergence of network organizations is that they have the flexibility to respond to the corporation's external changes and that they do core competence as an expert. Businesses are in both support and competition. Ultimately three types of networks have emerged: Internal network, stable network and dynamic network. In the internal network organizations, the large company that sees its units as separate profit centers. It may encourage the units to sell its products outside the company as well. One reason for doing this is the belief that if units have to operate with prices set by the market, they have incentive to improve performance and reduce prices. The stable network consists of a central organization that outsources much of its operations to other companies. The central organization may also have several joint ventures, alliances, long term contracts, etc. going with different companies. The dynamic networks outsource even more heavily. Basically, an integrator firm identifies and assembles assets owned by other companies. Typically, the integrator is a downstream player whose core competence is understanding the market.

In this study, different types of art galleries organized according to three types of network are analyzed. The art galleries operating in the structure of an internal network organization are included in the structures of the holdings. The art galleries operating in a stable network organization structure work contractually with artists and allow artists to open exhibitions in other art galleries. Art galleries, in this way, position themselves as a leading business and other galleries as sellers. The art galleries operating in the structure of a dynamic network organization are only those who open exhibitions and benefit from different corporations for all other activities. Following the classification of art galleries in the framework of the network organizations, the reasons for success and failure are detailed. As a result, despite the lack and weaknesses of network organizations, it has been concluded that the organization of the art galleries in this way is an effective solution to today's rapidly change environmental conditions and increasing competition.

Keywords: Network organizations, art galleries, art management



THE ROLE OF VIDEO IN TEACHING PRONUNCIATION TO NON-NATIVE SPEAKERS OF ENGLISH

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Abstract: Speaking fluently in a second language requires vocabulary, grammar and pronunciation skills. Teaching English language entails teaching of pronunciation as pronunciation accounts for the most part of speech. When individuals have bad pronunciation, listeners are not able to understand what these individuals are saying. English learners may experience problems when it comes to pronunciation even after years of studying English. Using technology in the process of second language acquisition has always been a priority for both teachers and students. This paper shows the current trends in using video in educational settings. Although it has been demonstrated for many years that the use of video as an instructional medium provides unique learning qualities, it has not been entirely embraced by high school English as a Second Language (ESL) teachers. Furthermore, recent advancements of digital video and Web-based video sharing services provide remarkable possibilities for supporting a variety of learning activities in ESL classrooms. This paper particularly states the role of video in the process of improving student pronunciation. The best examples of classroom practices and student activities were discussed. The most prominent observations of this project were that the video-based ESL activities contributed to the overall learning motivation and the enhancement of pronunciation skills.



E-MUNICIPALITY APPLICATIONS IN LOCAL GOVERNMENT: PROSPECTS AND CHALLENGES

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Abstract: Electronic municipality (shortly e-Municipality) is a sub-field in e-Government that aimed at transforming the way local officials interact with local community. World governments and donor agencies have paid too much attention on the importance of information and communication technologies and how it can transform governance. To aid our understanding of e-Government it is worthwhile to note that e-Government is not purely a project centered on technology and cannot succeed with technology per se. e-Municipality is not simply a matter of giving local governments officials computers or automating old practices. While e-Government aimed at modernizing and reforming public administration, the promises would be of great benefit to world governments. The goal is to create a more dynamic government with greater citizen involvement. For local government to discharge their duties effectively, municipal governments must be able to use information effectively, mobilize data intensively and share the data it produces with the general public. This will enhance local participation in municipalities. e-Municipality has implementation challenges especially in developing countries where e-Readiness is inadequate coupled with limited bureaucratic and political support. Using exploratory method, data has been collected for this study from secondary sources.



THE ROLE OF SUPERVISOR SUPPORT AND PEER SUPPORT IN LEARNING TRANSFER AFTER ONE YEAR OF COMPLETING LEADERSHIP TRAINING: STUDY IN INSTITUTIONS OF HIGHER EDUCATION*

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Abstract

Purpose: The paper assesses the impact of two important types of organizational support, namely peer support and supervisor support, on learning transfer. The study predicts that employee's motivation to transfer mediates the relationship between peer and supervisor support (independent variables) and the transfer of learning (dependent variable).

Methodology: The study samples 263 academic managers working in universities in Jordan, Egypt, Morocco, and UAE. The sample is selected from 600 academic managers who completed leadership training programs one year prior to the study. Structural equation is utilized to test the four hypotheses of the study.

Findings: Managers' motivation to transfer learning mediates the support these managers receive and their actual transfer of learning. While peer support has a stronger impact on motivation, along with supervisor support it predicts managers' application of the knowledge, skills, and abilities they learn in the academic leadership training.

Implications: Within institutions of higher education, it is essential for top-level leadership to empower Deans, department Chairs, and other academic managers and help them apply new techniques and methods of doing work in order for universities to be able to compete regionally and globally. Even more importantly is peers' role, which needs to be enhancing, supporting, and empowering so that universities become learning organizations and their cultures support training transfer.

Limitations: Surveying academic managers from several countries may leave an area which has not been examined and that is the possible impact of cultural and contextual factors, such as values, norms, and economic and political conditions in each one of the surveyed countries. While an excellent way to assess transfer of learning, structural equation may not capture psychological and cultural aspects of transfer. Future studies may compare learning transfer among academic managers and ordinary employees.

Keywords: Learning Transfer; Peer Support; Supervisor Support; Higher Education; Organizations

* This paper was not presented by the author



LOOKING AT THE HISTORY OF TURKISH MEDIA INDUSTRIES THROUGH A SOCIO-ECONOMIC AND POLITICAL LENS

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Abstract: Turkish media industries have always been affected by socio-economic and political changes in Turkey. Social movements like internal migration, urbanization and the emergence of subcultures and hybrid identities; economic changes like modernization in agriculture in the 1950s, rapid transformation to the neo-liberal economic system in the 1980s have all been major game-changers in cultural productions. Within this historical context, this paper examines the evolution of Turkish media industries starting from the 1960s when film was the sole mass entertainment industry in Turkey. It will explore Yeşilçam film industry, its golden era in the 1960s and its collapse in the 1980s. It will also investigate the rise of the advertisement and television sectors in the mid-1980s in relation to the neo-liberal economic policies as well as highlight the effects of these two sectors in the decline of film industry. Finally, the paper will discuss the current state of media industries where television, advertisement, and cinema industries are in a constant state of convergence. Moreover, it will argue that the convergence of different media is no longer a choice but a necessity. Internet is also another medium to help the growing stardom of television stars and tv series. The convergence between tv and the web is an important aspect as well as the participatory culture that increases the stardom of tv stars. The audience do not only watch the television series, but they also participate in a series of online activities regarding the creative team. The t-shirt contests and online games that are created by audience of television series *İşler Güçler* (Selçuk Aydemir, 2012) and *Düğün Dernek* (Selçuk Aydemir, 2014) will be given as examples of the significance and the impact of this participatory online fan culture, as well as the current state of media industries in Turkey.

Keywords: Media industries in Turkey, participatory culture, convergence of media



MEASURING THE VALIDITY AND RELIABILITY OF RESEARCH INSTRUMENTS FOR THE STUDY OF SOCIAL MEDIA ADVERTISING DESIGN ELEMENTS

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Abstract: Social media offers a new alternative to marketers in promoting their product to users nowadays. However, issues on consumer's attention to social media advertisement have arisen. This give a big impact on the effectiveness of advertisements displayed on social media. Due to that, it gives an opportunity to determine design elements that can attract consumers' attention to advertisement on social media. An instrument was developed to identify advertisement design elements that have the effect on consumers' attention on social media. This study was conducted to select questionnaire's items that are valid, fair and of quality. The instrument consists of 78 Likert scale items (5 Likert Scale) with six constructs of image content, image style, headline content, headline style, copy content and copy style. The instrument was tested to 60 users that are familiar with the advertisements in social media. Rasch measurement model was used to obtain reliability, validity, relevance of person items and unidimensionality of items. Winsteps software version 3.69.1.11 was used to analyzed the data for this study. The findings showed that the items in the six constructs have high reliability. The reliability for item was estimated at 0.86, meanwhile for person reliability was estimated at 0.96. It was also indicated that 30 out of the 78 Likert scale items were misfit and decision had been made to repair the instrument for it to be more fair and equitable to all respondents, and reliable.

Keywords: Advertisement Design Elements, Instruments, Measurement, Rasch Measurement Model



INVESTIGATING THE IMPLICATIONS OF E-SERVICE QUALITY DIMENSIONS ON CUSTOMERS BEHAVIOR OF JORDANIAN ONLINE AIRLINES TICKET PURCHASING*

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Abstract: This article aims to identify e-service quality dimensions that motivate customer's behavior to use online airline ticket purchasing. It focus on our current data by testing an customers behavior model which accounts for e-service quality dimensions (Content quality, Navigation and visual design, Management and customer service, System reliability and connection quality, Privacy, and Fulfillment) in addition to previously studied of website characteristics and b) considering the context in which influence their cultural behavior and support business behavior. The hypotheses are tested by using regression models. on a large sample of Jordanian online airlines ticket purchasing. .A study model has been introduced and empirically tested. Results of the empirically tested model suggest Content quality, Navigation and visual design, Management and customer service, System reliability and connection quality, Privacy, and Fulfillment influence their cultural behavior and support business behavior. This study highlights the role of e-service quality dimensions in customers business behavior and emphasizes the importance of cultural behavior and support business behavior. This multi-disciplinary research enriches customers business behavior literature and offers practical implications for customers using website technologies as well as developers of mobile learning platforms.

* This paper was not presented by its authors



The Performance of Private Universities in Kuwait: Qualitative Approach

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Abstract: Analyzing the performance of a private education institution's viability and sustainability requires addressing stakeholders' satisfaction. For this aim, this paper addresses the perception of the effectiveness of private universities in Kuwait from the point of view of the students, faculty and industry recruiters. The study is exploratory in the sense that it explores the factors that make universities enhance their quality. Overall, the research is qualitative in nature based on interviews with students and faculty and industry advisors that took place to better reflect the situation in a real-life context. The research addresses three main questions: 1) What are the contributing factors that affect the performance of private universities in Kuwait; 2) To what extent is the Kuwaiti private higher education sector perceived as of good quality from all the different stakeholders; 3) What are the wider implications of private higher education for the country in general. The approach followed will concentrate on the institutional framework of private universities with implications on the socio-economic aspect. Based on the overall findings of this research, recommendations for future enhancement of the private universities performance in Kuwait are drawn.



A SEMANTIC AND SEMIOTIC STUDY OF VIEWPOINT IN MAM AND ZIN

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Abstract: The domain of semantic_ semiotic studies can be very vast and such kind of studies is applicable as an analytical tool and foundation theory for analyzing narratives and fictions. Since the point of view is a collection of techniques which enables the narrator to create diversity in the processing of the text, therefore the selection of the viewpoint by the narrator has a great function in the narrative. In this research the researches try to scrutinize the point of view and its kinds in the poetic narrative of *Mam and Zin* by using the mechanism of semantic_ semiotic approach. The research also tackles with different kinds of viewpoints in a descriptive analytical method in accordance with the poetic template of the narrative. The outcome of the research indicates that the way of using the different kinds of viewpoint in addition to visualizing the skills and abilities of the poet, also makes the narrative more attractive and influential. All in all this semantic_ semiotic study of the narrative indicates that the literary creation is the result of a narrating activity in which the text of the narrative of this research includes such kind of narrating forms.

Keywords: semantic, semiotic, viewpoint, Mam and Zin.



DEVELOPMENT OF SOCIAL SUCCESS IN STUDENTS OF PEDAGOGICAL UNIVERSITIES

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Abstract: The data of the theoretical analysis of the problem of the development of the social success of the student's personality are presented. It is shown that social success, being a prerequisite and consequence of social interaction, testifies to the ability of a person to recognize himself in society as a socially valuable subject, independently to determine goals for himself and to achieve them. The specifics of the formation of the student's social success are revealed, due to a combination of factors: the configuration of the student's values-needs, "We" -conception, the student's intragroup position. The applied aspect of the problem under investigation can be realized in the formulation of psychological and pedagogical conditions for optimizing the development of the student's social success in the process of vocational training.

Keywords: success, achievement, social success, personality, student, values-needs, "we" -conception, intragroup position of the student.



CHANGING COMMUNITY BEHAVIOR TOWARDS TOWN REVITALIZATION THROUGH MACHINOEKI*

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Machinoeki is a unique concept from Japan driven and empower by the important of hospitality, volunteerism through community involvement which benefits the town sustainability. The cognizance in Machinoeki concept is to provide town community and tourist a space where they can rest, get some information about the town, and a pit stop for them to use the toilet for free. The use of existing resources or particularly the locally significant buildings indicates that the concept does carry the spirit of sustainability and non-direct social service. This is an interesting concept as community also works voluntarily to help the local government to revitalize the town through providing toilet services for free, giving hospitality, which means providing good services. This concept is not a medium to get local government to wash their hands but to get the community work bottom up and work hand in hand with the local government to revive the town. Machinoeki takes about 10 years to success in Japan and the numbers of Machinoeki are growing strong with the community awareness on the important of walking in the town center with revitalization and sustainability. This study looks at Malaysia potential, a developing country with multi-racial population in implementing this exceptional concept to revive its historical town.

* This paper was not presented by its authors



ASSESSMENT OF ‘HOMELESS’ PROBLEMS AMONG YOUNG HOUSEHOLDS IN GREATER KUALA LUMPUR

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Abstract: ‘Homeless’ among young households is a significant issue in Greater Kuala Lumpur (GKL). The term ‘homeless’ in this paper, refers to the hardship of young households to purchase a house in the vicinity of GKL. There are three main aspects of ‘homeless’ problems which are house price, household income and housing choice. The challenge of ‘homeless’ of young households today is mainly attributed to increase in employability and urban migration. Therefore, these problems faced by young households are critical to explore. The aim is to assess ‘homeless’ problems among young households. There are two objectives which are to examine the ‘homeless’ problems among young households and to determine key points to address these problems in housing policy. This study uses case study approach and the data is collected from 231 questionnaires. The respondents are between 20 to 39 years old and work in GKL. The findings show that majority of the respondents are currently living with their family. This is because of the decrease in affordable housing supply and no limits to the purchaser who can purchase the houses. Furthermore, the concept for affordable housing is open to all household income which resulted to further difficulties for young households to compete in the housing market. In conclusion, housing policy has to address affordable housing supply in matters of expanding opportunity of young households to purchase a house rather than ensuring supply without looking into this aspect. Furthermore, an alternative to rent should also be encouraged by the government.

* This paper was not presented by its authors



EUROPEAN UNION AND CRISIS IN SYRIA

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Abstract: Social disturbances, which started in Tunisia in 2010, spread to various countries of the Middle East, which has called Arab Spring, are still continuing. Governments, have been ruled in many years, in some countries such as Tunisia and Libya, collapsed, but same things did not happen in Syria. Crisis in Syria has caused worst tragic humanitarian crisis in the Middle East. Millions of asylum seekers emigrated to Europe.

Some of the EU's strategic objectives are end to the war and violence in Syria, promote democracy, human rights and rule of law and prevent using chemical weapons against civilian peoples. It is also leading donor international response to this crisis. On the other hand, the EU formed an EU Strategy for Syria and is committed fighting terrorism, especially, supporting efforts of the coalition to counter Da'esh. Main purpose of this study is to explain the policies of the European Union towards the Middle East region.

Keywords: Crisis in Syria, Arab Spring, European Union

AVRUPA BİRLİĞİ VE SURİYE KRİZİ

Özet

2010 yılında Tunus'ta başlayan, Orta Doğu'nun çeşitli ülkelerine yayılan ve adına Arap Baharı denilen toplumsal karışıklıklar hala devam ediyor. Tunus ve Libya gibi ülkelerde uzun yıllardır yönetimde olan hükümetler yıkıldı fakat Suriye'de aynı şey gerçekleşmedi. Suriye'deki kriz Orta Doğu'daki en trajik insani krize neden oldu. Milyonlarca sığınmacı Avrupa'ya göç etti.

AB'nin stratejik hedeflerinden bazıları; Suriye'de savaşı ve şiddeti sona erdirmek, demokrasi, insan hakları ve hukukun üstünlüğünü teşvik etmek ve sivillere karşı kimyasal silahların kullanılmasını önlemektir. AB, aynı zamanda bu krize uluslararası yanıt vermede önde gelen donördür. Diğer yandan AB özellikle IŞİD karşıtı koalisyonun çabalarını destekleyen ve terörizmle savaşmayı vaat eden bir Suriye için Avrupa Stratejisi oluşturmuştur. Çalışmanın ana amacı Avrupa Birliği'nin Orta Doğu bölgesine yönelik politikalarını izah etmektir.

Anahtar sözcükler: Suriye Krizi, Arap Baharı, Avrupa Birliği

Giriş

Arap Baharı adı verilen olaylar silsilesi Suriye'ye de sıçramış ve burada çok taraflı, çok bileşenli bir iç savaşa dönüşmüştür. AB olayların genel seyri boyunca meseleye bir demokrasi hareketi gözüyle bakmıştır. Genel olarak bütün tek adam yönetimlerine karşı tavrı alınmış olup, Suriye'ye de çeşitli ekonomik ve siyasal yaptırımlar uygulanmıştır.

Suriye krizinde başat rolü ABD oynasa da AB de sürece dahil olmuştur. Başta Suriye olmak üzere birçok Orta Doğu ülkesi AB'nin Avrupa Komşuluk Politikası, Barselona Süreci, Akdeniz için Birlik gibi programlarına dahil edilmiş ve 1970'lerden itibaren yakın ilişkiler kurulmuştur.

alıřmanın amacı gittike etkili bir uluslararası aktr haline gelen Avrupa Birlięi'nin Suriye'de yařanan krize karřı aldıęı tutumu ortaya koymaktır. alıřma 1970'li yıllardan itibaren AB'nin Suriye ile iliřkilerini ve temelinde de 2011 yılında bařlayan Suriye krizine yaklařımını kapsamaktadır.

AB Suriye İliřkilerinin Tarihsel Seyri

1970'li yıllardan itibaren uluslararası bir aktr olma arayıřına giren AET ile Suriye arasında karřılıklı olarak gven sorunları bulunuyordu. AET Suriye'deki otoriter ynetime karřı, Suriye ise Batıya karřı gvensizlik duyuyordu ve SSCB ile yakın iliřki iindeydi. İki taraf arasında ilk temaslar 1972 yılında kuruldu. 1972 yılında AET tarafından 1995 Barcelona Deklerasyonu'nun ncl sayılabilecek nemli bir giriřim bařlatıldı. Global Akdeniz Politikası adı verilen politika ile AET ve Akdeniz lkeleri arasında ekonomik, teknik ve kltrel iřbirlięi bařladı (Steinbichler, 2009) (Aktaran; Seeberg, 2012).

1977 yılına gelindięinde Suriye ile AET arasında İřbirlięi Anlařması imzalandı. Anlařma ile AET, Suriye'nin retimini ve ekonomik altyapı yatırım projelerini desteklemeyi ve Suriye'nin sanayileřme sreci ile tarımsal retimini modernize etmeyi amalıyordu. (Commission, 1977) Bu giriřimler aynı zamanda Suriye ile AET arasındaki iliřkilerin ilk adımlarını oluřturuyordu ve olduka sınırlı olmasının yanısıra politik iliřkiler zayıf durumdaydı. Aynı durum 1980'li yıllar boyunca da devam etti (Seeberg, 2012).

Barcelona Sreci olarak adlandırılan ve 1995 yılında AB tarafından yrrlęe konulan sreci Suriye'yi de kapsamaktaydı. Barcelona Sreci, Akdeniz'in doęu ve gney komřuları arasında politik, ekonomi ve sosyo-kltrel iliřkiler aracılıęıyla baęlantı kurmak ve blgeye barıř, refah, istikrar ve birarada yařama olgusunu getirmeyi amalayan bir programdır. (Gupta, 2016); (aktaran: Gillespie, 2006) AB'nin ortaya koyduęu eřitli idealler baęlamında Suriye hakkında eřitli soru iřaretleri olsa da Barcelona Sreci'nin bařında olduka olumlu bir hava hissedilmekteydi. Richard Edis'e gre Barcelona sreci ile amalanan Őey srece dahil olan lkelerin ekonomik, sosyal ve politik zihniyetlerini deęiřtirmekten bařka bir Őey deęildi. 1995 yılından Hafız Esad'ın hayatını kaybettięi 2000 yılına kadar iliřkilerde beklenen geliřme saęlanamadı. Bunun ana nedeni Suriye messes nizamının blgesel gc dengelerini ncelemesi ve ABD ve İsrail ile denk dřme arzusuydu. Suriye messes nizamı AB'yi yok sayma eęilimindeydiler ve AB'nin giderek artan Őekilde bir dıř politika aktr olduęunu kabul etmiyorlardı (Seeberg, 2012).

Hafız Esad'ın 2000 yılında lmesinin ardından bařkanlık grevini devralan Beřar Esad hakkında AB tarafından olduka iyimser yorumlar yapılmaktaydı. Avrupa Komisyonu tarafından Suriye'ye ynelik olarak hazırlanan Strateji Belgesi'ne gre; Beřar Esad 10. Beř Yıllık Kalkınma Planı'nda (2006-2010) planlı ekonomiden pazar ekonomisine geeceęini aıklamıř, 2005 yılındaki BAAS Partisi kongresinde eřitli politik reformlar yapılacaęı sz verilmiřti. Fakat bu vaatlere raęmen Hafız Esad'ın miras bıraktıęı otoriter devlet yapısında ok az deęiřiklik olduęu vurgulanmaktadır. zellikle Anayasa'daki "Baas Partisi toplumun ve devletin lideridir" maddesinin hala yerinde durmasının Suriye devlet yapısında kayda deęer bir reform yapılmadıęının gstergesi olarak grlmřtr (European Commission, 2005).

Ayrıca 2003 yılından itibaren Avrupa Komřuluk Politikası programıyla AB, Suriye'nin iinde olduęu birok lkede refah, istikrar ve gvenlięin geliřmesi iin yardımlarda bulunmuřtur (Seeberg, 2008, s. 3)

Orta Doęu'da Yařanan İ Karıřıklıklar ve Suriye

Tunus'un Sidi Bu Zeyd kentinde, Muhammed Buazizi adlı gencin lkedeki yařam kořullarına tepki olarak kendini ateře vermesi ile bařlayan olaylar (BBC News, 2011) Mısır, Libya, Suriye, Yemen, rdn ve Umman gibi lkelere de sıradı. Suriye'de yařanan hadiseler ylesine boyutlara ulařtı ki bugn birok lke fiilen ya da vekilleri aracılıęıyla Suriye'de savařıyor (Mahalli, 2018).

Sreci anlayabilmek iin 8-10 Haziran 2004 tarihlerinde Amerika Birleřik Devletleri'nin Sea Island kasabasında dzenlenen G-8 zirvesine deęinmek gerekir. Zirvede Orta Doęu blgesinin kaderini kkten Őekilde etkileyecek kararlar alınmıřtı. Blge iin ilan edilen Byk Orta Doęu Projesi (BOP), 22 tanesi Arap lkesi olmak zere 26 blge lkesinde demokrasi ve insan haklarının geliřtirilmesini hedef olarak ortaya koymuřtu. Blge lkeleri arasında Trkiye de bulunuyordu. Bu toplantıdan yaklařık 1 yıl 4 ay

sonra ABD Dışışleri Bakanı Condoleezza Rice, İsrail'i ziyareti sırasında yeni bir Orta Doęu'nun kuru- lacaęı ve bunun yönteminin de Yaratıcı Kargaša Teorisi olduęunu ilan etti. Irak 2003 yılında işgal edil- miști ve 2006 yılında da İsrail Lübnan'a savař açtı. İsrail'in geri çekilmek zorunda kaldıęı savařta İsrail ağır kayıplar verdi. 2008 yılının sonunda Başkan seçilen Barack Obama ilk yurt dışı gezisini Türkiye'ye yaptı ve İlimli İslam mesajlarıyla dolu bir konuşma yaptı. Ardından Mısır'a geen Obama burada da aynı türden mesajlar verdi. Aralık 2010'a gelindięinde Orta Doęu'da geri dönölmez süreç bařlamıști (Mahalli, 2018, s. 13-14).

Suriye krizini anlayabilmek için Suriye'nin yakın gemiřini bilmek gerekmektedir. Baas İdeolojisi, Su- riye'de 1963 yılında iktidara gelmiřtir. 1966'da yapılan Salid Cedid öncölüęündeki ihtilal ile Hafız Esad Savunma Bakanı olmuřtur. Hafız Esad ikinci bir ihtilal yaparak kendini iktidara taşıyan yolu açmıřtır. 12 Mart 1971'de yapılan seçimle Hafız Esad Suriye Devlet Başkanı seçilmiřtir. (Arı, 2008, s. 270-274) İktidarı boyunca Hafız Esad, politikalarını İsrail karřıtı bir konuma oturtmuřtur. Ona göre İsrail, ABD güdümünde bir yayılmacı devletten ibaretti ve buna karřı olanca güçle karřı konulmalıydı (Cleveland, 2008, s. 447-448).

Karizmatik bir lider olan Hafız Esad'ın 2000 yılındaki ölümünden sonra yerine oęlu Beřar Esad geti. 1 Temmuz 2000 günü yapılan halk oylaması ile Başkan seçilen Beřar Esad, göreve geldięi ilk yıllarda oldukça olumlu geliřmelere imza attı. Suriye halkı yeni başkanı çok seviyordu. Başkan Esad, babasının aksine sık sık korumasız olarak halkın arasında karıřıyor ve halkla bütünleřmeye alıřıyordu. İktidara geldięi ilk günlerde eřitli özel gazetelere izin veren, salon toplantıları yapılmasının önünü açan Başkan Esad istihbarat örgütlerinin řeffaflıęı için de eřitli alıřmalar yaptı. Suriye halkı geleceęi umutlu bakı- yordu (Mahalli, 2018, s. 173). Batılı ana akım medya organları bile Esad'ın reformcu özellięinden ve Suriye'yi dönüřtürecektir lider olduęundan bahsediyordu. (Syria's 'reformer', 2011) Fakat gelinen nok- tada reformist olarak görünen Esad, diktatör olarak lanse edilmeye bařlandı. Bu durumun belli bařlı birkaç nedeni bulunmaktadır: Amerika Birleřik Devletleri'nin Orta Doęu'daki ıkarlarına halel getire- bilme potansiyeli olan her gücü ortadan kaldırma isteęi Suriye'de yařanan olayların en temel sebeple- rindedir. Ayrıca Orta Doęu'nun kapitalizmin eriřimine açılması düşünceci de bununla paraleldir. Baę- dat'ın ABD tarafından düřürölmesinin hemen ardından sıradaki hedefin Suriye olacaęı ve ABD'nin iç ve dış baskılarla Suriye'de bir rejim deęiřiklięine öncölük edeceęi Amerikalı uzmanlar tarafından dile getirilmekteydi. Bunlar bizzat ABD Kongresi için arařtırmalar yapan organlar tarafından rapor haline getirilmiř ve Kongre'ye sunulmuřtur (Prados & Sharp, 2005).

Suriye'de yařanan olayların kökeninde İsrail'in güvenlik meselesi bařat rol oynamaktadır. Suriye olay- larının bařlamasından 1 yıl kadar önce Amerika Birleřik Devletleri'nin giriřimiyle gerekleřtirilen Suriye- İsrail görüřmeleri bu argüman için kilit noktayı oluřturmaktadır. 2010 yılının bařında yapılan bu gizli görüřme dönemin ABD Dışışleri Bakanlığı Suriye Özel Temsilcisi Frederic Hof'un moderatörlüęünde gerekleřtirilmiřtir. Amacı İran-Suriye-Hizbullah mihverinden Suriye halkasını ekmek olan bu gizli görüřmede, İsrail'in Golan tepelerinden ekileceęi ve 1967 sınırlarına döneceęi sözü verilmiřtir. Fakat İsrail ve ABD, Başkan Beřar Esad'tan istedikleri olumlu yaklařımı görememiřlerdir (Kershner, 2012).

Bir dięer önemli neden Suriye'de 2000 sonrası yařanan ekonomik ve sosyal dönüřümdür. Beřar Esad iktidara geldięinde ekonomik liberalleřme taahhüdünde bulunmuřtu. Beřar Esad'ın Neoliberal bir eko- nomi politikası benimsemesi ile özel sektörün faaliyet alanları geniřletilmiřtir. (Joya, 2012) Fakat, bu yöntem ekonomiyi toparlayamamıřtır. Ekonomi toparlanamadıęı gibi tarım sektöründe devlet tarafından iftilere verilen destekler kaldırılmıřtır. Bu kritik bir hata olarak tarımsal üretime büyük darbe vurmuř- tur. İşsizlik büyük oranda artmıřtır (Seifan, 2009, s. 10-25).

Netice itibariyle Suriye'de 17 Mart 2011'de Dera'da ilk silahlı atıřmalar bařladı. Bu tarih aynı zamanda iç savařın bařladıęı tarih olarak da kabul edilmektedir. (Chossudovsky, 2011) Sıklıkla gösterilerin ba- riřil şekilde bařladıęı ve Suriye yönetiminin ve polislin bariřil göstericilere řiddet uygulaması nede- niyle olayların bir iç savař halinde dönüřtüęü ifade edilmektedir. Bu iddianın doęru olmadıęı ve olay- ların bařından itibaren silahlı bir kalkıřma görünümü arz ettięi, ana akım medya tarafından dünya ka- muoyundan saklanan bir gerektir. Suriye güvenlik güçlerinin olaylara yaklařımı sert olmuřtur. Fakat

iddia edildiđi gibi tam olarak bir barışıl muhalefet söz konusu deđildi. Nitekim deneyimli Orta Dođu muhabiri Robert Fisk olayların bařladıđı ilk günlerde Lübnan sınırında Suriye güvenlik güçlerine ateř açan militanlar olduđunu, El Cezire televizyonunun bu görüntüleri ulařtıđını, fakat daha sonra bu görüntülerin yayınlanmadıđını ifade etmiştir. Buna ek olarak yine Suriye devlet televizyonu, Dera'daki gösterilerde tabanca ve Kalařnikof silah taşıyan çok sayıda militanın görüntülerini yayınlamıştır. (Fisk, 2016) Konuya iliřkin Time dergisinden Rania Abouzeid benzer řeyleri aktarmıştır. Abouzeid'e göre Suriye'de savařan cihatı terör örgütlerinden Ahrarüřřam ve eski adıyla Nusra Cephesi olan örgüt 2011 yılı bařlarında Suriye'de bir kalkışma için hazır haldeydi. (Abouzeid, 2012) Tüm bunların tesadüf olmadığı ařıkardır. Suriye bir plan dahilinde iç savařa sürüklenmiş ve bugün yařadığımız duruma getirilmiştir. (Mahalli, 2018).

AB'nin Suriye Krizine İlk Yaklařımı

Orta Dođu ülkelerini sarsan olaylara yönelik Avrupa ülkelerinin neredeyse tamamı tek adam yönetimlerine karřı bir tavır almışlardır. Fakat bazı üye ülkelerin izlenecek yol ve metotlar hususunda ayrıřtıđı gözlemlenmektedir. Örneđin Libya'daki olayların son bulması için Fransa'nın öncülüđünde toplanan koalisyon güçlerine Almanya katılmamıştır. Bu tavır AB içindeki Arap Baharı'na yaklařım tarzına bir örnek oluşturmaktadır. İngiltere ve Fransa olaylara çabucak müdahale etmeyi savunurken, Almanya řüpheli yaklařımını korumuřtur (Harding, 2011).

22 Mart'ta AB Dıřıřleri ve Güvenlik Politikası Yüksek Temsilcisi Catherine Ashton tarafından yapılan açıklamada, Suriye yönetimine barışıl göstericilere karřı řiddet uygulanmasına son vermesi uyarısı yapıldı. AB'nin yařanan řiddet olaylarından derin kaygı duyduđu ve Suriye yönetimini uluslararası yükümlülüklerine, insan haklarına uyması gerektiđi ifade edildi. (European Union, 2011) Bu açıklama AB'nin Suriye özelinde yaptıđı ilk açıklama olarak dikkat çekicidir. Olaylar, AB tarafından barışıl protesto gösterileri olarak görülmüřtür.

Mayıs 2011 tarihi itibariyle AB, Suriye yönetimine karřı tepkilerini arttırmış ve ülkeye yönelik bir dizi yaptırım kararı almıştır. Bu yaptırım kararı Suriye'ye yapılacak silah, mühimmat ve her türlü patlayıcı madde satımının durdurulması ve Suriye'ye yapılan mali yardımların durdurulması, bazı kişilere ait mal varlıklarının dondurulması ve seyahat yasaklarını kapsayan bir ambargo kararıdır. Bunların yanı sıra Suriye ile ikili iliřkiler de askıya alınmıştır (Council of the European Union, 2011).

Ađustos 2011'de Yüksek Temsilci Catherine Ashton tarafından yapılan basın açıklaması o tarihe kadar yapılmış en sert açıklama olarak dikkat çekmektedir. Açıklamada Beřar Esad'ın "kendi halkına açtıđı savař"ın AB tarafından řiddetle kınandıđı, Suriye yönetiminin Hama'da, Deyr ez Zor ve Lazkiye'de "barışıl göstericilere" karřı geniş çaplı askeri operasyonlara giriřtiđi, bu durumun kabul edilemez ve müsamaha gösterilemez hale geldiđi ifade edilmiştir. Devamla Beřar Esad'ın deđiřime istekli olmadığı, Suriye halkı gözünde meřruiyetini yitirdiđi ve istifa etmesi gerektiđi ifade edilmiştir. (European Union, 2011) Catherine Ashton'un bu açıklamayı yaptıđı sırada Suriye'de Özgür Suriye Ordusu ve El Nusra kurulmuřtu. (Sinjab, 2013) El Nusra adlı cihatı grubun lideri olan Muhammed Colani, 2013 yılında El Cezire televizyonuna verdiđi bir röportajda Nusra'nın 2011 yılından itibaren řam'da operasyonlar yaptıđını itiraf etmiştir (Dursunođlu, 2016).

Suriye'de Savařın řiddetlenmesi ve AB

2012 yılına gelindiđinden Suriye'de savař řiddetlenmişti. Özgür Suriye Ordusu ve Suriye hükümet güçleri arasındaki çatışmalar devam ederken, çok sayıda Suriye kentinde intihar saldırıları meydana geliyordu. 2012 yılının 26 řubat'ında Suriye'de Anayasa referandumu düzenlendi. Yeni anayasa, Baas Partisi'nin tek parti olma konumuna son verirken, çok partili siyasal yařama geiři öngörüyordu. Fakat bu reform Suriyeli isyancıları ve Batı kamuoyunu ikna edememiřti (Lyon, 2012).

IřİD'in 2014 yılının bařında Rakka'yı ele geirmesi ile savař bambařka bir boyuta geldi. (Aljazerra Türk, 2014) ABD öncülüđünde koalisyon 2014 yılında Suriye'de hava operasyonlarına bařladı. (BBC

Türke, 2018) Işid karşıtı koalisyonda İngiltere, Fransa, Belika, Danimarka ve Hollanda gibi AB lke-leri de yer almaktaydı. (Sputnik Trkiye, 2016) Yine 2014 yılı itibariyle Suriye'nin kuzey blgelerinde otonom blgeler oluřturarak hakimiyet kuran PYD (Demokratik Birlik Partisi) ve onun silahlı kolu YPG (Halk Savunma Birlikleri) ile IŞİD arasında zellikle Kobani olarak bilinen Ayn el-Arab blgesinde řiddetli çatıřmalar yařanmıřtır. PYD-YPG gleri zellikle n plana ıkarılmıř ve IŞİD karşıtı koalisyon ile dođrudan birlikte alıřmıřtır (Kerman & Efegil, 2017).

2015 yılına gelindiđinde Suriye'nin İdlib kenti El Nusra'nın, Rakka ise Işid'in elinde bulunuyordu. (Arslan, 2015) 2015 Eyll itibariyle Rusya da Suriye'de Beřar Esad lehine savařa dahil oldu. (Gezer, Hayatsever, & Durgun, 2017) Bu sırada Suriyeli mlteciler konusu dnya gndemine oturmuř durumda idi. 2015 yılı itibariyle Trkiye 1.8 milyon mlteciye ev sahipliđi yaparken Avrupa'nın bu konudaki en cmert lkesi 100 bin mlteci ile Almanya oldu. (BBC Trke, 2015) 13 Ekim 2015 gn dzenlenen Dıř İliřkiler Konseyi toplantısında ele alanında mlteci sorununa ynelik olarak AB Dıřıřleri ve Gvenlik Yksek Temsilcisi Federica Mogherini Suriye ve Libya'da tansiyonun dřrlmesi iin BM nezdinde yapılacak tm giriřimlere katılmaya hazır olduklarını dile getirdi. Suriye'deki son duruma da deđinen Mogherini, Suriye'de siyasal czm iin ne gerekirse yapmaya hazır olduklarını, Suriye'ye yaptıkları insani yardımları artırmak iin kararlı olduklarını vurguladı. Gvenlik meselesi ile ilgili de konuřan Mogherini AB'nin Işid karşıtı koalisyonu desteklediđini ifade etti. (Strategic Communications, 2015) 13 Ekim 2015'te kurulan Suriye Demokratik Gleri adlı yapı Suriye'de Işid'e karşı savařan glerin biraraya getirildiđi bir çatı rgt oldu. YPG'nin ana omurgasını oluřturduđu rgt Işid'e karşı koalisyonun yođun hava desteđi ile Işid'in elinde bulunan alanlara taarruz etti. (Kerman & Efegil, 2017) SDG'nin 2017 Haziran'da bařlattıđı Rakka taaruzu Ekim ayında sonulandı ve Işid Rakka'dan tamamen temizlendi (Euronews, 2017).

Trk Silahlı Kuvvetleri'nin Suriye'ye giriři de 24 Ađustos 2016 tarihinde Fırat Kalkanı Operasyonu ile El Bab'a (Erkmen, 2016) Zeytin Dalı Harekatı ile Afrin'e mdahalede bulundu. (TSK, 2018) AB'nin Afrin hareketına iliřkin reaksiyonu Trkiye'nin operasyonu bir an nce sonlandırmasını talep etmek řeklinde gerekleřmiřtir. Mogherini YPG unsurlarına karşı yapılan hareketin endiře verici olduđunu ve ilk olarak sivillerin askeri harekattan zarar grmesi ve sivillere insani yardımların aksaması konusunda kaygıları olduđunu ve ikinci olarak da Suriye iin srdrlebilir bir barıř ve gvenlik getireceđine inanılan Cenevre grřmelerini baltalayabileceđi gerekesiyle operasyonun durdurulması gerektiđi ifade edilmiřtir (Sputnik International, 2018).

AB son olarak 2017 yılının bařında aıkladıđı Suriye iin Avrupa Stratejisi programı ile meseleye iliřkin en gncel yaklařımını ortaya koydu. Avrupa'nın krizin bařından itibaren Suriye ve Suriyeli mlteciler iin 9.4 milyar Euro'luk insani yardım harcaması yaptıđı belirtilen aıklamada Avrupa'nın krizi ynelik en cmert bađıř yapan lke olduđu ifade edildi. lke'deki řiddetin ya radikalizmi krkleyecek mezhep ve etnik temelde blnmeyle sonulanacađı ya da Esad ynetiminin tm lkede kontrol sađlamasına yol aacađı belirtilen aıklamada iki seeneđin de hem Suriye halkı hem blge hem AB iin istenen seenekler olmadıđı ifade edilmiř ve olmasının mzakere yoluyla siyasal bir geiř olduđu ifade edilmiřtir (European Commission, 2017).

Aynı belgede AB'nin Suriye ile ilgili stratejik hedefleri sıralanmıřtır. Bunlar; AB'nin birleřik ve blnmemiř bir Suriye; ođulcu, demokratik bir Suriye; Tm kimliklerin kendini gvende ve eřit hissettiđi bir Suriye; Gl ve gvenli bir Suriye ve istikrarlı bir Suriye'den yana olduđu ifade edilmiřtir. Bu hedeflere ulařmak iin; Savařın bir an nce sona ermesi ve siyasal mzakere yoluyla bir geiř srecinin bařlatılması; Suriye'deki sivil toplum rgtlerinin ve muhalefetin glendirilerek demokrasinin desteklenmesi; Mezhepi ve radikal řiddetin sona erdirilerek Suriye'nin toplumsal btnleřme srecinin desteklenmesi ve savař sularını yargılayacak adil bir yargının tesis edilmesi gibi eylem planları belirlenmiřtir (European Commission, 2017).

Sonuç

Avrupa Birlięi kurumsal olarak Suriye’de 2011 yılının Mart ayında ıkan olaylar bugün hala devam etmektedir. Olaylar geniř kapsamlı bir i savařa dnüşmüřtür. ABD ve Rusya bölgede güç mücadelesi iindedir. Birok lke, örgüt ya da paramiliter güç řu an bilfiil Suriye’de savařa iřtirak etmektedir. Arap Baharı olayları Orta Doęu’ya demokrasi getirmek bir yana daha kanlı bir sürecin bařlamasına yol amıřtır. AB süreci bir demokrasi talebi olarak okumuř ve Beřar Esad’ın istifa etmesi gerektięini söylemiřtir. Daha sonra radikal örgütlerin kendine alan bulması bu düşünceyi geri plana itmiřtir.

AB, Suriye krizinde kendinden beklenen küresel rolünü oynayamamıřtır. İngiltere ve Fransa ABD’nin güdümünde Suriye’nin bombalanmasına katılmıřlardır. Almanya’nın saldırıya katılmaması AB iindeki yaklaşım farklarını ortaya koymakta ve AB’nin kurumsal olarak etkili bir Orta Doęu politikası izlemesini zorlařtırmaktadır.

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EVALUATING EFFECTIVE CORPORATE COMMUNICATION IN TERMS OF THE CONCEPT OF GOVERNENCE

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Abstract: When “change” is considered as a concept which cannot be ignored by all individuals and institutions trying to survive and retain their competitive advantages, technology industry takes place on the top. Along with the technological innovations, agricultural, industrial and information societies, regarded as the leading sectors, are expressed as sectors where change occurs most frequently. Retaining organisations’ existence is directly proportional to their analysing the development of market conditions and changes and meeting their customers’ needs to the utmost degree. Regarding the change in the level of customers’ satisfaction, it is related to the extent which businesses, especially senior managers depend on governance studies. Being a derived concept and term composed of the terms “Management, Interaction and Communication”, the concept of “governance” acts as a key in completing organisations’ total quality process thanks to developing communication and relation system, enabling interaction and participation, sharing power, providing an opportunity to in service trainings with the help of information sharing offered by technological infrastructure and contributing to the professional synergy. In the first chapter of the study, the concept of “governance” will be analysed with a broad literature search; in the second chapter, the contribution of the triangle “Communication, Corporate Communication and Governance” to the success of organisations will be studied.

Keywords: Governance, Communication, Corporate Communication Total Quality Management.

ETKİLİ KURUMSAL İLETİŞİMİN YÖNETİŞİM KAVRAMINDA DEĞERLENDİRİLMESİ

Özet: Değişim, varlığını sürdürmeye ve rekabet avantajını elde tutmaya çalışan tüm kişi ve kurumların göz ardı edemeyeceği bir kavram olarak düşünüldüğünde, teknoloji sektörü ilk sırada yer almaktadır. Teknolojik yeniliklerle birlikte, lokomotif sektörler olarak nitelendirdiğimiz tarım, sanayi ve bilgi toplumu da değişimin yoğun yaşandığı sektörler olarak ifade edilmektedir. İşletmelerin yaşamsal varlıklarını koruyabilmeleri, pazar koşullarının gelişimini ve değişimini iyi analiz etmeleriyle ve müşterilerin gereksinimlerini en üst düzeyde karşılamalarıyla doğru orantılıdır. Müşterilerin memnuniyet seviyelerindeki değişim ise işletmelerin özellikle üst düzey yöneticilerinin yönetim çalışmalarına ne derecede bağlı olduklarıyla ilgilidir. Yönetişim kavramı; Yönetim, Etkileşim ve İletişim terimlerinin birleşiminden oluşan, türetilmiş bir terim ve kavram olmakla birlikte, iletişim ve ilişki sistemini geliştiren, etkileşimi ve katılımı sağlayan, gücü paylaşan, teknolojik altyapının sunduğu bilgi paylaşımları ile örgüt içi eğitimlere imkan sağlayan ve profesyonel sinerjinin açığa çıkarılmasına katkı yapan döngüsel bir süreç olmasından dolayı özellikle işletmelerin toplam kalite sürecini tamamlamalarında bir anahtar görevi görmektedir. Geniş bir literatür çalışması ile aktarılacak olan çalışmanın ilk bölümünde yönetişim kavramı incelenerek, İkinci bölümde İletişim, Kurumsal İletişim ve Yönetişim Üçgeninin işletmelerin başarısına katkısı irdelenecektir

Anahtar sözcükler: Yönetişim, İletişim, Kurumsal İletişim, Toplam Kalite Yönetimi

Yönetişim Kavramına Bakış

Küreselleşme ile birlikte sarsılmaya başlayan ulus-devlet, ulusal ekonomi, ulusal kimlik kavramları ile birlikte yeni yönetim modellerinin ve anlayışlarının ortaya çıkması kaçınılmazdır. Globalleşmenin etkileriyle birlikte toplumları yönetmenin gittikçe zorlaştığı ve bireylerin gereksinimlerine cevap veremeye başlaması, küreselleşmeye bağlı dışarıdan gelen sosyal, ekonomik ve kültürel etkileşimler birey

ile devlet arasındaki mesafeyi genişletmekte ve büyük bir boşluk oluşmasına sebep olmaktadır. Siyasal anlamda küreselleşme, devlet–toplum–birey arasındaki ilişki ve rollerin yeniden şekillendirilmesini gerektirmekte, ulus devlet karşısında uluslar üstü mekanizmalarla beraber, sivil topluma yönelik inisiyatif kullanımında demokratikleşme ekseninde bir artış sağlamaktadır (Demirel, 2003:108).

“Yönetişim terimi Yönetim, Etkileşim ve İletişim terimlerinin birleşiminden oluşan türetilmiş bir terim ve kavram olmakla birlikte, İngilizcedeki Corporate Governance karşılığı olarak kullanılmaktadır. Bir anlamda Kurumsal yönetim (yönetişim) işletmelerin “iyi sosyal vatandaş” (corporate citizen) olmalarını öngörmektedir.”(Koçel, 2010, 457).

Yönetişim kavramı, İngilizcede “governance” kelimesine karşılık gelmektedir ve yönetim veya yönetmek anlamına gelen “to govern” fiilinden türetilmiştir. Bu kavram, ilk olarak 1989 yılında Dünya Bankası (DB)’nin Aşağı Sahra Afrika için hazırlamış olduğu bir raporda kullanılmıştır. DB raporuna göre yönetişim, Afrika ülkelerinde kalkınmanın ve yönetimin anahtar unsuru olarak görülmüştür. DB, yönetişim kavramı ile geri kalmış veya kalkınamayan devletlerde siyasetten bağımsız otonom bir yönetsel kapasite kurmak istemektedir. Bu yönetsel kapasite, aynı zamanda demokratikleşmeyle de desteklenecektir. Bu şekilde yönetişim kavramı, DB tarafından ortaya atıldıktan sonra Ekonomik Kalkınma ve İşbirliği Teşkilatı (OECD), Avrupa Birliği (AB) ve Birleşmiş Milletler (BM) gibi diğer uluslararası örgütlerin bülten, rapor ve resmi antlaşmalarında da yer almış ve daha da ileri giderek kamu yönetimi, siyaset bilimi ve uluslararası ilişkiler disiplinleri başta olmak üzere birçok disiplinin ana gündem maddelerinden biri ve tartışma konusu olmuştur (Doğan, 2016, 78).

Yönetişim, iletişim ve ilişki sistemini geliştiren, etkileşimi ve katılımı sağlayan, gücü paylaşan, teknolojik altyapının sunduğu bilgi paylaşımları ile örgüt içi eğitime imkan sağlayan ve profesyonel sinerjinin açığa çıkarılmasına katkı yapan döngüsel bir süreçtir. İyi yönetişim toplumsal alanda karşımıza dört şekilde çıkıyor (Metin, 2011, 193).

- Kamu düzeyinde
- Özel sektör düzeyinde
- Sivil Toplum Kuruluşları düzeyinde
- Kişiler düzeyinde

Kamu kesiminde katılımcı demokrasiyi sağlıyor; özel sektörde başarılı kurumların oluşumuna imkan veriyor; sivil toplum kuruluşlarında-iyi yönetildiğinde-toplumsal ihtiyaçlar daha rahat karşılanıyor, yardımlaşma ve dayanışma artıyor, yönetimlere katılım önemli ölçüde gerçekleşiyor; kişiler düzeyinde topluma daha faydalı ve sosyal sorumluluk duygusu gelişmiş bireyler yetişiyor. (Metin, 2011, 193)

İyi bir yönetişimin temel ilkelerini Hakan Karabacak şu şekilde sıralamıştır:

- Stratejik Vizyona Sahip
- Hesap Verebilir
- Şeffaf
- Cevap Verebilir
- Etkin
- Eşitlikçi
- Hukukun üstünlüğünü gözetten
- Katılımcı (Karabacak, 2003, 67)

Yönetişim ile iletişimin kesişme noktaları hemen hemen her alanda, kamuda ve özel sektörde karşımıza çıkmaktadır. Kurumları çalışanlarla birlikte yönetmek için karşılıklı bilgi ve tecrübe alış-verişine, yönetimi açık, şeffaf hale getirmek için verilerin paylaşılmasına, yeniliklerin takibi için teknolojinin geliştirilmesine, dolayısıyla tüm bu iş ve işlemlerin yapılması etkin bir iletişime muhtaçtır. Yönetişim tarafların birbirlerinden etkileşimi üzerine kurulu katılımcı bir yönetim biçimidir. Etkileşim ise ancak etkin bir iletişim ile mümkündür (Metin, 2011, 195).

İletişim, Kurumsal İletişim ve Yönetişim Üçgeni

İletişim, kişi ya da örgütlerin hem içinde yer aldıkları toplumsal sistemle hem de bu sistemdeki diğer kişi ve örgütlerle uyumunu ve etkileşimini sağlayan temel süreçtir. Yani iletişim insan-insan, insan-örgüt, örgüt-örgüt ve örgüt-toplumsal sistem ilişkilerini sağlayan araçtır. İnsanın diğer insanları, örgütleri kısaca dış dünyayı tanıyabilmesi, olayları ve düşünceleri anlayıp algılayabilmesi için iletişim sürecine ihtiyaç vardır. Kişi ve örgütlerin dış dünya ile anlamlı bir bütünlük içinde bulunabilmesi için iyi işleyen iletişim kanallarının kurulması ve gerçekleştirdikleri iletişimin kalitesini artırmak zorunda oldukları aşikârdır (Fener ve Elgünler, 2011, 35).

Kurumlar insanların birbiriyle iletişim kurduğu ağlardır. İletişim, tüm örgütlerde dikey ve yatay; içsel ve dışsal; resmi ve resmi olmayan şekilde akmaktadır. İletişimin tümü, katılımcıların ve gözlemcilerin kurum hakkındaki algılarını etkiler (Öksüz, 2014, 194).

Varol'a (1993: 129) göre örgüt içi iletişimin genel amaçları şöyledir:

- Örgütün amaçları, hedefleri ve politikasının elemanlarca bilinmesini sağlamak,
- İş ve işlemlere ilişkin bilgi vermek ve bu yolla iş ve beceri eğitimini kolaylaştırmak,
- Örgütün sosyal ve ekonomik sorunları konusunda bilgi vermek ve elemanları bunların genel sosyal ve ekonomik sorunlar ile bağlantıları konusunda aydınlatmak, ayrıca, örgüt içi duygusal ve çatışmalı sorunlar konusunda aydınlatmak,
- Yenilik ve yaratıcılığı özendirerek, elemanları deneyim, sezgi ve akıllarına dayanarak yönetime bilgi ve geri bildirim sağlamaları konusunda özendirmek,
- Örgütün etkinlikleri, önemli olaylar ve kararlar, başarımlar konusunda aydınlatmak,
- Bilgilendirme yoluyla da örgütsel yaşama katılımın düzeyini arttırmak,
- Yöneticiler ve elemanlar arasında iki yönlü-karşılıklı iletişimi özendirmek,
- Elemanların iş sırasında veya iş sonrasında örgütü temsil niteliklerini geliştirmek,
- İşte ilerleme olanakları, çeşitli elemanlarla ilgili gelişmeler, geleceğe ilişkin beklentiler v.b. konularda bilgilendirmek veya aydınlatmak,
- Bütün bunlar ve diğer iletişim etkinlikleriyle bir örgüt iklimi, kültürü ve kimliği yaratmaya ve bunu sürdürmeye çalışmak.

İletişim ile örgütsel ya da yönetsel başarı arasındaki ilişki, örgütü bir bütün olarak ele alıp değerlendirmeye ya da örgütü bir bütün olarak görebilmeye bağlıdır. Örgüt içerisinde yer alan alt birimler, bunları oluşturan bireyler ve özellikle karar merkezleri arasında işleyen iletişim düzeni, daha önce de ifade edildiği üzere yönetimin başarısını etkilemektedir. Örgüt tarafından belirlenmiş hedef ya da amaçlardan sapma olmaksızın gelişme olanağının sağlanabilmesi, yönetim fonksiyonlarını üstlenmiş sorumlu kişiler ile personel - personel ve personel-yönetici arasında görüş ve düşünce birliğinin gerçekleştirilmesini gerektirmektedir. Diğer taraftan iletişim ve yönetim arasındaki bağlantı, yönetim fonksiyonları ve bunların yerine getirilebilmesi için yöneticilerin üstlendikleri yönetsel roller çerçevesinde ele alınmaktadır. Temel yönetim fonksiyonları olan planlama, örgütlenme, liderlik, eşgüdüm ve kontrol fonksiyonlarının başarısı iletişimin başarısına bağlıdır. Yöneticiler, yönetim işlevlerini gerçekleştirirken örgüt çalışanlarını hedefe ulaşmak için motive etmek ve paylaşılması gereken vizyonu anlatabilmek amacıyla personel ile iletişim kurmak zorundadır (Şahin, 2007, 84).

İletişim ve bilgisayar teknolojisindeki gelişmeler gerek kurum içi gerekse kurum dışı bilgi paylaşımı olanaklarını artırmış; çalışanlar ve hedef kitleler, örgütler ve kurumlar hakkında daha fazla bilgiye sahip olmaya başlamışlardır. Artan bilgi gereksinimi hizmet alanlarını daha bilinçli hale getirmiş, bu sayede yönetimler müşterilerin (hedef kitlelerinin) tercihlerini önemsemek zorunda kalmışlardır. Müşteri odaklı yönetim anlayışı, müşterilerin karar mekanizmalarına katılımını, müşterilerin işletme yönetimlerinin aktif birer paydaşı durumuna gelmelerinin yolunu açmıştır (Metin, 2011, 197).

Kurumların başarısında kilit bir rol üstlenen kurumsal iletişime ilişkin literatürde sayısız tanım vardır ve bu tanımların ortak noktası kurumsal iletişimin kurumun hem iç hem de dış paydaşlara yönelik iletişim çalışmalarını, tüm iletişim araçlarını ve mesajlarını kapsayan bir iletişim bütünlüğü olduğu görülmektedir. Bu bağlamda kurumun tüm iletişim çalışmaları “kurumsal iletişim” ana başlığının altında sıralanmaktadır (Gümüş ve Öksüz, 2009,2642).

Ormeno (2007, 35) kurumsal iletişimi şöyle karakterize etmektedir:

- Kurumsal iletişim finansal bilgi, çalışan bilgisi, sosyal sorumluluk ve kurumsal yönetim gibi kurumla ilgili mesajları taşımaktadır. Tabii ki aynı zamanda ürünle ilgili bilgileri taşımaktadır.
- Kurumsal iletişim mesajları taşıırken halkla ilişkiler tekniklerini kullanmaktadır.
- Kurumsal iletişim tüketicileri de içeren tüm alıcılara hitap etmektedir.
- Kurumsal iletişim, kurum imajını geliştirmeyi amaçlamaktadır.

Yönetişim, kurumların iyi yönetilmesini sağlarken diğer yandan paydaşlar tarafından nasıl görüldüğünü de etkiler. Günümüzde kurumların kendilerini iyi ve doğru bir şekilde paydaşlara anlatmasının, yaşamını devam ettirebilmesi açısından zorunluluk olduğu bir gerçektir. Kurumlar, rekabet ortamı içinde birçok rakiple mücadele etmektedir. Diğer kurumların önüne geçmek, sadece kaliteli ürün/hizmetle ya da ileri teknolojiyle üretim yapmakla mümkün görünmez. Paydaşların kurumu nasıl algıladığı, kurumun yaşamını devam ettirebilmesini ve amaçlarına ulaşılabilmesini sağlayan temel bir belirleyicidir. Örneğin, kurumsal yönetim etkili bir şekilde uygulandığında kurumsal skandallar azalacak veya önlenecektir. Skandallardan uzak olan kurum ise, çevresi tarafından daha iyi olarak algılanacaktır. Dolayısıyla kurumsal iletişim, yönetim sürecinde kurum ile çevresi arasında bir köprü görevi üstlenmektedir. (Öksüz, 2014, 197)

Sonuç

Yaşanan hızlı değişim ve dönüşüm sürecinde artık uzaklık, insanlar arası ilişkilerde belirleyiciliğini önemli ölçüde yitirmiştir. İlişki ağlarının geliştiği bir dünyada kurulan denetimler, toplumsal bağlılıkları oluşturmada tek başına yeterli olamamaktadır. İlişki ağları üzerinde yeni kimlikler oluşmakta ve yurttaş kavramının yanında çağdaş kavramı da gelişmeye başlamaktadır. Çok çeşitli ilişki ağları içindeki insanlar, tek kimlikli olmaktan çıkmakta ve çok kimlikli hale gelmektedirler (Tekeli, 1996, 50).

Yönetişim bir ilişki ağındaki farklı çıkarları çelişebilen, birbirine göre belli ölçüde bağımsız olan aktörlerin, birlikte gerçekleştirdikleri bir yönlendirmedir. Bu bağlamda toplumdaki karşı güçlerin varlığından yararlanarak, kararlılığın sağlanmasında çok uzun süredir kullanılan bir yaklaşımdır (Tekeli, 1996,52). Bu süreçte hiyerarşide üst kademedeki olanın, tek yönlü kararlarıyla yönetilme yerine, otonom çok sayıda aktörün kendi aralarında karşılıklı etkileşimleriyle oluşan yönetim, aktörlerin kendi aralarında uyumu ve koordinasyonu ile sağlanmaktadır.(Özer,2006,84)

Karar süreci ile ilgili olarak; doğru, güvenilir, açık ve net nitelikli bilgilerin zamanında sağlanabilmesi yöneticinin etkili bir iletişim becerisine sahip olmasını gerektirmektedir. Buradan da anlaşılacağı gibi iletişim, örgütlerde yöneticinin sağlıklı ve doğru kararlar alabilmesi için gerekli temel faktörlerden birisidir. Örgütsel ve yönetsel faaliyetlerle ilgili olarak doğru, güvenilir ve gerçekçi kararların alınması için tarafların karşılıklı anlayış içerisinde birbirlerini doğru anlayabilecekleri bir alt yapı, ancak iletişimle mümkün olabilir.

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STRATEGIC IMPORTANCE AND NATURAL RESOURCES OF THE MIDDLE EAST AS A REGION FOR POWER STRUGGLE FOR GLOBAL POWERS

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Abstract: The Middle East region, which is important for centuries because of its location on trade routes, but later, lost its former significance after geographical discoveries, Discovery of petroleum in the early 20th century and opening of Suez Canal in Egypt in 1869 has led the region to regain its former significance.

In this context, the Middle East region is a region where great powers want to dominate due to the its natural resources and strategic transit routes. Particularly, because of its channels and waterways, the Middle East region has an important place in world trade. Furthermore, the Middle East is one of the most vital regions for world energy markets. Oil and natural gas exporting from the region to Europe and America has attracted great powers' attention to the region. The European Union, USA, China and Russia are closely involving with the region to ensure their energy security.

In our work, the routes of strategic transit routes, waterways, strategic ports, roads and railways in the Middle East will be explained. In addition to, we will look at the regional distribution of oil and natural gas resources in the region, oil and natural gas export and production of the region, and the effects of petroleum and natural gas on regional policies of great powers and other states.

Keywords: Middle East, oil, natural gas, strategic importance of the Middle East,

KÜRESEL GÜÇLER İÇİN GÜÇ MÜCADELESİ BÖLGESİ OLARAK ORTA DOĞU'NUN STRATEJİK ÖNEMİ VE DOĞAL KAYNAKLARI

Özet: Ticaret yolları üzerindeki konumu nedeniyle yüzyıllar boyunca önemli bir bölge olan Orta Doğu bölgesi, coğrafi keşifler sonrası eski önemini kaybetmiştir. Fakat 20. yüzyılın başında petrolün keşfi ve Mısır'da 1869 yılında Süveyş Kanalı'nın açılması bölgenin yeniden eski önemini kazanmasına yol açtı.

Bu bağlamda, Orta Doğu bölgesi, doğal kaynakları ve stratejik geçiş yolları nedeniyle, büyük güçlerin domine etmek istediği bir bölgedir. Özellikle, kanalları ve su yolları nedeniyle Orta Doğu bölgesi dünya ticaretinde önemli bir yere sahiptir. Dahası Orta Doğu bölgesi dünya enerji piyasalarında en önemli yere sahip bölgelerden biridir. Bölgeden Amerika ve Avrupa'ya petrol ve doğal gaz ihracı büyük güçlerin dikkatini bu bölgeye çekmiştir. Avrupa Birliği, ABD, Çin ve Rusya enerji güvenliklerini sağlamak için bölgeye yakından müdahil olmaktadır.

Çalışmamızda Orta Doğu'daki stratejik geçiş yollarının güzergahları, su yolları, stratejik limanlar, kara ve demir yolları açıklanacaktır. Bununla birlikte bölgedeki petrol ve doğal gaz kaynaklarının dağılımı, bölgedeki petrol ve doğal gaz ihracı ve üretimi ve petrol ve doğal gazın büyük güçlerin ve diğer ülkelerin bölgesel politikalarına etkilerini inceleyeceğiz.

Anahtar sözcükler: Orta Doğu, petrol, doğal gaz, Orta Doğu'nun stratejik önemi.

Giriş

Orta Doğu toprakları birçok yer altı kaynağına ve uluslararası ticaret ve askeri üstünlük açısından önem teşkil eden geçiş yoluna sahiptir. Bu özellikleri dolayısıyla tarih boyu birçok emperyalist ülke bu ticaret yollarını kontrol altına alma uğraşına girmiştir. Petrolün motorlu araçlarda kullanımının yaygınlaşması ve bölgede yoğun petrol kaynaklarının olduğunun tespit edilmesi de Orta Doğu'nun kaderini her yönüyle etkilemiştir. Kimi halklar için ülkelerinde petrol bulunması onlara kan ve gözyaşı getirmiştir.

Çalışmamızda Orta Doğu'nun stratejik önemini artıran unsurlar olan önemli geçiş yolları, kanallar, limanların yanısıra bölgedeki doğal kaynaklar ve bu doğal kaynaklar üzerinden yapılan uluslararası ticaretin boyutlarını incelemeye çalışacağız.

Geçiş Yolları ve Stratejik Noktalar

Stratejik geçiş yollarına hakim olma ve askeri açıdan üstünlük sağlama düşünceleri Orta Doğu'yu çevreleyen su yolları, kanallar, kara ve demir yolları bölgenin değerini artıran bir unsur olmuştur. Çünkü bu yolların kontrolünü elinde bulunduran güçler ticari ve askeri üstünlüğü de ellerinde bulundurlar. Orta Doğu bölgesi üç eski kıtanın kesişim noktasında olup bu kıtalar arasında adeta bir köprü görevi üstlenmektedir. Daha tarihin ilk zamanlarında bölge doğu-batı ticareti için kavşak noktası durumundaydı. Bugün yapılan birçok arkeolojik kazıda Irak, İran, Suriye ve Anadolu bölgelerini takip eden birçok ticaret yolu ortaya çıkarılmıştır. Eski zamanlarda kervan yolu olarak kullanılan bu güzergahlar teknolojinin ilerlemesiyle birlikte demir ve kara yollarına ev sahipliği yapmaya başlamıştır. (Gözenç, 1999, s. 108-110)

Orta Doğu bölgesi John Mackinder'in Kara Hakimiyet Teorisi olarak bilinen teorisine göre "Heartland" olarak tanımlanan bölgeye yakındır. Orta Doğu bu bölgeye etki edebilecek bir konumda bulunmaktadır. Mackinder'e göre "Heartland" olarak tanımlanan bölge Volga'dan Doğu Sibirya'ya ve o zamanki Sovyetler Birliği'nin kuzey kesimlerinden İran ve Afganistan'a kadar uzanan bölgedir. (Erendil, 1992, s. 34-36)

Bir Anglo-Sakson jeopolitik kuramına göre Avrasya'nın kıyı kuşak ülkeleri bu bölgenin asıl gücünü oluşturmaktadır. Bu bakışa göre İngiltere'den başlayıp Batı Avrupa-Akdeniz'in kuzeyi-Türkiye-İran-Afganistan-Hindistan üzerinden Doğu Asya'ya uzanan hat "kenar kuşak ülkeler" olarak tanımlanır. Bu hatta bulunan Türkiye ve İran bölge dengeleri içinde iki önemli unsur olarak durmaktadır. (Erendil, 1992, s. 34-36)

İlk demir yolu hattı 1850 yılında Fransızlar tarafından İzmir-Aydın güzergahına yapılmıştır. Orta Doğu ülkelerinin çok taraflı olarak faydalanabildiği ilk demir yolu hattına ise İngilizler tarafından başlanmıştır. Proje Anadolu'daki Akdeniz sahil şeridinin Basra Körfezi'ne bağlanmasını amaçlamaktaydı. 1872 yılında İngilizlerin İstanbul Haydarpaşa'dan başlayıp Bağdat'ta bitmesini plandığı proje İngilizler çok küçük bir kısmını tamamladıktan sonra Almanlara verildi. Projenin kapsamı Almanlara verilmesiyle birlikte genişlemiş ve Berlin-Bağdat-Basra projesi halini almıştır. Hat 1896'da ancak Konya'ya gelebilmiştir. 1914 yılında Adana'ya varmıştır. Hattın Bağdat ve Basra'ya ulaşabilmesi 1940 yılında bulmuştur. Bu hat dışında Orta Doğu için önem teşkil eden bir diğer demir yolu hattı Hac Yolu olarak bilinen Suriye, Ürdün, Filistin ve Hicaz güzergahlarını takip eden Hicaz demir yoludur. Daha sonra inşa edilen bir diğer hat Süveyş Kanalı'nın Hayfa, Şam, Humus, Halep üzerinden, Bağdat, Basra ve İstanbul'a bağlanmasını sağlamıştır. (Gözenç, 1999, s. 108-110)

Bölge deniz taşımacılığı alanında önemli limanlara da sahiptir. Bu limanlar özellikle tanker ile petrol taşıma konusunda önemli görevler üstlenmektedir. Bunlara örnek olarak İstanbul, İzmir, İskenderun, Trablus, Beyrut, Yafa ve Hayfa limanları örnek olarak gösterilebilir. (Gözenç, 1999, s. 108-110)

Deniz yolları açısından bakacak olursak deniz üzerindeki stratejik geçiş noktalarına İstanbul ve Çanakkale boğazları, Kızıldeniz'de bulunan Babül-Mendep Boğazı, Basra Körfezi'nin çıkış bölgesinde bulunan Hürmüz Boğazı ve Akdeniz ile Kızıldeniz'i birleştiren Süveyş Kanalı örnek gösterilebilir. İstanbul

ve anakkale boğazları Akdeniz ve Karadeniz'i kontrol etmek için hayati öneme sahiptir. (Erendil, 1992, s. 33)

Öyle ki bu boğazlar Birinci Dünya Savaşı sırasında ilk elden kontrol edilmek istenen yerler olmuştur. İtilaf Devletleri'nin anakkale savaşında başarısız olması bu devletlere oldukça pahalıya patlamış, savaşın süresi uzamış, İttifak Devletleri moral kazanmış ve dahası arlık Rusya'ya yardım ulaştırılamadığı için bu ülkede Bolşevik İhtilali yaşanmış ve dünya tarihinin akışı değişmiştir. Geçiş yollarının önemini idrak etmek bakımından bu örneğin fazlasıyla yeterli olduğu açıktır. (Erendil, 1992, s. 34-36)

Yine Basra Körfezi dünyada petrol ticareti için hayati öneme sahip bir bölgedir. Petrol ihtiyacını karşılamak isteyen ülkelerin gemilerinin buraya güvenle girip çıkması bu ülkeler için çok önemlidir. Süveyş Kanalı da açılışıyla birlikte Mısır'ı bir anda dünya gündemine çıkaran bir geçiş yolu olmuştur. Kanal açılmadan önce Afrika'nın Ümit Burnu'nu dolaşan gemiler kanalın açılmasıyla birlikte bu yolu büyük ölçüde kısaltan Akdeniz-Süveyş Kanalı-Kızıldeniz hattını kullanmaktadır. (Erendil, 1992, s. 34-36) Süveyş Kanalı'nın deniz ticareti için önemi öylesine büyüktür ki Mısır'ın efsanevi lideri Cemal Abdül Nasır'ın 1956 yılında Süveyş Kanalı'nı millileştirdiğini açıklaması sonrası İsrail, İngiltere ve Fransa koordineli olarak Mısır'a saldırmışlardır. (Arı, 2008, s. 259)

Kıbrıs adası bir başka stratejik nokta olarak göze çarpmaktadır. Adanın konumu sadece kontrol ettiği su yollarıyla değil aynı zamanda önemli bir askeri üs ve ikmal noktası olarak da önemlidir. Kızıldeniz Arap Yarımadası ile Afrika kıtasını birbirinden ayıran bir şerit konumundadır. Kızıldeniz üzerinde bulunan Akabe Körfezi vasıtasıyla Ürdün ve İsrail'e denizden ulaşım sağlanır. Akabe Körfezi, Tiran Körfezi yoluyla Kızıldeniz'e bağlanır. Akabe Körfezi'ne adını veren Akabe Limanı'nın karşısındaki Eilat Limanı sayesinde İsrail güney denizlerine çıkış yapar. Akabe Limanı batıda Mısır (Sina), kuzeyde İsrail ve doğuda İsrail ve Ürdün ile çevrelendiği için uluslararası bir niteliğe sahip durumdadır. Ayrıca tüm bu deniz yollarının yanı sıra hava ulaştırma teknolojisinde yaşanan gelişmeler ışığında Orta Doğu bölgesi Doğu-Batı uçuşları arasında bir ikmal ve bağlantı noktası olarak da önemlidir. (Erendil, 1992, s. 34-36)

Bu sayılan geçiş yollarının emperyal devletler açısından önemini anlamak bakımından geçmişte bölgedeki yayılma hareketlerini incelemek gerekmektedir. İngilizlerin bölgede hakimiyet kurmak için faaliyetlere başlaması ve stratejik yerlere doğru harekete geçmesi 19. yy.'ın ilk yarısına tekabül eder. Bu amaçla İngilizler ilk olarak Hint Okyanusu'nu ve Basra Körfezi'ne kadar giden ve önemli bir deniz ticareti güzergahı olan hattı kontrol etmek için Arap Yarımadası'nın güney kıyılarına yerleşmeye başlamıştır. İngilizler 1839'da Aden Körfezi'ne hakim olmak için Yemen sınırlarında olan Aden ilini işgal etti. Süveyş Kanalı açılmadan önce 1858'de Babül-Mendep boğazında bulunan Perim adasını ve 1878'de yine Aden Körfezi ve Babül-Mendep boğazının güvenliğini pekiştirmek için Sokotra adasını işgal etti. Daha sonra Bahreyn ve Katar gibi şeyhliklerle himaye anlaşmaları imzalayarak bölgeyi tamamen kontrol etmeye başladı. Osmanlı Devleti'nin içinde bulunduğu zayıf durum bölgede nüfuz alanı kurmak isteyen devletler için bir fırsat doğurmuştu ve İngilizler bu fırsatı iyi değerlendirerek 1878'de önce Kıbrıs adasını ve sonra da 1882'de Mısır'ı ele geçirdiler. (Karaaslan, 2006, s. 38)

Bu örnekleri daha da çoğaltmak mümkündür fakat bu kadarıyla da maksat hasıl olmaktadır. Stratejik noktaları ele geçirme isteği bu stratejik noktalara çokça sahip olan Orta Doğu bölgesini her daim savaş, çatışma ve çekişmelerin odak noktalarından biri haline getirmiştir.

Doğal Zenginlikler: Petrol ve Doğal Gaz

Motorlu araçların giderek yaygınlaşması ile birlikte petrol de sanayi sektörü için hayati bir ham madde haline geldi. Bir yer altı kaynağının değeri, o kaynağın bir ülkenin ulusal güvenlik politikaları üzerinde etkisi ve ülkenin genel siyasal ve ekonomik yaşamına kayda değer bir katkı yapabilme kapasitesiyle ölçülür. Bu açıdan bakıldığında askeri araçların yapım aşamasından aktif olarak kullanımına, ısınmadan ulaşımına ve diğer pek çok sanayi sektörünün ham maddesi olarak kullanıldığına bakılırsa petrol kesinlikle değerli bir ham maddedir ve maalesef 20. yüzyılın başından beri uğruna savaş çıkartılabilecek bir kaynak olmuştur. Ayrıca yine bir ham maddenin stratejik önemi ham maddeye duyulan ihtiyacın büyüklüğü

ve ihtiya duyulduėu anda ulařabilme imkanı, kaynaėın kullanım alanlarının eřitliliėi, kaynaėa alternatif olabilecek diėer kaynak ve imkanların bulunup bulunmaması veya bulunsa bile ihtiyaa cevap verebilmesine gre deėiřmektedir. (Ayhan, 2006, s. 85-86)

Birok tarihi Birinci Dnya Savařı'nın esas yeri Avrupa iken neden Orta Doėu'ya bu kadar nem verildiėi sorusunu sormaktadır. zellikle savařın sonunda Britanya ve Fransa arasında ıkan gerginlik de yine petrol sahalarının paylařım meselesine dayanmaktadır. (Stern, 2011, s. 43)

Gnmzde geliřmiř sanayi ve teknoloji ihracatsı lkeler srekli olarak petrole alternatif kaynakları ve teknolojileri arařtırmakla uėrařıyorlar. Fakat OECD bnyesinde baėımsız bir kurul olarak alıřan Uluslararası Enerji Ajansı'nın (International Energy Agency- IEA) verilerine gre 1973 yılından 2015 yılına kadar geen srede kullanım oranı %46'dan %32'e gerilese bile hala petrol en ok kullanılan enerji kaynaėı olarak gze arpmaya devam ediyor. Enerji kullanımında petrolden sonra %29'luk oranıyla kmr, %21 ile doėal gaz geliyor. Dnyada net ticaret oranlarına gre en byk petrol ihracatsı lkelerin bařında Suudi Arabistan geliyor. Onu Rusya Federasyonu, Birleřik Arap Emirlikleri, Irak ve Kuveyt takip ediyor. 2015 yılı rakamlarına gre Suudi Arabistan'ın petrol retim miktarı 577.35 milyon tondur. Orta Doėu blgesinde onu 180.83 milyon ton ile Birleřik Arap Emirlikleri, 176.89 milyon ton ile Irak, 165.27 milyon ton İran takip etmektedir. (International Energy Agency, 2015)

Doėal gaz kaynakları aısından da Orta Doėu nemli bir alandır. Dnyanın  byk doėal gaz reticisi lkeleri sırasıyla Amerika Birleřik Devletleri, Rusya Federasyonu ve İran İslam Cumhuriyetidir. İran'ın 2015 yılı rakamlarına gre doėal gaz retimi 155.69 mtep'tir . Onu 145.96 mtep ile Katar ve 71.25 mtep ile Suudi Arabistan takip etmektedir. (International Energy Agency, 2015)

Petrol ve doėal gaz tketim oranları da bize kimin daha fazla bu kaynaklara ihtiya olduėu konusunda fikir vermektedir. Yine 2015 yılı rakamlarına gre petrol tketime konusunda liderliėi Amerika Birleřik Devletlerinin gėslediėini grmekteyiz. Amerika Birleřik Devletleri'nin 2015 yılı petrol tketim miktarı 796.42 milyon tondur. Onu 535.88 milyon ton ile in Halk Cumhuriyeti ve 195.46 milyon ton ile Hindistan takip etmektedir. (International Energy Agency, 2015)

Doėal gaz tketime geldiėinde ise 635.86 mtep ile birincilik yine Amerika Birleřik Devletleri'nde. Onu 365.96 mtep ile Rusya Federasyonu ve 159.23 mtep ile in Halk Cumhuriyeti takip etmektedir. (International Energy Agency, 2015)

Orta Doėu zelinde petrol kaynakları aısından lke lke inceleme yaptığımızda varil bazında karřımıza ıkan sonular řu olmaktadır: OPEC'in 2016 yılı verilerine gre Dnyadaki yaklařık toplam petrol rezervi olan 1.492 milyar varil petroln 857.28 milyar varili Orta Doėu blgesinden ıkarılmaktadır. Bunlar daėılımına baktığımızda yukarıda da belirttiğimiz gibi Suudi Arabistan bařı ekmektedir. Bu lke 266.21 milyar varil petrol kaynaėına sahiptir. 157.20 milyar varil İran İslam Cumhuriyeti, 148.77 milyar varil Irak, 101.50 milyar varil Kuveyt, 98.80 milyar varil Birleřik Arap Emirlikleri, 48.36 milyar varil Libya, 25.24 milyar varil Katar, 12.20 milyar varil Cezayir'in topraklarındadır. (OPEC, 2016)

Bu denli yoėun enerji kaynaėı bulunan Orta Doėu blgesi her daim dikkatleri zerinde ekmiřtir. Gnmzdeki veriler teknolojinin de geliřmesiyle retim yoėun olarak artması sonucu ortaya ıkmıřtır. Oysa petrol 20. yzyılın bařından itibaren bu topraklarda ıkarılmaktadır. 20. yzyılda sanayinin petrole baėımlılıėı arttıėı lde geliřmiř sanayi lkelerinin de blgeye olan ilgisi artmıřtır. Elbette bahsi geen tarihlerde petrol sahibi Orta Doėu lkeleri ne bu petrol ıkaracak teknolojik altyapıya ne de bu petroln piyasa řartlarında karlı řekilde satılmasına aracılık edecek kapitalizm kltr olan řirketlere sahiptir. Bunlar olmayınca bu bořluk geliřmiř sanayi lkeleri tarafından hızla dolduruldu. Doėal olarak bu yabancı řirketler smrgeciliėin řubeleri olarak grld. ngrlen bir sonu olarak bu řirketlere ve onların ihtiyalarına karřı milliyeti eėilimler glendi. (Paul Stevens, 2017)

20. yzyılın bařlarında bu řirketlerin sayısı iki elin parmaklarını gemiyordu. Yedi kız kardeřler adı verilen řirketler byk oranda blgedeki petrol ıkarma ve iřleme faaliyetlerini srdryorlardı. Bu řirketler BP, Chevron, Exxon, Gulf, Mobil, Shell ve Texaco’ydu. Daha sonra Fransız CFP’nin de eklenmesiyle bu řirketler kısaca ‘‘bykler’’ olarak anılmaya bařlandı. Bu řirketler blge lkeleriyle birok uzun sreli imtiyaz anlařmaları imzaladılar. rneđin İran, Suudi Arabistan, Irak ve Kuveyt’le imzalanan anlařmaların ortalama sresi 82 yılı buluyordu. Anlařmaların kapsama alanları oldua geniř tutulmuřtu. yle ki Irak ve Kuveyt’le imzalanan anlařmalar bu lkelerin tm yz lmn kapsamaktaydı. Bahsi geen petrol řirketleri ev sahibi lkeye retilen petrolden ton bařına imtiyaz creti dyordu. stelik řirketler buldukları lkede son derece serbest hareket etme yetkisine sahipti. Anlařmalarda sadece basite ‘‘ petrol sahalarında iyi uygulama yapma’’ gibi hafif maddeler bulunuyordu. Petrol arama faaliyetinin boyutu, keřfedilen yeni rezervlerin ıkarılıp ıkarılmaması, retim seviyesi ve elde edilen petroln nasıl kullanılacađı konusunda tam bir serbestiye sahiptiler. Bir bakıma sz konusu řirketlerin devlet iinde devlet haline geldiđi sylenebilir. Bu durum daha sonra Orta Dođu lkelerinde bir hayli tartıřılabaktı. (Paul Stevens, 2017)

Orta Dođu petrolnn dnya piyasalarına yaygın řekilde aılmasını sađlayan geliřmelere baktıđımızda ilkin karřımıza ıkan řey byk petrol řirketleri arasındaki rekabet olmaktadır. Byk petrol řirketleri arasındaki rekabeti biraz olsun yumuřatmak iin 1928 yılında yapılan bir dzenleme ile Krfez ıkıř noktası adlı bir uygulama hayata geirildi. Bu uygulamaya gre petrol rnleri dnyanın hangi noktasına ihra edilirse edilsin Meksika Krfezi veya Meksika’dan alınmıř gibi fiyat belirlenecekti. Yani dnyanın her yerine tek tip fiyat uygulanacaktı. Bahsi geen tek tip fiyat byk petrol řirketlerinin icadıydı ve hayali bir tařıma cretinin petrol fiyatına eklenmesiyle bulunuyordu. 1944 yılında Amerika Birleřik Devletleri ve Byk Britanya lkelerinin deniz kuvvetleri bu durumu kendi hkmetlerine řikayet etmeye bařladılar. Bu řikayetler sonu verdi ve 1944 yılında Basra Krfezi’nde bulunan İran’ın Abadan Rafinerisi ikinci bir ıkıř noktası olarak belirlendi. Bu karar Orta Dođu’nun ham petroln dnya piyasalarına atı ve stelik tařıma fiyatları da artık Meksika zerinden belirlenen hayali cretlere gre deđil kendi gerek fiyatı zerinden belirlenmeye bařladı. 1945 yılında Orta Dođu petrol piyasası İtalya’ya kadar ulařtı. 1949’da ABD’nin dođu kıyılarına kadar geniřledi. Bylece dnya petrol piyasasına Orta Dođu petrolnn egemen olduđu bir yeni dneme girilmiř oldu. (Paul Stevens, 2017)

Yukarıda imtiyaz anlařmalarının řirketlere verdiđi geniř serbestiden bahsederken bu durumun ileriki zamanlarda eřitli sorunlara yol atıđından bahsetmiřtik. Bu sorunlardan en meřhuru daha sonraki blmlerde ayrıntılarıyla ele alınacak olan İran’da yařanan hadiselerdir. 1907 İngiliz-Rus Smrge anlařması ile İran’ın kuzeyi Rusların, gneyi ise İngilizlerin nfuz blgesi olarak tahkim edilmiřti. (Sander, 2015) İran o dnem Arap lkelerinden daha ileri seviyede petrol ıkarılan bir lkeydi. nk ilk byk petrol sahaları burada keřfedilmiřti. İkin 1902 yılında Britanyalı bir giriřimci olan William Know D’Arcy İran řahından izin alarak lkede petrol aramaya koyuldu ve aramalar sonucu 1908 yılında İran’ın gney batı blgesinde, Mescid-i Sleyman’da byk petrol sahaları keřfetti. 1909 yılında retilimi artırmak ve petrol ıkarılan alanları geniřletmek iin İngiliz-İran Petrol řirketi kuruldu. Bu řirket daha sonra BP adını alacaktı. (Stern, 2011, s. 38)

İran’ın bu durumu uzunca bir sre devam etti. lkedeki İngiliz petrol řirketlerinin ayrıcalıklı durumu sık sık halk tarafından eleřtirilmekteydi. Bu durum İran’ın Byk Britanya hkmetine imtiyaz anlařmasında dzenleme teklif etmesi ve teklifin reddedilmesiyle faklı bir boyuta ulařtı. Teklifin reddedilmesine karřılık olarak İran bařbakanı Muhammed Musaddık İngiliz-İran Petrol řirketini millileřtirdi. Bu rest sonrası Britanya ve onun Batılı mttefikleri İran’dan petrol alımını kesti. (Goldschmidt & Davidson, 2011) Yođun bir darbođaza giren İran ekonomisinin durumu Bařbakan Musaddık’ı zor duruma dřrd ve Ajax Operasyonu olarak bilinen İngiliz-Amerikan ortak yapımı darbe ile Musaddık iktidardan dřrld. (Arı, 2008, s. 251) Bu rnek kısaca o dnem Orta Dođu petrolnn paylařımı meselesinin nelere yol aabildiđini gstermek bakımından idealdir.

İran’dan petrol alımını kesen Batılı lkeler Arap lkelerine ynelmek durumunda kalmıřtı. Bu durumdan kazançlı ıkan Suudi Arabistan, Irak ve Kuveyt oldu. yle ki 1948’de Irak’ta ıkarılan petrol 3.8

milyon ton iken bu rakam 1955 33.1 milyon tona fırladı. Suudi Arabistan için de durum benzerdi. 1944'te 1 milyon ton olan üretim 1954'te 46 milyon tona çıktı. Kuveyt ise 1946'da 800 bin ton olan petrol üretimini 1956'da 54 milyon tona yükselterek hayli karlı duruma geçti. Üretim miktarlarının artması bir yana imtiyaz anlaşmalarında yapılan yeni düzenlemelerle de petrole ev sahipliği yapan ülkelerin koşulları iyileştirildi. Örneğin 1950'de Arap-Amerikan Petrol Şirketi'nin Suud hükümetiyle imzaladığı bir anlaşma ile gelirler %50'şer payla paylaşılacaktı. (Goldschmidt & Davidson, 2011, s. 411)

Bugün Orta Doğu ülkelerinde çıkarılan petrol ve doğal gaz çeşitli aşamalardan sonra Batılı ülkelere ulaşmaktadır. Örneğin Suudi Arabistan'da, ülkenin doğu bölgelerinde çıkarılan petrol ülkenin batısındaki Kızıl Deniz kıyısında kümelenmiş büyük petrol rafinerilerine (Ras Tannura, Rabigh, Yanbu, Riyad ve Jeddah Rafinerileri) boru hatlarıyla taşınmaktadır. Bu büyük petrol rafinerilerinden ise Kızıl Deniz yoluyla batı ülkelerine ihraç edilmektedir. Bu rafineriler günlük yaklaşık 1.6 milyon varil ham petrol işleme kapasitesine sahiptir. Ülkedeki toplam boru hattı uzunluğu yaklaşık 17 bin km.'dir. Irak'ta iki büyük petrol rezerv alanı bulunmaktadır. Birincisi ülkenin kuzeyinde bulunan alandır (şu an Irak Kürt Bölgesel Yönetimi olan yer ve Kerkük), ikincisi ise ülkenin güneyinde, Basra Körfezi'ne yakın olan bölgedeki alandır. İhraç edilen petrolün ana rotaları Basra Körfezi ve Türk limanları üzerinden olmaktadır. Petrol işleme rafinerileri Bağdat ve Kerkük'te yoğunlaşmıştır. (South Front, 2016) Bugün bağımsızlık için referanduma hazırlanan Irak Kürt Bölgesel Yönetimi'nin Kerkük ısrarı, Kerkük'ün enerji koridorundaki önemli bir kavşak olmasında yatmaktadır. (Sputnik Türkiye, 2017)

İran'ın konumu özel bir yere sahiptir. İran yıllardır ABD'nin başını çektiği yaptırımlarla boğuşan bir ülke olarak sahip olduğu doğal gazı Pakistan üzerinden Çin'e ihraç etme uğraşındadır. Ayrıca İran ve Umman arasında yapılan bir anlaşma ile 400 km.'lik bir doğal gaz hattı inşa edilmiş ve Umman, İran'dan doğal gaz almaya başlamıştır. 2014 yılında yapılan anlaşmaya göre Umman, İran'dan günlük 28 milyon metreküp doğal gaz alacaktır. (South Front, 2016)

Burada Türkiye'nin enerji geçiş hattı olması konumuna özel olarak değinilmesi gerekir. Türkiye büyük petrol ve doğal gaz ihraççısı ülkeler ile Avrupa ülkeleri arasında güvenli bir geçiş noktası olma özelliği ile anahtar ülke olarak ön plana çıkmaktadır. Türkiye neredeyse dünyadaki tüm petrol ve doğal gaz rezervlerinin %70'ni üretici ülkelere tüketici ülkelere aktaracak jeopolitik konuma sahiptir. Türkiye halihazırda Mavi Akım aracılığıyla Rusya'dan doğal gaz, Azercan'dan Bakü-Tiflis-Ceyhan Boru Hattı ve Bakü-Tiflis-Erzurum Boru Hattı aracılığıyla petrol ve doğal gaz, Irak'tan Irak-Türkiye Boru Hattı aracılığıyla petrol, İran'dan Tebriz-Ankara Boru Hattı (Doğu Anadolu Doğal Gaz Ana İletim Hattı- İran-Türkiye) ile doğal gaz almaktadır. Ayrıca Azerbaycan doğal gazının Türkiye üzerinden Avrupa'ya sevkini sağlamak ve Türkiye'nin doğal gaz arzını karşılamak üzere oluşturulan Trans Anadolu Doğal Gaz Boru Hattı'nın (TANAP) yapım çalışmaları devam etmektedir. (South Front, 2016) Bu proje kapsamında 2018 yılında Türkiye'ye gaz akışı sağlanması öngörülürken, 2020 yılında ise Avrupa'ya doğal gaz tedarikinin başlaması öngörülmektedir. Ayrıca yine Rusya ve Türkiye arasında imzalanan çerçeve anlaşmasına göre yapımı uzun zamandır beklenen Türk Akım Gaz Boru Hattı projesi için de iki ülke arasındaki ikili görüşmeler sürmektedir. İki hattan oluşan projede bir hat yalnızca Türkiye için doğal gaz tedarik edecekken diğeri ise Türkiye üzerinden Avrupa'ya gaz akışı sağlaması amacıyla inşa edilecektir. Projeye göre 2019 sonuna kadar hattın işletilmeye başlatılması öngörülmektedir. (T.C. Enerji ve Tabii Kaynaklar Bakanlığı, 2018)

Sonuç

Geçmiş dönemde gerek İpek ve Baharat yolları gibi ticaret rotalarının üzerinde olması ve gerekse de üç semavi dinin merkezi konumunda olması nedeniyle Orta Doğu her zaman önemli bir bölge olmuştur. Bugün de neredeyse 20. yüzyılın başından itibaren yaşanan savaş, iç çatışma ve huzursuzlukların kaynağı, bölgenin sahip olduğu stratejik geçiş yolları ve doğal kaynaklardır. Bu unsurları nedeniyle Orta Doğu dün olduğu gibi bugün de ve yarın da gündemde olacaktır.

Büyük güçlerin bölgedeki nüfuz mücadelesi dün olduđu gibi bugün de sürmekte ve bizler bu durumu yaşayarak tatbik etmekteyiz.

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INVESTIGATION TO SOCIAL MEDIA ADDICTION IN TERMS OF SELF-CONCEPT

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Abstract: The purpose of this research is to examine the use of social networking, which is commonly used by adolescents in terms of self-perception of adolescents and consistency between their peers. For this purpose, used who is this technique in the research. The research was carried out on a total of 94 students. 14.9% of the students had less than one hour a day, 37.2% had 1-3 hours per day, 28.7% had 3-5 hours, 9.6% had 5-7 hours and 9.6% had more social they stated that they had spent time in the media. Students emphasized that 7.4% for used social networks, 17% for fun, 3.2% for comfort, 6.4% for information, and 66% used social networks for more than one purpose. It was determined that 94.7% of the students had more than one social network account. In 18.1% of the students, the number of followers was 0-100, 10.6% was between 101-400 and 71.3% was 400 more. It is stated that 18.1% of the students have a follower number between 0-100, 10.6% between 101-400 and 71.3% more than 400. It was determined that 36.2% of the students were like number between 0-100, 20.2% like number between 101-400 and 43.6% like number more than 400. Also, the students stated that 63.8% of they perceived themselves as important, loved and special because of the emoji used messages. According to research findings, social media dependency levels of students vary according to different personality traits. According to different personality traits, there are differences in the duration of social media usage, goals, followers and likes of students.

Keywords: Adolescents, social media addiction, Self-image, self-perception

SOSYAL MEDYA BAĞIMLILIĞININ BENLİK AÇISINDAN İNCELENMESİ

Özet: Bu araştırmanın amacı, ergenler ve gençler arasında yaygın olarak kullanılan sosyal ağ kullanımının ergenin kendini algılaması ile arkadaşlarının ergeni algılaması arasındaki tutarlılığın incelenmesidir. Bu amaçla araştırmada kim bu tekniği kullanılmıştır. Araştırma toplam 94 ergen üzerinde yapılmıştır. Öğrencilerin %14.9'u günde bir saatten az, %37.2'si günde 1-3 saat arasında, %28.7'si 3-5 saat arasında, %9.6'sı 5-7 saat arasında ve %9.6'sı günde 7 saatten fazla sosyal medyada zaman geçirdiklerini belirtmişlerdir. Öğrencilerin %7.4'ü sosyal çevre edinmek için, %17'si eğlence için, %3.2'si rahatlamak için, %6.4'ü bilgi edinmek için, %66'sı ise birden fazla amaç için sosyal ağları kullandıklarını vurgulamışlardır. Öğrencilerin %94.7'sinin birden fazla sosyal ağ hesabı olduğu saptanmıştır. Öğrencilerin %18.1'nin takipçi sayısı 0-100 arasında, %10.6'sının 101-400 arasında ve %71.3'nün 400 den fazla olduğu görülmüştür. Öğrencilerin %36.2'nin beğeni sayısı 0-100 arasında, %20.2'nin 101-400 arasında, %43.6'nın ise 400 den fazla olduğu belirlenmiştir. Ayrıca öğrencilerin %63.8'nin emoji kullanılmış mesajlardan dolayı kendilerini önemsenmiş, sevilen ve özel biri olarak algıladıklarını ifade etmişlerdir. Araştırma bulgularına göre farklı kişilik özellikleri açısından öğrencilerin sosyal medya bağımlılık düzeyleri değişiklik göstermektedir. Farklı kişilik özelliklerine göre öğrencilerin sosyal medya kullanım süreleri, amaçları, takipçi ve beğeni sayıları arasında da farklılıklar bulunmaktadır.

Anahtar sözcükler: Ergen, Sosyal medya bağımlılığı, benlik algısı, benlik imgesi

Giriş

İnternet kullanım amaçlarına göre ilk sırada % 80.9 ile sosyal ağlar gelmektedir (Türkiye istatistik kurumu, 2015). İletişimin en önemli araçlarından biri haline gelen interneti insanların daha çok sosyal amaçlı kullandığı görülmektedir. Kullanıcıların kendi profil sayfalarını oluşturdukları ve bu profil sayfalarında kendi istedikleri içerikleri yayınlatabildikleri web platformlarına “sosyal medya platformu” adı verilmiştir (Ofcom, 2008).

Suler (1996) göre insanlar karmaşık varlıklardır ve bu yüzden davranışlarını karşılayan ihtiyaçları da karmaşık ve çok sayıdadır. Suler (1996) bireyin internet faaliyetlerinin Maslow’un ihtiyaçlar hiyerarşisinde sözünü ettiği basamaklara benzediğini ifade etmiş, dolayısıyla kuramını bu hiyerarşi üzerine geliştirmiştir. Suler’a (1996) göre temelde fizyolojik ihtiyaçlar, sonra kişilerarası temas, sosyal onay ve aidiyet duygusunun ihtiyacı, sonra öğrenme, başarı ve saygınlık ihtiyacı ve en sonda da kendini gerçekleştirme ihtiyacı vardır. Fizyolojik ihtiyacı sex (ki birey sibersex aracılığıyla bu ihtiyacını giderir), kişilerarası temas, sosyal onay ve aidiyet duygusunun ihtiyacı (ki bu internet ortamında insanlarla vakit geçirme paylaşımlarda bulunma konuşma vb), öğrenme, başarı saygınlık ihtiyacı (gerek oyun siteleri gerekse de sohbetler ile sahip olduğu bilgi ile diğerlerinin takdirini kazanma) ve kendini gerçekleştirme (internet ortamının sağladığı olanaklarla ilgi tutum ve kişiliğini geliştirme).

Dikme (2013) gençlerin % 95’nin sosyal ağlar kullandıklarını, sosyal ağları kullananların % 82.5’nin online sohbet etmek için kullandıklarını ifade etmektedir. Alican ve Saban (2013) göre Türkiye’de ortaokul ve lise öğrencilerinin % 89’nun sosyal medya sitelerine üyeliği bulunmaktadır. Eren (2014) ergenlerin %24.74’nün günde bir saatten az, %28.6’nın 1-2 saat arasında, %8.50 nin 3-4 saat arasında ve %16.2 nin 4 saatten fazla internette zaman harcadıklarını belirtmektedir. Erkeklerin kızlara göre sosyal ağları etkileşim amaçlı daha fazla kullandıkları görülmektedir (Eren, 2014). Buna karşın bazı araştırmalarda kızların sosyal ağları daha aktif kullandıkları belirlenmiştir (Mansumitrcchai , Park ve Chiu 2012).

Sakallıoğlu (2015) en çok kullanılan sosyal ağ hesaplarının sırasıyla Facebook, Twitter ve Geogole+ olduğunu vurgulamaktadır. Küçükali (2016) gençlerin sırasıyla % 46.9’nun Facebook, % 14.8’nin twitter, % 26’9’nun İnstagram hesabının bulunduğu da belirtilmektedir. Yılmaz ve Bilgin (2017) Ergenler sırasıyla en çok %76.5 ile Facebook, %73.0 ile Whatsapp, %59.2 ile Instagram, %58.0 ile Geogole +, %57.9 ile Youtube hesaplarını kullanmaktadırlar.

İnsanlar sosyal ağları çeşitli nedenlerle kullanmaktadır. Üyelerin kullanım amaçları siteye göre farklılık göstermekle beraber aile ve arkadaşlarla iletişim kurma (Boyd ve Ellison, 2007), bilgiye ulaşmak ve eğlenme (Lin, Hoffman ve Borengasser, 2013) amaçlı kullanımlar ön plana çıkmaktadır. Akçay (2011) üniversite öğrencilerinin sosyal medyayı daha çok sosyal çevrelerini geliştirmek, resim, video ve müzik paylaşımları yapmak için kullandıklarını ifade etmektedir. Agosto, Abbas ve Naughton, (2012) ve Ahn (2011) ergen ve gençlerin sosyal ağları daha çok başkalarıyla etkileşim için kullandıklarını saptamışlardır. Sosyal medyanın etkileşim amaçlı olarak kullanılmasının nedeni çocuklar ve gençler arasında arkadaşlıkların ve iletişim kurmanın önemli bir ihtiyaç olarak görülmesinden kaynaklanmaktadır (Pahl ve Pevalin, 2005; Subrahmanyam ve Greenfield, 2008).

Sistek-chandler (2012) sosyal ağların olumlu özelliklerini, utangaç öğrencilerin başkalarıyla bağlantı kurmalarına ve akranlarıyla olumlu ilişkiler geliştirmelerine yardımcı olma, öğrencilerin daha çok fikir üretmesine ve paylaşmasına fırsat sağlama potansiyeline sahip olma şeklinde sıralamıştır.

Literatürde ilk olarak 1976 yılında Sandra Ball_Rokeach ve Melvin DeFleur tarafından sokulan Medya Bağımlılığı Kuramı; kitle iletişim sürecinde sosyolojik bir bakış açısı ile yaklaşmakta ve iletişim araçları, sosyal sistem ve izleyiciler arasındaki ilişkilere odaklanmıştır. Medya bağımlılığı “ekolojik bir kuramdır” ve toplumu organik bir yapı olarak görmektedir. Kuram sosyal sistemlerin makro ve mikro parçaları arasındaki “ilişkilere” odaklanmakta ve bu ilişkiler bağlamında da “bağımlılıkları” açıklamaya çalışmaktadır

Sosyal ağ bağımlılığı ile sosyal bağlılık (bireylerin kendisini sosyal ve duygusal ilişkilerinin anlamlı bir parçası olarak hissedip hissetmediğine ilişkin öznel algısıdır) ilişki incelendiğinde Grieve, Indian, Witteveen, Anne-Tolan ve Marrington (2013) sosyal ağ kullanımının sosyal bağlılığın gelişmesini ve sürdürülmesine pozitif katkı sağladığını vurgulamaktadır. Quinn ve Oldmeadow (2013) sosyal ağ kullanan gençlerin kullanmayanlara göre aidiyet duygusunun daha yüksek olduğunu belirtmektedirler. Ayrıca Davis (2001) sosyal ağ kullanımının arkadaşlık ilişkilerini güçlendirdiğini ve sosyal bağlılığı arttırdığını söylemektedir. Bu sonuçlara göre amaca uygun sosyal ağ kullanımı sosyal ilişkilere olumlu katkıda bulunurken, problemlili sosyal ağ kullanımının sosyal ilişkilere zarar verdiği söylenebilir. McIntyre, Wiener ve Saliba (2015) göre internet kompulsif düzeyde kullanıldığında, bireyin anlamlı ve sürdürülebilir ilişkiler geliştirmesi ve kendisini sahip olduğu ilişkilerinin anlamlı bir parçası olarak hissetmesi güçleşmektedir.

Olumlu benlik kavramına sahip olmayan ergen ve gençlerin kendilerini sosyal ağlar aracılığıyla bir gruba dahil etmeye çalıştıkları düşünülebilir. Genç bireylerin sosyal ağları kullanımları ile ilgili iki farklı görüş olduğunu belirtmektedir. İlk görüşe göre sosyal ağlarla iletişimin, yüz yüze iletişime göre daha düşük kaliteye sahip olması nedeniyle sosyal uyum problemleriyle ilişkisi vardır ve sosyal beceri problemi olan gençler internet yoluyla iletişim kurmayı tercih etmektedir. İkinci görüşe göre ise gençler var olan arkadaşlarıyla iletişim kurmayı ve onlarla buluşmayı internet yoluyla iletişim kurmaya tercih ettiklerinden yüzyüze iletişim, uyum sağlamaya yardımcı olmaktadır. Kalpidou, Costin ve Morris (2011) bu bulguları destekler şekilde, genç bireylerin internet kullanımının duygusal ihtiyaçları karşılamaya yetmediğini savunmaktadır.

Bu araştırmanın amacı gençler arasında yaygın olarak kullanılan sosyal ağların benlik algıları ve imgeleleri açısından incelenmesidir. Bu amaçla kim bu? tekniği kullanılmıştır. Kim bu tekniğinde, bireylerin “kendilerini” nasıl gördüklerine ilişkin bilgilerle, gruptaki diğer bireylerin “başkalarının” onları nasıl gördüklerine ilişkin bilgiler sağlanır, gruptaki bireylerin birbirlerine ilişkin tavır, anlayış ve gözlemleri ortaya çıkar. Böylece, bireyin kendini görüşü ile başkalarının onu görüşü arasındaki tutarlılık, uygunluk ile tutarsızlık ve farklılıklar ortaya çıkar (Özgülven, 1998).

Yöntem

Bu çalışmada, benlik algısı ve imgesinin sosyal medya bağımlılığı üzerindeki etkisini inceleyen nedensel karşılaştırma türü betimsel bir çalışmadır yöntemi kullanılmıştır. Bu yöntem insan grupları arasındaki farklılıkların nedenlerini ve sonuçlarını koşullar ve katılımcılar üzerinde her hangi bir müdahale olmaksızın belirlemeyi amaçlayan çalışmalardır (Büyüköztürk, Kılıç-Çakmak, Akgün, Karadeniz ve Demirel, 2016).

Örnekleme

Araştırmada uygun (convenience) örnekleme yöntemi kullanılmıştır. Araştırma toplam 94 öğrenci üzerinde yapılmıştır. Araştırmaya katılan öğrencilerin % 60.6’sı (57) kız, %39.4’ü (37) erkektir. Öğrencilerin %35.1’i (33) 10. sınıf, %64.9’u 11. sınıf öğrencisidir.

Veri toplama araçları

Kim bu?: Sosyometrik yaklaşımlardan biri olan “Kim Bu?” tekniği, bir birlerini tanıyan bir sınıf ya da grup içindeki bireylerin diğer grup üyeleri hakkındaki görüşlerini, belirli özellikleri olan tipleri belirlemek amacıyla kullanılmaktadır. Kim bu tekniğinde, bireylerin “kendilerini” nasıl gördüklerine ilişkin bilgilerle, gruptaki diğer bireylerin “başkalarının” onları nasıl gördüklerine ilişkin bilgiler sağlanır, gruptaki bireylerin birbirlerine ilişkin tavır, anlayış ve gözlemleri ortaya çıkar. Böylece, bireyin kendini görüşü ile başkalarının onu görüşü arasındaki tutarlılık, uygunluk ile tutarsızlık ve farklılıklar ortaya çıkar (Özgülven, 1998). Bu amaçla araştırıcı tarafından bir Kim bu? Soru listesi hazırlanmıştır.

Sosyal medya Bağımlılığı Ölçeği: Sosyal medya bağımlılığı ölçeği (SMBÖ) Van den Eijnden, Lemmens, ve Valkenburgs (2016) tarafından geliştirilmiştir. Ölçek DSM 5’te araştırılacak, kesinleşmemiş

tanılar bölümünde yer alan internet oyun bağımlılığı tanı kriterleri dikkate alınarak tek boyutlu olarak geliştirilmiştir. Ölçek ilk önce 27 madde olarak geliştirilmiş daha sonra 9 maddelik kısa formu oluşturulmuştur. “Evet”, “Hayır” şeklinde puanlandırılan ölçeğin kesme puanı 5’tir. Ölçeğin puanlaması 0-9 puan şeklindedir. Buna göre 9 maddeden 5 ve üstü maddeye “Evet” diyenler sosyal medya bağımlısı kabul edilmektedir. Ölçeğin doğrulayıcı faktör analizi uyum indexlerinin iyi sonuçlar verdiği görülmektedir. ($X(27, n=601) 54.129, p=0.002, CFI: .989, RMSEA=0.041 (90\% CI: .025-.057)$). 9 maddelik ölçeğin 27 maddelik sosyal medya bağımlılığı ile güçlü bir korelasyona sahip olduğu görülmüştür ($R=.94, p<.001$). Ölçeğin güvenilirliği Cronbach Alfa (.082) ile ölçülmüş ve iyi bir güvenilirliğe sahip olduğu görülmüştür ($M=1.52, SD=2.11$)

Bulgular

Araştırmada ergenlerin sosyal medya kullanım süreleri, amaçları, sosyal medya hesapları, takipçi ve beğeni sayıları ile emoji kullanımı ile ilgili görüşleri incelenmiştir. Ayrıca sosyal medya bağımlılığı ölçeği uygulanmıştır. Bu verilerle ilgili sonuçlar tablo 1’de verilmiştir.

Tablo 1. Ergenlerin Sosyal Medya Kullanım Süreleri, Amaçları, Sosyal medya Hesapları, Takipçi ve Beğeni Sayıları ve Emoji Kullanım Görüleri Frekans ve Yüzdeler.

	N	%	Toplam Yüzde
Cinsiyet			
Kız	57	60.6	60.6
erkek	37	39.4	100.0
Sınıf Düzeyi			
10. sınıf	33	35.1	35.1
11. sınıf	61	64.9	100.0
Zaman			
1 saatten az	14	14.9	14.9
1-3 saat	35	37.2	52.1
3-5 saat	27	28.7	80.9
5-7 saat	9	9.6	90.4
7 saat ve üstü	9	9.6	100.0
Kullanım Amacı			
Sosyal çevre edinme	7	7.4	7.4
Eğlenme	16	17.0	24.5
Rahatlama	3	3.2	27.7
Bilgi edinme	6	6.4	34.0
Bireden fazla	62	66.0	100.0
Sosyal Medya Hesap			
Facebook	0	0.0	0.0
İnstagram	2	2.1	2.1
Whatsapp	2	2.1	4.3
Geoogle+	1	1.1	5.3
Bireden fazla	89	94.7	100.0
Takipçi Sayısı			
0-100	17	18.1	18.1
101-400	10	10.6	28.7
401-+	67	71.3	100.0
Beğeni Sayısı			
0-100	34	36.2	36.2
101-400	19	20.2	56.4
401-+	41	43.6	100.0
Emoji Görüşü			
Mutlu	60	63.8	63.8
Önemsiz	34	36.2	100.0

Tablo 1 incelendiğinde, Öğrencilerin %14.9'u günde bir saatten az, %37.2'si günde 1-3 saat arasında, %28.7'si 3-5 saat arasında, %9.6'sı 5-7 saat arasında ve %9.6'sı günde 7 saatten fazla sosyal medyada zaman geçirdiklerini belirtmişlerdir. Öğrencilerin %7.4'ü sosyal çevre edinmek için, %17'si eğlence için, %3.2'si rahatlamak için, %6.4'ü bilgi edinmek için, %66'sı ise birden fazla amaç için sosyal ağları kullandıklarını vurgulamışlardır. Öğrencilerin %94.7'sinin birden fazla sosyal ağ hesabı olduğu saptanmıştır. Öğrencilerin %18.1'nin takipçi sayısı 0-100 arasında, %10.6'sının 101-400 arasında ve %71.3'nün 400 den fazla olduğu görülmüştür. Öğrencilerin %36.2'nin beğeni sayısı 0-100 arasında, %20.2'nin 101-400 arasında, %43.6'nın ise 400 den fazla olduğu belirlenmiştir. Ayrıca öğrencilerin %63.8'nin emoji kullanılmış mesajlardan dolayı kendilerini önemsenmiş, sevilen ve özel biri olarak algıladıklarını ifade etmişlerdir.

Öğrencilerin cinsiyet, sosyal medya kullanım süresi, sosyal medya kullanım amacı, sosyal medya hesabı, takipçi ve beğeni sayısı ile emoji kullanım görüşleri açısından sosyal medya bağımlılığı puanları aritmetik ortalamaları arasında fark olup olmadığı tek yönlü varyans analizi ile test edilmiştir. Bu bulgulara ilişkin sonuçlar tablo 2'de verilmiştir.

Tablo 2. Öğrencilerin Cinsiyet, Sosyal Medya Kullanım Süresi, Sosyal Medya Kullanım Amacı, Sosyal Medya Hesabı, Takipçi ve Beğeni Sayısı ile Emoji Kullanım Görüşleri Açısından Sosyal Medya Bağımlılığı Puanları Aritmetik Ortalamaları, Standart Sapmaları ve Tek Yönlü Varyans Analizi Sonuçları

	N	X	Ss	F	p
Cinsiyet					
Kız	57	3.82	2.07	11.77	.001
erkek	37	2.40	1.75		
Zaman					
1 saatten az	14	1.57	1.01	4.55	.002
1-3 saat	35	3.17	2.06		
3-5 saat	27	3.48	1.52		
5-7 saat	9	4.22	2.38		
7 saat ve üstü	9	4.66	2.87		
Kullan Amaç					
Sos çev edin	7	3.57	2.93	2.39	.057
Eğlenme	16	2.56	1.54		
Rahatlama	3	3.00	2.00		
Bilgi edinme	6	1.33	.081		
Bireden fazla	62	3.61	2.06		
S Medya Hes					
Facebook	0			1.55	.20
İnstagram	2	2.00	1.41		
Whatsapp	2	1.00	.000		
Geoogle+	1	1.00	.000		
Bireden fazla	89	3.37	2.06		
Takipçi Sayı					
0-100	17	2.00	1.69	4.23	.01
101-400	10	3.30	1.63		
401-+	67	3.58	2.11		
Beğeni Sayısı					
0-100	34	2.73	2.00	2.52	.08
101-400	19	3.10	2.13		
401-+	41	3.78	2.01		
Emoji Görüş					
Mutlu	60	3.28	1.96	.01	.91
Önemsiz	34	3.23	2.27		

Tablo 2 incelendiğinde, kız ve erkek öğrenciler arasında sosyal medya bağımlılığı düzeyleri arasında anlamlı fark bulunmuştur ($F=11.77$, $p<.05$). Kız öğrencilerin sosyal medya bağımlılık düzeyleri

($X=3.82$) erkek öğrencilerden ($X=2.40$) yüksektir. Günlük kullanım zamanı açısından bakıldığında, öğrencilerin sosyal medya bağımlılığı düzeyleri arasında da anlamlı fark olduğu bulunmuştur ($F=4.55$, $p<.05$). Günde 1 saatten az sosyal medya kullanımı olan öğrencilerin sosyal medya bağımlılık düzeyleri ($X=1.57$), 5-7 saat arasında günlük kullanımı olan öğrencilerden ($X=4.22$) ve günde 7 saatten fazla kullanımı olan öğrencilerden ($X=4.66$) daha düşük çıkmıştır. Öğrencilerin sosyal medya kullanım amaçları arasında anlamlı farklılık bulunmamıştır ($F=2.39$, $p>.05$). Sosyal medya hesapları açısından da öğrencilerin sosyal medya bağımlılık düzeyleri arasında anlamlı farklılık bulunmamıştır ($F=1.55$, $p>.05$). Buna karşın öğrencilerin takipçi sayıları açısından sosyal medya bağımlılık düzeyleri arasında anlamlı farklılık bulunmuştur ($F=4.23$, $p<.05$). Öğrencilerden takipçi sayısı 0-100 arasında olanların sosyal medya bağımlılığı düzeyi ($X=2.00$), 400 den fazla takipçi sayısı olanların ($X=3.30$) sosyal medya bağımlılık düzeyinden daha düşüktür. Beğeni sayısı açısından öğrencilerin sosyal medya bağımlılık düzeyleri arasında anlamlı bir farklılık bulunmamıştır ($F=2.52$, $p>.05$). Öğrencilerin emoji kullanımları açısından da sosyal medya bağımlılığı açısından anlamlı farklılık bulunmamıştır ($F=.01$, $p>.05$).

Ergenlerin Kim bu uygulamasından elde ettikleri sonuçlara göre sosyal medya bağımlılığı puanları incelenmiştir. Bu amaçla öğrencilerin uyma özellikleri olumlu ve olumsuz özellikler olarak sınıflanmış ve bu özelliklere göre sosyal medya puanları aritmetik ortalamaları arasında anlamlı fark olup olmadığını anlamak için tek yönlü varyans analizi kullanılmıştır. Anılma özellikleri açısından anılma sayıları dikkate alınmış ve bu sayılar aritmetik ortalamaları dikkate alınarak az, orta ve çok olarak üç düzeyde sınıflandırılmıştır. Bu sınıflandırma açısından sosyal medya bağımlılığı puanları aritmetik ortalamaları arasında anlamlı fark olup olmadığı incelenmiştir. Ayrıca emoji kullanımına ilişkin görüşleri anılma sayıları dikkate alınarak tek yönlü varyans analizine göre incelenmiştir. Bu bulgulara ilişkin sonuçlar tablo 3’de verilmiştir.

Tablo 3. Ergenlerin Uyma Özellikleri, Anılma Düzeylerine Göre Sosyal Medya Bağımlılık ve Emoji Kullanımına Göre Anılma sayılarına ilişkin Aritmetik Ortalama, Standart Sapma ve Varyans Analizi Sonuçları

	N	X	Ss	F	p
Uyma					
Olumlu	41	3.17	2.26	.12	.88
Olumsuz	17	3.47	2.39		
Nötr	36	3.27	1.78		
Anılma					
Az	18	3.00	1.87	2.56	.82
Orta	65	3.53	2.18		
Çok	11	2.09	1.13		
Emoji Gör					
Mutlu	60	13.01	2.63	6.41	.01
Önemsiz	34	11.61	2.46		

Tablo 3 incelendiğinde, ergenlerin uyma özelliklerine göre sosyal medya bağımlılığı puanları arasında anlamlı bir fark bulunmamıştır ($F=.12$, $p>.05$). Ergenlerin anılma sayılarına göre de sosyal medya bağımlılığı puanları arasında anlamlı bir fark bulunmamıştır ($F=2.56$, $p>.05$). Buna karşın emoji kullanımını açısından anılma sayıları arasında anlamlı bir fark bulunmuştur ($F=6.41$, $p<.05$). Bu fark incelendiğinde emoji kullanımından dolayı mutlu olanların anılma sayıları ortalamalarının ($X=13.01$), emoji kullanımını önemsemeyenlerin ortalamalarından ($X=11.61$) daha yüksek olduğu görülmektedir.

Sonuç

Sonuç olarak, kız ergenlerin erkek ergenlere göre sosyal medya bağımlılığı düzeyleri daha yüksektir. Sosyal medyada harcanan zaman arttıkça ergenlerin sosyal medya bağımlılığı düzeyleri yükselmektedir. Sosyal medya kullanım amacı ve sosyal medya hesapları ile sosyal medya bağımlılığı arasında anlamlı

bir bağlantı bulunamamıştır. Takipçi sayısı arttıkça ergenlerin sosyal medya bağımlılığı düzeyleri artmaktadır. Beğeni sayısı ve emoji kullanımına ilişkin görüşler ile sosyal medya bağımlılığı arasında da bir bağlantı bulunamamıştır. Ergenlerin hem kendileri hem de arkadaşları tarafından ifade edilmiş (tutarlı) kişilik özellikleri olumlu ve olumsuz olarak ayrılaştırılmış, herhangi bir tutarlılık puanına sahip olmayanlar nötr olarak belirtilmiştir. Bu açıdan bakıldığında tutarlılık gösteren kişilik özellikleri ister olumlu ister olumsuz veya nötr olsun ergenin tutarlılık puanı ile sosyal medya bağımlılığı puanları arasında bir farklılık görülmemiştir. Sadece olumsuz kişilik özellikleri açısından tutarlılık bulunan ergenlerin sosyal medya puan ortalamaları olumlu kişilik özelliklerine sahip olanlardan ve nötr olanlardan daha yüksektir. Ergenlerin anılma düzeyleri ile sosyal medya bağımlılığı arasında da bir fark görülmüştür. Sadece anılma düzeyleri 11-15 puan arasında olanların 11'den az ve 15'den fazla anılma sayısı olanlardan aritmetik ortalamaları daha yüksektir. Ergenlerden emoji kullanımını önemseyenlerin anılma sayıları emoji kullanımını önemsemeyenlerden daha yüksektir.

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PERCEPTION OF THE STUDENTS OF THE FACULTY OF ECONOMICS AND ADMINISTRATIVE SCIENCES OF ERZİNCAN UNIVERSITY ABOUT OMBUDSMAN INSTITUTION IN TURKEY

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Abstract: Ombudsman Institution, which is a non-judicial mechanism, has been established with the 6328 act number. This act came into force in 2012. It aims create an efficient and independent complaint mechanism. Ombudsman Institution, can only act when there is a complaint. does not have the right to act on its own. In other words, it cannot start investigation by itself. Ombudsman institution aims not only to facilitate the daily life of citizens in Turkey, but also strengthen Turkish public administration. On the other hand, there has been many discussions in Turkey about its awareness, its constitutional status and activities which it has been operating in Turkey since 2012.

The most important factor in the success of the ombudsman institution is ensuring its recognition by the citizens and having confidence of society to the institution. In order to be successful, it must have these two features. This study aims to reveal the perceptions of the institution among the students of the Faculty of Economics and Administrative Sciences of Erzincan University. It also aims to reveal the perceptions of students that institution's reputation, awareness, characteristics and to reveal whether there is a perception difference between the different parts of the faculty.

Keywords: Ombudsman Institution, Perception of Ombudsman Institution

ERZİNCAN ÜNİVERSİTESİ İKTİSADİ VE İDARİ BİLİMLER FAKÜLTESİ ÖĞRENCİLERİNİN TÜRKİYE'DE KAMU DENETÇİLİĞİ KURUMU HAKKINDAKİ ALGILARI

Özet: Türkiye'de faaliyette bulunan yargı dışı bir denetim mekanizması olan Kamu Denetçiliği Kurumu 6328 sayılı yasayla kuruldu. Yasa 2012 yılında yürürlüğe girdi. Amacı etkili ve bağımsız bir şikâyet mekanizması yaratmaktır. Kamu Denetçiliği Kurumu, ancak şikâyet üzerine harekete geçebilmekte, resen harekete geçme hakkına sahip değildir. Diğer bir deyişle, kurum kendi kendine soruşturma başlatamamaktadır. Kamu Denetçiliği Kurumu, hem de Türkiye'de vatandaşların gündelik yaşamlarını kolaylaştırmayı hem de Türkiye Kamu yönetimini güçlendirmeyi amaçlamaktadır. Öte yandan, faaliyetlerine başladığı 2012 yılından beri Türkiye'de toplumda bilinirliği, anayasal statüsü ve etkinliği konusunda çeşitli tartışmalar bulunmaktadır.

Kamu Denetçiliği Kurumu'nun başarısında en önemli faktör, vatandaşlar tarafından tanınırlığının sağlanması ve toplumun kuruma olan güveninin sağlanmasıdır. Kurumun başarılı olabilmesi için, bu iki özelliğe sahip olması gerekir. Bu çalışma Erzincan Üniversitesi İktisadi ve İdari Bilimler Fakültesi öğrencilerinin Kamu Denetçiliği Kurumu algılarını ortaya koymayı amaçlamaktadır. Çalışma, ayrıca öğrencilerin kurumun tanınırlığı, bilinirliği, özellikleri konularındaki algılarını da ortaya koymayı ve fakültenin farklı bölümleri arasında bir algı farkı olup olmadığını da ortaya koymayı amaçlamaktadır.

Anahtar sözcükler: Kamu Denetçiliği Kurumu, Kamu Denetçiliği Kurumu Algısı

Giriş

Günümüzde kamu yönetimi oldukça etkin denetim mekanizmaları olan; yönetsel, siyasal, yargısal, kamuoyu, uluslararası ve son olarak temelleri 18.yy İsveç’inde atılan ombudsmanlık sistemi ile denetlenebilmektedir. Ombudsmanlık özellikle batılı gelişmiş ülkelerde kamu bürokrasisini denetlemek, bireyin temel hak ve özgürlüğünü korumak, yönetimin işleyişinde hakkaniyetin sürekliliğini sağlamak ve kurum veya kuruluşların kötü işleyişine karşı bireysel şikayetleri incelemek amaçlı girişilen arayışlar sonucu ortaya çıkmış bir kurumdur.

Bu kurumun sağlıklı bir şekilde işleyebilmesi ve başarılı olabilmesi için halk arasında tanınırlığının ve bilinirliğinin artırılması gereklidir. Bu çalışma Erzincan Üniversitesi İktisadi ve İdari Bilimler Fakültesi öğrencilerinin Kamu Denetçiliği Kurumu’na dair algılarını ortaya koymayı amaçlamaktadır. Çalışma, ayrıca öğrencilerin kurumun tanınırlığı, bilinirliği, özellikleri konularındaki algılarını da saptamayı ve fakültenin farklı bölümleri arasında bir algı farkı olup olmadığını da ortaya koymayı amaçlamaktadır.

Ombudsmanlık Kurumu

Türkiye’de ‘‘Kamu Denetçiliği Kurumu’’ olarak oluşumunu tamamlayıp faaliyetlerini sürdüren kurum dünyada İsveç dilinden türeyen ‘‘ombudsman’’ terimi ile yaygınlık göstermektedir. Kelime anlamı olarak elçi veya vekil manasına gelen ‘‘ombud’’ kelimesinden türeyen ombudsman, idare ile halk arasında elçi görevini üstlenerek, haberleşmeye katkı sağlayan kişi anlamına gelmektedir (Özden, 2010, s. 20).

Kamu Denetçiliği olarak bilinen ombudsmanlık kurumu dayanağını anayasa veya kanunlardan alan, yasama tarafından seçilen, bağımsız ve tarafsız bir organdır. İdare tarafından mağdur edilen vatandaşın hiçbir şekil şartı olmaksızın gelen şikâyet karşısında aldığı kararların hiçbir bağlayıcılığı bulunmamakla birlikte oldukça geniş araştırma ve soruşturma, bir soruna düzeltici ve icrai özellik taşımayan işlem önerisinde bulunma ve bulduklarını kamuoyuna bildirme ve birtakım tavsiyelerde bulunma hakkı olduğu gibi yönetsel kararları ve işlemleri, yönetimin yerine geçip işlem yapamama gibi bu kurumu diğer yargı organlarından ayıran bazı özellikleri de mevcuttur (Oytan, 1975, s. 196).

Kurum kişilerin hak ve özgürlüklerini korumak, iyi yönetim anlayışını yerleştirmek, yönetsel işlemlerde hakkaniyeti sağlamak, vatandaşı kötü yönetime karşı korumak, yönetsel yargının yükünü hafifletmek gibi görevlerini yerine getirmeye çalışırken tam bir özgürlük ve otonomi ile hareket etmektedir (Kaplan, Macit, & Özcan, 2014, s. 80).

Ombudsman, özel raporlarında bilhassa yoğun bir şekilde şikâyet alan kamu kurum ve kuruluşlarını ele alarak, bu kurumlardaki sorunun nerede ve nasıl olduğunu tespit etmektedir. Bu tespitinden sonra bu sorunların nasıl giderilebileceğini ve ne tür yapısal değişikliklerin gerektiği ile ilgili saptamalar yaparak kamu yönetiminin iyileştirilmesine ve yönetim ilkelerinin uygulanmasına katkı sağlayacaktır. Böylelikle kamu yönetimi hesap verilebilir, daha şeffaf ve daha adil bir konuma gelerek vatandaşa yapılan hizmetlerde daha etkin ve kaliteli bir hal almış olacaktır (Kaygısız, 2016, s. 22).

Araştırma Metodolojisi Amacı Ve Kapsamı

Dünyada pek çok ülkede ve Avrupa Birliği gibi ulus üstü bir oluşumda hayata geçirilip başarılı bir şekilde uygulanmaya devam eden ombudsmanlık kurumu, Türkiye’de Kamu Denetçiliği Kurumu adıyla hayat bulup tarafsız ve bağımsız bir denetim yolu olma gayesindedir.

Türkiye’de oldukça yeni bir oluşum olan Kamu Denetçiliği Kurumuna dair farkındalık ve halk tarafından nasıl ve ne kadar algılandığı merak konusudur. Özellikle halkın eğitimli kesimini oluşturan üniversite öğrencileri arasında yapılan bu çalışma eğitimli insanların Kamu Denetçiliği Kurumu konusunda ne kadar bilgi sahibi oldukları ve bu kurumla ilgili fikirlerini ortaya koymak amacıyla bilimsel bir çalışma yapılması amaçlanmıştır.

Dünyanın çoğu ülkesinde faaliyet gösteren ombudsmanlık kurumunun geçte olsa Türkiye’de de faaliyete geçmiş olması şüphesiz olumlu bir adımdır. Ancak toplumda kabul görmesi, tanınması ve güvenilirliği kurumun işlerliğini arttırmak ve daha yararlı bir kurum haline getirmek açısından çok önemlidir. Yargı yollarına göre daha kolay ve ucuz erişilebilir olması bakımından halkın daha fazla tercih etmesinin beklendiği kurumun daha etkin olabilmesi Kamu Denetçiliği Kurumu’nun yukarıda sayılan özelliklerini tam olarak yerine getirmesiyle yakından ilgilidir.

Ölçeğin Hazırlanması

Erzincan Üniversitesi İktisadi ve İdari Bilimler Fakültesi öğrencilerine uygulanan araştırma nicel bir araştırma olup tanımlayıcı ve mevcut durumu ortaya koyma amacı taşımaktadır.

Anket yönteminin kullanıldığı bu çalışmada Erzincan Üniversitesi İktisadi ve İdari Bilimler Fakültesi öğrencilerinin Kamu Denetçiliği Kurumu’nun hakkında bilgi sahibi olup olmadıkları ve kurumu nasıl algıladıkları, kuruma güvenip güvenmedikleri, kuruma başvuru yapıp yapmadıkları ve başvurudan memnun olup olmadıkları hakkında 3 bölüm halinde 20 kapalı uçlu soru sorulmuştur.

400 öğrenciye uygulanan ankette Kamu Denetçiliği Kurumu’nu duymadıkları sorulmuş duymayan öğrencilere anket uygulanmamıştır. Bilgi sahibi olan öğrencilere anketin 2. Kısımında 15 soru uygulanarak nasıl farkına vardıkları, güvenip güvenmedikleri, siteye girip girmedikleri, denetime katkısı olup olmadığı şeklinde sorular sorulmuştur. Anketin 3. Bölümü, başvuru yapan öğrencilere 4 soru şeklinde uygulanmış olup başvurudan ve kurumun tutumundan, personelden memnun olup olmadığı sorulmuştur. Sorulan soruların cevap şıkları birbirine göre farklılık gösterse de genel olarak “Evet”, “Hayır”, “Bilmiyorum”, “Kısmen” şeklinde cevaplar verilmiştir.

Evreni, Örnekleme ve Sınırlılıkları

Araştırmanın evrenini, Erzincan Üniversitesi İktisadi ve İdari Bilimler Fakültesi kapsamında olan Siyaset Bilimi ve Kamu Yönetimi, İşletme, İktisat ve Sosyal Hizmet bölümleri olmak üzere lisans eğitimi gören 400 öğrenci oluşturmaktadır. Bu bölüm öğrencilerinin seçilmiş olmasının sebebi Kamu Denetçiliği Kurumu ile ilgili bazı bölümlerin ders alırken diğer bazı bölümlerin hiç ders almadıklarını ve dolayısıyla bunlar arasında kurum hakkındaki farkındalığın farklı olup olmadığını ölçmektir.

Gönüllü katılımcılarla sınıflarda uygulanmıştır ve katılımcılardan kimlik bilgileri istenmemiştir. Sınıfta öğrencilere kağıtlar dağıtıldıktan sonra kısa bir bilgi verilerek 10 dakika içinde uygulama tamamlanmıştır. Mart 2018’de ölçeğe son şekli verilmiştir.

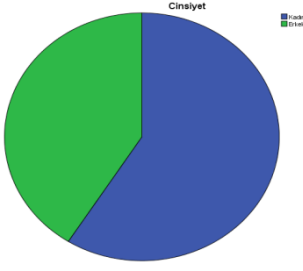
Araştırmanın Bulguları

Tablo 1’de anketteki örnekleme oluşturan öğrenciler ile ilgili özelliklere ait frekanslar ve yüzdeler verilmiştir. Araştırmaya katılan Erzincan Üniversitesi İktisadi Ve İdari Bilimler Fakültesi Öğrencilerinden oluşan 400 (236 Kadın+ 164 Erkek) kişiden oluşmaktadır. Yapılan bu çalışma her bölümden eşit frekans ve yüzdelerle sahip öğrencilere uygulanmıştır.

Tablo 1. Katılımcıların Demografik Bilgileri

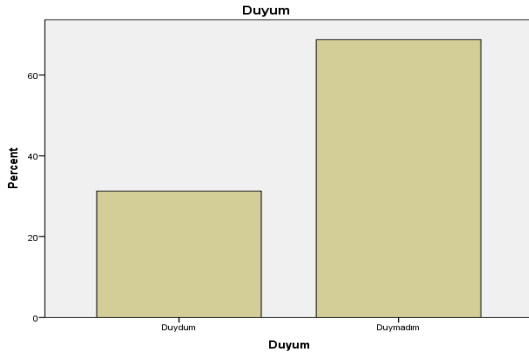
Cinsiyet	Frekans	Yüzde
Kadın	236	59
Erkek	164	41
Bölüm		
Siyaset Bilimi ve Kamu Yönetimi	100	25
İktisat	100	25
İşletme	100	25
Sosyal Hizmet	100	25

Şekil 1. Araştırmaya Katılanların Cinsiyet Dağılımı (%)



Araştırmaya katılan toplam öğrencinin %59'u kadın, %41'i de erkeklerden oluşmaktadır.

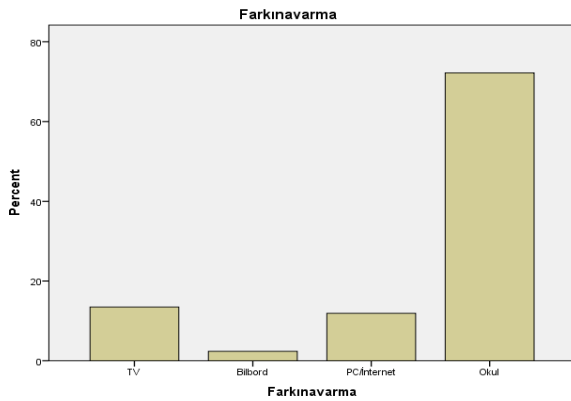
Şekil 2. Kamu Denetçiliği Kurumu'nu (Ombudsman) hiç duydunuz mu?



“Kamu Denetçiliği Kurumu'nu (Ombudsman) hiç duydunuz mu?” sorusuna yanıt veren Erzincan Üniversitesi İktisadi ve İdari Bilimler Fakültesi öğrencilerinin %31,3'lük kısmı duydum derken, oldukça yüksek bir oran olan %68,8'lik kısmı duymadığını belirtmiştir. Öğrencilerin yarısından fazlasının Kamu Denetçiliği Kurumu hakkında herhangi bir duyuma sahip olmadıklarını belirtmeleri, kurumun bilgilendirme faaliyetlerinde ek çabalara ihtiyaç duyduğunun göstergesidir.

Kamu Başdenetçisi Şeref Malkoç, 2016 yılında 10.000 kişiye yapılan Kamu Denetçiliği Kurumunun (KDK) tanınıp tanınmadığı konusundaki araştırmada, "KDK'yi duydunuz mu? diye sorduk. 'Duyduk' diyenlerin oranı yüzde 25." şeklinde bir açıklamada bulunmuştur. Buna göre, çalışmamızdaki KDK'yi duyanların oranı söz konusu çalışmaya göre daha yüksek bir orandır.

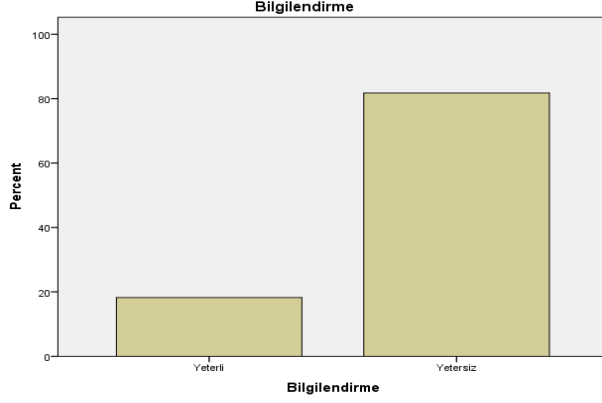
Şekil 3. Kamu Denetçiliği Kurumunun nasıl farkına vardınız?



“Kamu Denetçiliği Kurumu'nun nasıl farkına vardınız?” sorusuna yanıt veren 126 kişiden 17'sinin TV'den, 3'ünün Billboardlardan, 15'inin PC/İnternette, yarısından fazlası olan 91 kişinin de okuldan duy-

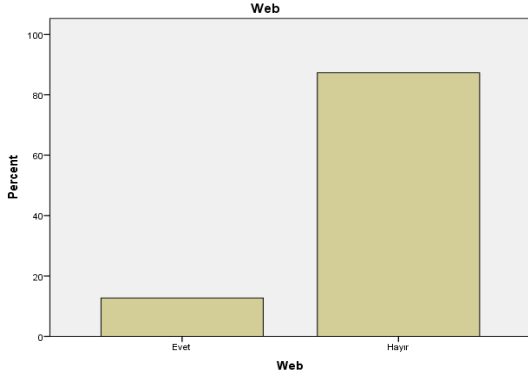
duđu sonucu ortaya çıkmıştır. Bu sonuçlar doğrultusunda kurumun yeteri kadar bilgilendirme faaliyetlerinde bulunmadığı, bireyin aldığı kamu yönetimi derslerinin sonucunda farkına vardığı genel olarak söylenebilmektedir.

Şekil 4. Kurumun halkı bilgilendirme faaliyetleri yeterli mi ?



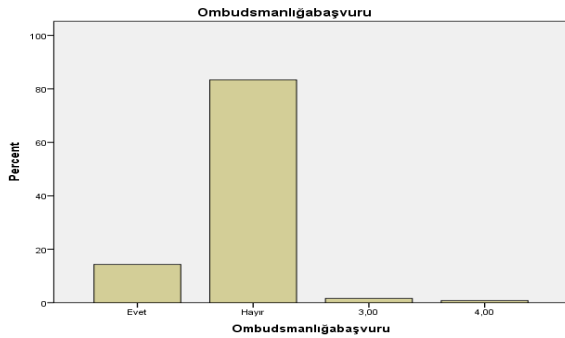
“Kurumun halkı bilgilendirme faaliyetleri yeterli mi?” sorusuna toplam 126 kişiden 23’ü (%18,3) yeterli yanıtı verirken, 103 kişi (%81,7) kurumun bilgilendirme faaliyetlerini yetersiz bulmaktadır. Bu oran hayli düşük bir oran olarak karşımıza çıkmaktadır. Kamu Denetçiliği kurumunun bilgilendirme faaliyetlerini artırması gerektiğini ortaya koymaktadır.

Şekil 5. Kurumun Web sitesine hiç girdiniz mi ?



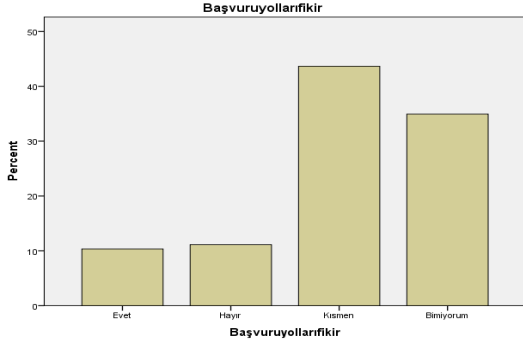
Kurumun resmi internet sayfasına girenler 16 kişi (%12,7) gibi oldukça az bir sayıya sahipken, girmeyenler 110 kişi (%87,3) ile çoğunluğu oluşturmaktadır. KDK’nin gazetelerde, internet sayfalarında ve sosyal medyada ilanlar vererek veya başka şekillerde tanınırlığını artırması gerekmektedir.

Şekil 6. Ombudsmanlık kurumuna başvuru yollarını biliyor musunuz ?



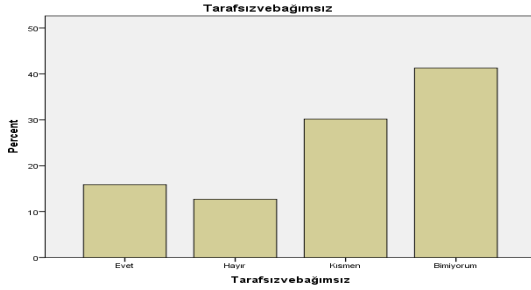
“Ombudsmanlık kurumuna başvuru yollarını biliyor musunuz?” sorusuna verilen yanıtlar çerçevesinde %83,3'lük bir oranla çoğunluk başvuru yolları hakkında bilgi sahibi değilken, sadece %14,3'ü başvuru yollarını bilmektedir. Örneğin, KDK'nın internet sayfasına nasıl girilip başvuru yapılacağıyla ilgili çalışmalar yapılmalıdır.

Şekil 7. Kurumun etkili bir başvuru yolu olduğunu düşünüyor musunuz ?



“Kurumun etkili bir başvuru yolu olduğunu düşünüyor musunuz?” sorusuna %10,3 evet, %11,1 hayır, %43,7 kısmen, %34,9'luk kısmi ise bilmiyorum cevabını vermiştir. Genel olarak evet ve hayır diyenlerin oranı birbirine oldukça yakın olup, çoğunluğu kısmen cevabı oluşturmaktadır. Kısmen ve bilmiyorum cevaplarının diğerlerine nazaran oldukça fazla olması genel olarak insanların kafalarının bu konuda karışık olduğunu göstermektedir.

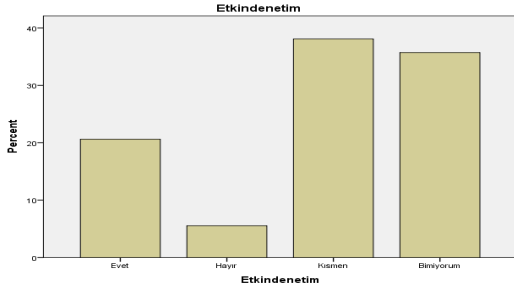
Şekil 8. Kurumun tarafsız ve bağımsız bir kurum olduğunu düşünüyor musunuz?



“Kurumun tarafsız ve bağımsız bir kurum olduğunu düşünüyor musunuz?” sorusuna en büyük kısmı %41,3'lük oranla “Bilmiyorum” cevabı oluşturmaktadır. Bunu %30,2'lik oranla “kısmen”, %12,7'lik oranla “hayır”, %15,9'luk oranla “evet” cevabı takip etmektedir. Vatandaş tarafından kurum faaliyetleri ve işleyişi hakkında bilgi sahibi olunmadığı için tarafsız ve bağımsız olması konusunda yorum yapılamaması normal bir sonuç olarak karşımıza çıkmaktadır.

Süleyman Demirel Üniversitesi Çağatay, Uçar ve Arslan tarafından Kamu Denetçiliği Kurumu'nun Yerel Düzeyde Algılanması: İzmir ve Manisa Barosuna Kayıtlı Avukatlar Üzerine yapılan kamuoyu araştırmasında %28,6'sı Kurumun aldığı kararların bağımsız ve tarafsız olduğuna inanırken, %33'ü kararsız kalmıştır. Çoğunluğu oluşturan %38,4'lük kısım ise kurumun tarafsız ve bağımsız olduğuna katılmaktadır (Arslan, Çağatay, & Uçar, 2013).

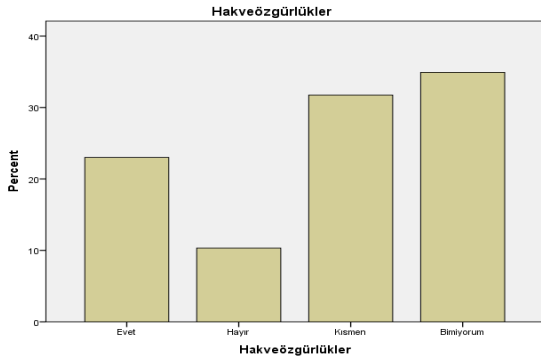
Şekil 9. Kamu Denetçiliği Kurumu etkin bir denetim aracı mıdır?



“Kamu Denetçiliği Kurumu etkin bir denetim aracı mıdır?” sorusuna verilen yanıtlar değerlendirildiğinde “Etkin bir denetim aracı değildir” diyenler %5,6’lık kısım ile en düşük dilimi oluştururken, %38,1’lik oran ile kısmen cevabı en büyük dilimi oluşturmakla birlikte öğrencilerin konuya tam vakıf olmadığını göstermektedir. Ayrıca, etkin bir denetim mekanizması olarak görenlerin oranı hayli düşüktür. Bilmiyorum yanıtını verenleri oranı %35,7 iken evet diyen kesim 20,6’lık bir orana sahiptir.

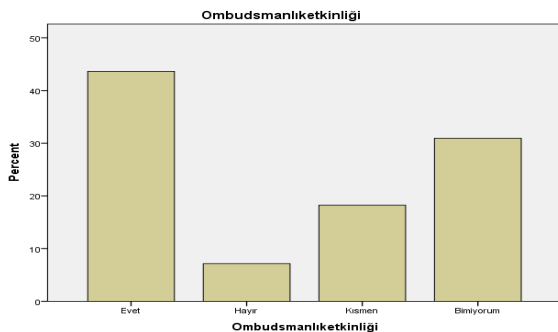
Süleyman Demirel Üniversitesi Çağatay, Uçar ve Arslan tarafından Kamu Denetçiliği Kurumu’nun Yerel Düzeyde Algılanması: İzmir ve Manisa Barosuna Kayıtlı Avukatlar Üzerine yapılan kamuoyu araştırmasında avukatların %35,7’si Kamu Denetçiliği Kurumunun etkin bir denetim aracı olduğunu düşünmekteyken, %30,4’ü ise soru karşısında kararsız olduğunu ifade etmiştir. Çalışmaya katılanların %33,9’u kurumun etkin bir denetim aracı olup olmadığı konusunda olumsuz yanıt vermiştir (Arslan, Çağatay, & Uçar, 2013).

Şekil 10. Kurumun temel hak ve özgürlüklerinin korunmasına katkı sağladığına inanıyor musunuz?



Kurumun temel hak ve özgürlüklerinin korunmasına katkı sağlayıp sağlamadığı şeklindeki soruya verilen cevaplar değerlendirildiğinde öğrencilerin çoğunun %34,9 oranında bilmiyorum cevabını vermesiyle konu hakkında herhangi bir bilgiye sahip olmadıkları sonucu ortaya çıkmaktadır. Temel hak ve özgürlüklerin korunmasına katkı sağladığına inanmayanlar %10,3’lük, inananlar %23’lük, kısmen diyenler ise %31,7’lik dilimi oluşturmaktadır.

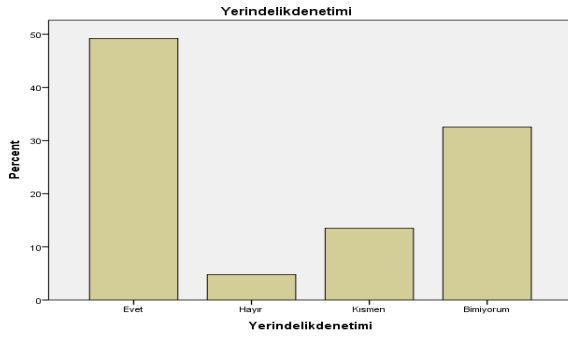
Şekil 11. Yaptırım yetkisinin olmaması ombudsmanın etkinliğini azaltır mı?



Yaptırım yetkisinin olmamasına doğru orantılı bir şekilde etkinliğinin azalacağını düşünenler %43,7'lik oran ile çoğunluğu oluştururken, ters orantılı olacağını yani etkinliğinin azalmayacağını düşünenler %7,1 ile en düşük oranı oluşturmaktadır. %18,3 kısmen cevabını verirken %31'i bilmiyorum diyerek konuyla ilgili fikrini belirtmemiştir.

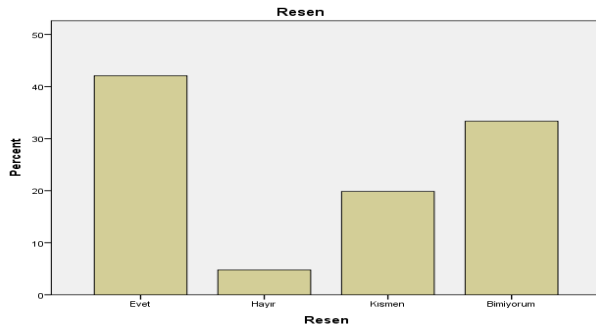
Kaplan, Macit ve Özcan tarafından Tokat ilinde gerçekleştirilen Kamu Denetçiliği (Ombudsmanlık) Kurumu'nun Kamuoyu Algısı Üzerine 434 kişiye uygulanan bir kamuoyu araştırmasında 13,6'lık kısım Kesinlikle katılmıyorum/Katılmıyorum yanıtını vererek kurumun yaptırım yetkisinin olmamasının kurumun etkinliğini olumsuz yönde etkileyeceğini düşünmemektedir. Vatandaşın %26,3'ü bu konuda karsız kalırken, %60,6'sı ise yaptırım yetkisinin olmamasının ombudsmanlığın etkinliğini azaltacağı görüşündedir (Kaplan, Macit, & Özcan, 2014, s. 80).

Şekil 12. Kurumun yerindelik denetimi yapmasını uygun buluyor musunuz?



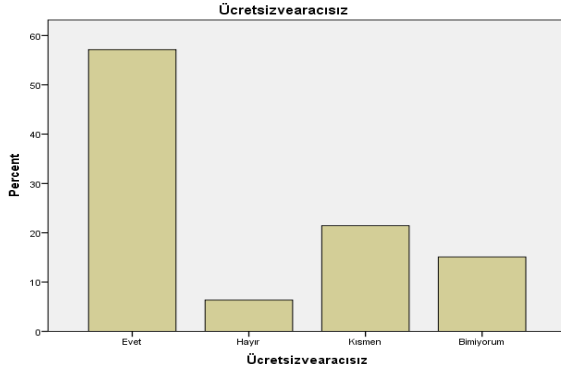
Kurumun yerindelik denetimini uygun bulanlar % 49,2'si ile öğrencilerin yaklaşık yarısına tekabül etmektedir. Kurumun yerindelik denetimini uygun bulmayanlar %4,8'lik bir oranla oldukça düşük bir kısmı oluştururken, % 32,5'i bilmiyorum, % 13,5 ise kısmen cevabını vermiştir.

Şekil 13. Resen harekete geçmemesini büyük bir eksiklik olarak görüyor musunuz?



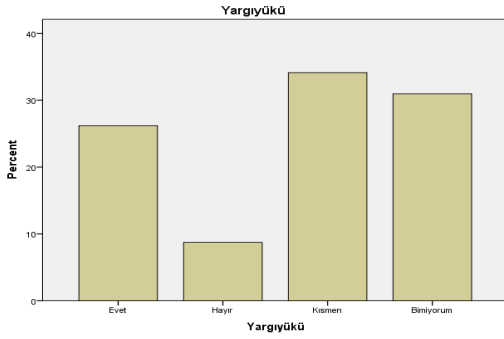
Erzincan Üniversitesi İktisadi ve İdari Bilimler öğrencilerinin büyük bir çoğunluğu Kamu Denetçiliği Kurumunun resen harekete geçmemesini %42,1'lik bir oranla büyük bir eksiklik olarak görmektedir. %33,3'ü bilmiyorum, %19,8'i kısmen yanıtını vermiş ve %4,8'lik oldukça düşük bir oran içerisinde de hayır cevapları yer almıştır.

Şekil 14. Kurumun ücretsiz ve aracısız başvurulabilir olması diğer yargı organları içinde tercih edilebilirliğini artırır mı?



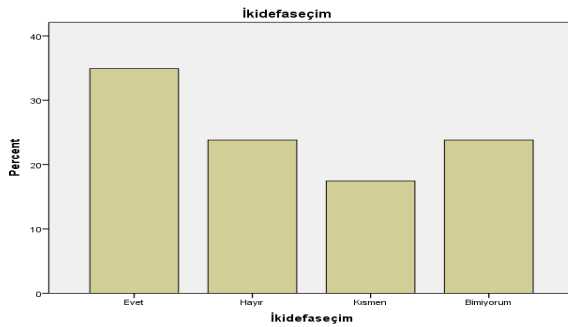
Kamu Denetçiliği Kurumunu diğer yargı organları içerisindeki tercih edilebilirliğini olumlu yönde etkileyen faktörler arasında başvurularının ücretsiz ve aracısız olma özelliği ile ilgili soruya yanıt olarak %57,1'lik gibi yüksek bir oranla evet cevabı verilmiştir. Kurumun bu özelliğinin var olması ile diğer yargı organları içinde tercih edilebilirliğini arttırmaz şeklinde düşünenler %6,3 gibi oldukça düşük oranlı bir kısmı oluşturmaktadır. %21,4 kısmen, %15,1'lik oranda ise bilmiyorum yanıtı ile vatandaşın konuya vakıf olmadığı kanısına varılmaktadır.

Şekil 15. Kurum denetim sistemine katkı sağlayarak yargının yükünü hafifletmekte başarılı mıdır?



Yapılan çalışmadaki verilen yanıtlara göre Kamu Denetçiliği Kurumunu yargıya alternatif bir yol olarak yargının yükünü hafiflettiğine inanların oranı %26,2 iken, %34,1'lik büyük bir çoğunluğu kısmen cevabı oluşturmaktadır. Kurumu bu konuda başarılı bulmayanlar %8,7 gibi oldukça düşük bir oranı kaparken, %31'lik kısım ise bilmiyorum yanıtını verenlerden oluşmaktadır.

Şekil 16. Kamu Baş Denetçisinin iki defa seçilmesi bağımsızlığını ve tarafsızlığını etkiler mi?



Öğrencilerin verdiği yanıtlar doğrultusunda %34,9'luk bir oranla Kamu Baş Denetçisinin iki defa seçilmesi durumu kurumun bağımsızlığını etkiler nitelikte olduğunu göstermektedir. Bilmiyorum ve hayır diyenler %23,8 ile aynı orana sahipken %17,5'i kısmen yanıtını vererek kararsızlığını ortaya koymuştur.

Tablo 2. Kamu Denetçiliği Kurumu'nu (Ombudsman) hiç duydunuz mu?

				Toplam
		Duydum	Duymadım	
Bölüm	Siyaset Bilimi ve Kamu Yönetimi	63	37	100
	İktisat	22	78	100
	Sosyal Hizmet	19	81	100
	İşletme	21	79	100
Toplam		125	275	400

Tablo 2 incelendiğinde Siyaset Bilimi ve Kamu Yönetimi bölümünün Kamu Denetçiliği Kurumunu duydunuz mu sorusuna verdikleri yanıt %63 gibi oldukça yüksek bir orandır. İktisat bölümündeki öğrencilerin sadece %22'si kurumdan haberdarken, %78'inin kurumun varlığından dahi haberi yoktur. İktisadi ve İdari Bilimler Fakültesi bölümlerinden %19 ile en düşük duydum oranına sahip olan Sosyal Hizmet öğrencilerinin %81'i kurumu duymadım yanıtını vermiştir. Son olarak İşletme bölümü öğrencilerinin %21'i Kamu Denetçiliği Kurumu'nu duydunuz mu sorusuna olumlu, geriye kalan %79'u ise olumsuz cevap vererek duymadıklarını ifade etmiştir. Genel tabloya bakıldığında Siyaset Bilimi ve Kamu Yönetimi bölümü dışında kurumun varlığı hakkında bilgi sahibi olanların sayısı oldukça düşük bir oranı oluşturmaktadır. Söz konusu bölüm öğrencileri de KDK hakkındaki bilgiyi Kamu yönetimi alanındaki derslerden öğrenmiş oldukları anlaşılmaktadır.

Tablo 3. Kamu Denetçiliği Kurumunun nasıl farkına vardınız?

						Toplam
		TV	Bilbord	PC/İnternet	Okul	
Bölüm	Siyaset Bilimi ve Kamu Yönetimi	7	2	6	48	63
	İktisat	3	0	2	17	22
	Sosyal Hizmet	2	1	3	13	19
	İşletme	5	0	4	13	22
Toplam		17	3	15	91	126

“Kamu Denetçiliği Kurumu'nun nasıl farkına vardınız?” sorusuna İktisadi ve İdari Bilimler Fakültesi bölümlerinden olan Siyaset Bilimi ve Kamu Yönetimi öğrencilerinin verdiği yanıtlar doğrultusunda genel olarak kurumun okulda farkına varıldığı saptanmıştır. Yine bu öğrencilerin %11'i TV'den, %3'ü bilboardlardan, %10'unun ise PC/internette duydıkları belirlenmiştir. Kamu yönetimi dersleri almayan İktisat bölümü öğrencilerinin çoğunun yine okuldan duyduğu saptanmıştır. Bu öğrencilerin %14'ü TV'den, %9'u PC/İnternette duymuş olup bilboardlar aracılığıyla kurumun farkına varan öğrencilerin olmadığı tespitine varılmıştır. Sosyal Hizmet bölümündeki öğrencilerin %68 gibi oldukça büyük bir kısmı kurumu okulda duydıklarını belirtmiştir. Yanıtlar doğrultusunda öğrencilerin %11'i TV'den, %5'i bilboardlardan ve %16'sı PC/İnternette farkına varmıştır. Yine Kamu yönetimi dersleri almayan İşletme bölümündeki öğrencilerinin çoğu da kurumun varlığını okulda fark etmiştir. %23'ü TV'den, %18'i PC/İnternette fark etmiş olup, kurumu bilboardlardan fark eden hiçbir öğrenci bulunmamaktadır.

Sonuç

Bu araştırmada Kamu Denetçiliği Kurumu hakkında Erzincan Üniversitesi İktisadi ve İdari Bilimler Fakültesi öğrencilerinin farkındalık ve algı düzeyleri belirlenmeye çalışılarak kamu yönetimi dersleri alan (%25) ve almayan öğrenciler (%75) arasında algı farkı olup olmadığı ortaya koyulmuştur. Öğrencilerin Kamu Denetçiliği Kurumu'na yönelik algılarının belirlenmeye çalışıldığı bu araştırmanın bulguları değerlendirildiğinde; kurumun çok az kişi tarafından (%31,3) ve okulda alınan kamu yönetimi dersleri neticesinde bilindiği (%72,2) saptanmış olup ayrıca kurumun bilgilendirme faaliyetlerinin de oldukça yetersiz olduğu (%81,7) ortaya çıkmaktadır. Kurumun resmî web sitesine sayılı kişinin girdiği

(%87,3), ombudsmanlığa başvuru yollarının bilinmediği (%83,3) ve bu başvuru yollarının etkinliğine dair yorum yapılamadığı (%43,7) ortaya koyulmuştur. Ayrıca, anket sonuçlarına göre genel olarak kurumun tarafsız, bağımsız (%41,3) ve etkin bir denetim aracı (%38,1) olup olmadığına, temel hak ve özgürlüklerin korunmasına katkı sağlayıp sağlamadığına (%34,9) ve kurumun denetim sistemine katkı sağlayarak yargının yükünü bir nebze de olsa hafifletmedeki başarısına dair herhangi bir yorumda bulunulmayıp (%34,1) konu hakkında herhangi bir bilgilerinin olmadığı saptanmıştır.

Genel olarak katılımcılar, kurumun yaptırımın yetkisinin olmamasının etkinliğini azaltacağını (%43,7), resen harekete geçmemesinin büyük bir eksiklik olduğunu (%42,1) ve Kamu Baş Denetçisinin iki defa seçilmesinin bağımsızlığını ve tarafsızlığını etkileyeceğini (%34,9) düşünmektedir. Yine verilen yanıtlar doğrultusunda kurumun yerindelik denetimi yapmasının uygun bulunduğu (%49,2) ve ücretsiz ve aracısız başvurulabilir olmasının diğer yargı organlarının içinde tercih edilebilirliğini arttırdığı (%57,1) ortaya koyulmuştur. Son olarak Erzincan Üniversitesi İktisadi ve İdari Bilimler Fakültesi'nin araştırmaya katılan öğrencilerinden sadece 3 kişinin herhangi bir sorundan ötürü kuruma başvurdukları saptanmıştır. Kamu Denetçiliği Kurumu'nun etkin bir şekilde faaliyetlerde bulunarak bireylerin devletin yaptığı işlemler karşısında korunması ve kişinin yönetimde faalleşmesi için kurumun kamuoyundan gelecek desteğe ihtiyacı vardır.

Öğrencilerin Kamu Denetçiliği Kurumu'na dair algısı kapsamında yapılan bu araştırma sonucunda, farkındalığın toplumun her kesimine yayılması gerektiği söylenebilir. Mevzu bahis bu farkındalığın her kesimde artması, vatandaşın ombudsmanlığa dair bilincinin ve duyarlılığının artmasına ve kurumun diğer denetim mekanizmaları içinde oldukça etkin olarak tercih edilmesine katkıda bulunacaktır. Ombudsmanlığın ülkemizde oldukça yeni bir kurum olması sebebiyle halk tarafından etkin bir şekilde kullanılması için kurumun faaliyetleri ile ilgili haberlerin basında daha sık yer alması, dergilerin broşürlerin ve ilgili yayın içeriklerinin oluşturulması büyük bir önem taşımaktadır. Ayrıca, idarenin Kamu Denetçiliği Kurumu'na olan yaklaşımı da kurumun halk tarafından algısını etkileyen faktörler arasındadır.

Kamu yönetimi dersleri olmayan bölümlerde farkındalık oranı çok düşük çıkmaktadır. Bu durum okul dışında bilgilendirme faaliyetlerinin oldukça yetersiz olduğunu göstermektedir. Toplumun okumuş kesiminin kurum hakkındaki duyum oranı oldukça düşükken eğitim düzeyi daha düşük vatandaşların kurum hakkındaki farkındalıklarına dair oranın çok daha düşük çıkacağı tahmin edilmektedir. Ombudsmanlığın etkili bir denetim mekanizması olması ve kendinden beklenen denetçilik rolünü başarılı bir şekilde yerine getirebilmesi için hem tanınırlık hem de güvenilirlik açısından bilgilendirme faaliyetlerinin daha yoğun bir şekilde yapılması gerekmektedir.

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THE EUROPEAN UNION AND THE OMBUDSMAN INSTITUTION IN TURKEY AT EU ACCESSION NEGOTIATIONS

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Abstract: The creation of an independent and impartial Ombudsman Institution is very important. It has made a significant contribution to democracy in many countries. Ombudsman institutions have existed in all the Member States of the European Union, for many years. In addition, there is an European Ombudsman, which is separate from national ombudsman institutions, is responsible for good governance, human rights, rule of law in the European Union. Furthermore, all candidate countries have also Ombudsman Institutions.

Turkey, only candidate country that does not have an ombudsman institution, established Ombudsman Institution in 2012 with the support of the European Union. The establishment of the Ombudsman Institution is a milestone event in Turkey-EU negotiation process. After the establishment of the Ombudsman Institution, the European Union's interest to the new institution has not ended. It has continued to be interested in this institution and has made suggestions for the establishment of an independent and impartial ombudsman organization that works better. The European Union has evaluated the work carried out in the field of Ombudsman Institution and directed Turkey with the Accession Partnership Documents and European Commission's progress reports.

The main purpose of this work is to assess the role played by the European Union Institution in the creation and development of the Ombudsman Institution in Turkey by Accession Partnership Documents, Progress Reports and statements of European Ombudsman.

Keywords: Ombudsman Institution in Turkey, Turkey-EU accession negotiations

AVRUPA BİRLİĞİ VE KATILIM MÜZAKERELERİNDE TÜRKİYE KAMU DENETÇİLİĞİ KURUMU

Özet: Bağımsız ve tarafsız bir Ombudsman kurumunun kurulması çok önemlidir. Kurum pek çok ülkede demokrasiye önemli katkılarda bulunmuştur. Ombudsmanlık kurumları yıllardır bütün Avrupa Birliği üyesi ülkelerde vardır. İlaveten, ulusal ombudsmanlık kurumlarından farklı olarak Avrupa Birliği'nde iyi yönetim, hukukun üstünlüğü ve insan haklarından sorumlu bir de Avrupa Ombudsmanı vardır. Üstelik, tüm aday ülkelerde de ombudsmanlık kurumu vardır. Türkiye, ombudsmanlık kurumuna sahip olmayan tek AB adayı ülke olarak 2012 yılında Avrupa Birliği'nin desteğiyle Kamu Denetçiliği Kurumu'nu kurdu. Kamu Denetçiliği Kurumu'nun kurulması Türkiye-AB müzakere sürecinde dönüm noktası bir olaydır. Kamu Denetçiliği Kurumu'nun kurulmasından sonra da Avrupa Birliği'nin bu yeni kuruma olan ilgisi bitmedi. Daha iyi işleyen, bağımsız, tarafsız bir Kamu Denetçiliği Kurumu'nun oluşturulması için önerilerde bulundu. Avrupa Birliği, Kamu Denetçiliği Kurumu hakkında yapılan işleri değerlendirdi ve Türkiye'yi Avrupa Komisyonu'nun ilerleme raporları ve Katılım Ortaklığı Belgeleri vasıtasıyla yönlendirdi. Bu çalışmanın temel amacı, Türkiye'de Kamu denetçiliği Kurumu'nun oluşturulmasında ve geliştirilmesinde Avrupa Birliği'nin Avrupa Ombudsmanı'nın açıklamaları, Avrupa Komisyonu'nun ilerleme raporları ve Katılım Ortaklığı Belgeleri vasıtasıyla oynadığı rolü değerlendirmektir.

Anahtar sözcükler: Kamu Denetçiliği Kurumu, Türkiye AB katılım müzakereleri

Giriş

Yaklaşık altmış yıllık bir geçmişe sahip olan Türkiye-Avrupa Birliği ilişkilerinin dönüm noktası 1999 yılında Türkiye'nin AB'den üyelik statüsü almasıdır. Türkiye'yi üyeliğe hazırlamak amacıyla 1998 yılından itibaren her yıl yayınlanan Komisyon ilerleme raporlarıyla gelişmeleri yakından izlemiş, 3 Ekim 2005'te AB-Türkiye ilişkilerinde tam üyelik müzakereleri başladıktan sonra AB, Türkiye'deki siyasi ve ekonomik reformların hayata geçirilmesiyle daha fazla ilgilenmiştir.

Avrupa Birliğine üyelik müzakereleri kapsamında Türkiye, Kamu Yönetimi alanında oldukça önemli reformlar gerçekleştirmiştir. Bu reformlardan bir tanesi de Kamu Denetçiliği Kurumu'nun kurulmuş olmasıdır. Kamu Denetçiliği Kurumu (KDK), Avrupa Birliği' ne aday olan ülkelerin hepsinde var olmasına karşın kurumun olmadığı tek ülke olan Türkiye'de Avrupa Birliği Ombudsmanı' nın önemli teşvik ve yardımlarıyla 14.06.2012 tarihli 6328 sayılı kanunu ile faaliyete geçmiştir.

AB, KDK konusunda düzenli olarak yayınlanan İlerleme Raporları ve Katılım Ortaklığı Belgeleri ile Türkiye'yi yönlendirmiş, Kamu Denetçiliği Kurumu alanında yapılan çalışmaları takip ederek gözlemlemiş ve değerlendirmiştir. AB'nin Türkiye'de idari yapısı içinde kamu yönetimi alanında talep ettiği değişiklikler, genelde hükümetlerce gündeme taşınmış ve uygulamaya uygulamaya çalışılmış olsa da birtakım eksiklikler hala mevcuttur.

Bu çalışmanın temel amacı, Avrupa Birliği'nin Kamu Denetçiliği Kurumu'nun hayata geçirilmesinde ve geliştirilmesinde oynadığı rolü değerlendirmek ve bu konuda ülkemize ne tür eleştiriler getirdiğini, kurumun oluşturulması doğrultusundaki önerilerinin neler olduğunu ve kurumun hali hazırda çalışmaları ve yapısı hakkındaki değerlendirmelerini ve önerilerini ele almaktır.

AB Müktesebatının Üstlenilmesine İlişkin 2001, 2003 ve 2008 Yılı Türkiye Ulusal Programlarında Ombudsmanlık

AB'ne içerik ve idari kapasite bakımından uyum sağlanması amacıyla 2001'de yayınlanmış olan Ulusal Programın Hizmetlerin Serbest Dolaşımı başlığı altında bulunan; Türkiye Bankalar Birliği nezdinde bankacılıkla ilgili "*Ombudsmanlık müessesesinin kurulmasında da yarar görülmektedir*" ifadesiyle kurumun kurulmasının gerekliliğine işaret edilmiştir. Bunun bir sonucu olarak Gereklili Kurumsal Değişiklikler bölümünün altında "*Topluluk üyesi ülkelerde bankacılıkla ilgili ombudsman sistemlerinin incelenmesi*" gerektiği ifade edilmiştir (2001 Yılı Türkiye Ulusal Programı, 2001).

2003 yılı Ulusal Programında ombudsmanlık kurumuna herhangi bir atıfta bulunulmamıştır (2003 Yılı Türkiye Ulusal Programı, 2003).

2008 Ulusal Programında tekrardan ombudsmanlık kurumundan bahsedildiği görülmektedir. Programın "Siyasal Kriterler" ana başlığının altında bulunan "Kamu Yönetiminin İşlevselliği" başlığı içeriğinde Kamu Denetçiliği Kurumunun kurulması gerektiği yinelenmiştir. Anayasa Mahkemesinin 5548 sayılı Kamu Denetçiliği Kurumu Kanunu'nun tümünün iptal edilmesi için verdiği kararın, 2008 Ulusal Programının da yer aldığı aynı tarihte 6. mükerrer Resmî Gazete' de yayınlanmış olmasını ilginç bir rastlantı olarak belirtmek gerekir.

Programın ilerisinde bulunan Yargı ve Temel Haklar ile alakalı kurumun yapılanmasıyla ilişkin takvimde 2009 yılında Kamu Denetçiliği Kurumu'nun kurulması kararlaştırılmıştır. Kurumun kuruluşu için gerekli sorumluluk Adalet Bakanlığına verilmiş, AB bütçesinden de 1.170.000 Avroluk gelir tahsis edilmiştir (<https://www.ab.gov.tr/42260.html>, 2008).

Türkiye için Katılım Ortaklığı Belgelerinde Kamu Denetçiliği Kurumu

Katılım Ortaklığı Belgeleri (KOB), adaylığı resmi bir şekilde kabul edilmiş olan her bir ülke için Avrupa Komisyonunun hazırlamış olduğu ve Konsey tarafından da bizzat onay alınan daha sonra ise AB Resmî Gazetesinde yayıma giren belgelerdir. Bunun bir sonucu olarak KOB' un AB müktesebatının ayrılmaz bir parçası olduğunu söylenebilir. Aday ülkeler için bu belgeler izleyecekleri stratejiler açısından bir tür yol haritası işlevini görmektedir. Belgenin içeriğinde ülkelerin üyelik için alması gereken birtakım önlemler, kısa ve orta vadeli öncelikler, siyasi ve ekonomik kriterler ile AB müktesebatına uyum başlıkları (mevcut durum itibarıyla 35 fasıl) yer almaktadır.

Buna ek olarak yine belgenin içeriğinde AB'nin mali yardımlarıyla ilişkili maddelere de yer verilmiştir. Belgede yerini alan alt başlıklardan kısa vadeli önlemlerin KOB' un yayım tarihiyle birlikte yaklaşık 1-2 yıl, orta vadeli önlemlerin ise yaklaşık 3-4 yıllık bir zaman dilimi içinde uygulandığı görülmektedir. Artan ihtiyaçlarla beraber sürekli güncellenen KOB' tan aday olan ülkenin yerine getirdiği maddeler çıkarılır, diğer önlemler içinse yeni bir zaman dilimi belirlenir. Bu belgeler vasıtasıyla ülkelerin ilerlemeleri ölçülür ve ileriye dönük zamanlarda meydana gelebilecek siyasi reformları gösterebilmesi açısından da oldukça önemlidir.

2001 ve 2003 yıllarında hazırlanmış olan Katılım Ortaklığı Belgelerinde ombudsmanlık kurumunun oluşturulmasına dair herhangi bir atıfta bulunulmamıştır. 2006 yılındaki Katılım Ortaklığı Belgesinde; "Kısa Vadeli Öncelikler" başlığı altında Kamu Yönetimi demokrasi ve hukukun üstünlüğüne ilişkin "Bütünüyle işleyen bir Kamu Denetçiliği (Ombudsman) sisteminin kurulması" şeklinde tavsiye de bulunduğu görülmektedir (2006 Yılı Katılım Ortaklığı Belgesi, 2006).

2008 yılı KOB'nde ise aynı şekilde "Kısa Vadeli Öncelikler" başlığı altında Kamu Yönetimi demokrasi ve hukukun üstünlüğüne ilişkin "Tam anlamıyla işleyen bir Ombudsman sistemini kurmayı amaçlayan mevzuatın uygulanması" ifadelerine yer verilmiştir (2008 Yılı Katılım Ortaklığı Belgesi, 2008).

Türkiye için Düzenli İlerleme Raporlarında Kamu Denetçiliği Kurumu

İlerleme Raporları, Ulusal Program ve Katılım Ortaklığı Belgeleri haricinde ülkelerin adaylık statüsü kazanması ile birlikte gelişen süreçte hazırlanmaya başlanılan bir diğer belgedir. İlerleme Raporlarının içeriğinde komisyonun, aday ülkelerin müktesebata uyum çalışmalarında gelmiş oldukları noktaları veya ilerlemelerinde gözlemediği eksikliklerin değerlendirilmesi bulunmaktadır. Komisyon, bu değerlendirmeyi yaparken aday ülke çerçevesindeki AB Delegasyonu'ndan, AGİT ve uluslararası finans kuruluşlarından, sivil toplum örgütlerinden ve aday ülkedeki kamu kurum ve kuruluşlarından resmi bir biçimde gelen geri bildirimlerden yararlanır (<https://www.ab.gov.tr/46224.html>, 2017).

Türkiye'nin Birlik kriterlerine uyum sağlama noktasında ne kadar ilerlediğinin belirlenmesi açısından İlerleme Raporları ülke bazında oldukça önemli bir rapordur. İlerleme Raporları incelendiğinde, ülkemizdeki ombudsmanlık kurumunun kurulmasına yönelik çalışma ve tartışmalara paralel bir şekilde yaklaşık 10 yıllık bir süre zarfında devamlı eleştiri konusu yapıp çözülemediği sorunuyla karşılaşılmaktadır (Erdengi, 2009). Türkiye'de kurumun olması gerekliliğinin vurgusu Avrupa Birliği adaylık döneminde de önemli bir başlık olarak İlerleme Raporlarında yer bulmaktadır.

1999-2003 yılları arası yayımlanan raporlarda KDK kavramı geçmeden, genel olarak Türkiye'de demokrasi ve hukukun üstünlüğüne katkı sağlamak amacıyla olması gereken kurumsal reformların gerçekleştirilmesinin ağırdan alındığına, askeriye yönelik sivil denetim mekanizmalarının var olmamasına yönelik birtakım sorunlara vurgu yapılmaktadır (Pınar, 2014).

Kurum 2004-2016 yılları arasında yayımlanan raporlarda ise yasal ve teorik birtakım eleştiriler çerçevesinde yer almıştır.

Avrupa Birliği'ne üye olma yolunda ilerleyen Türkiye'de, "Demokrasiyi, hukukun üstünlüğünü, insan haklarını ve azınlık haklarını güvence altına alan kurumların varlığı" olarak ifade edilen Kopenhag Siyasi Kriterlerinin yerine getirilmesine yönelik gelinen noktalar ve ilerlemeler, İlerleme Raporlarının "Siyasi Kriterler ve Güçlendirilmiş Siyasi Diyalog" bölümünün altında bulunmakta ve Kurumun göstermiş olduğu faaliyetlerde olumlu veya olumsuz bir şekilde bu başlık altında yorumlanmaktadır (KDK 2015 Yılı Yıllık Raporu, 2015).

1998 Yılı İlerleme Raporu'nun içeriğinde kamu kurum ve kuruluşlarının kötü işleyişiyle ilgili şikayetleri incelemekle görevli olan ombudsmanlık kurumunun kurulmasıyla insan hakları konusunda ilerlemeler kaydedeceği belirtilmiştir. Raporunda ayrıca, “*Ombudsman: Kamu organ ve kurumlarının kötü işleyişiyle ilgili şikayetleri incelemekle görevli kişi*” olarak tanımlanmıştır (1998 Yılı Türkiye İlerleme Raporu, 1998).

2004 Yılı Türkiye İlerleme Raporunda Türkiye Programı içinde yer alan Ulusal Program için tahsis edilen 235,6 milyon Avro'dan mevzu bahis edilerek mali yardıma konu olan faaliyetler sayılmıştır. Raporunda ayrıca, ombudsmanlık kurumunun Kopenhag siyasi kriterlerinin içerisinde “...ve bir ombudsman birimi kurulmasını desteklemek amacıyla yapılan faaliyetler mevcuttur” ifadesiyle bu mali yardımlar kapsamında olduğu belirtilmiştir.

Mali yardım adı altında yapılan söz konusu faaliyet, Adalet Bakanlığı kapsamında 2003 yılında oluşturulmuş olan “Ombudsman Sisteminin Kurulmasına Destek Projesi”dir. Eşleştirme Projesi Başlığı altında bulunan, Yunanistan ile Avusturya'nın birlikte çalışmaları ve katımları sonucu gerçekleştirilmek istenen projenin amacı, ülkedeki kamu kurum ve kuruluşlarının uygulama doğrultusundaki kapasite hacminin artırılması olarak belirtilmiştir. Ombudsmanlık kurumunun kurulmasına dair uygulanma süresi iki yıl olan bu projede, uluslararası belirli ölçülere uyularak gerekli olan teknik alt yapının oluşturulmasına dikkat çekilmiştir.

Söz konusu bu projeye göre; Ombudsmanlığın kurumsal alt yapısının temelleri güçlendirilecek, kurum içinde yer alan personeller oldukça yoğun bir eğitime tabii tutulacak izleme düzenekleri geliştirilecek, ilgili kurum ve kuruluşlar içinde koordinasyon çalışmaları oluşturulacak, ombudsmanlık ile alakalı bir takım politikalar belirlenecek ve kamunun bilinci arttırılmaya çalışılacaktır (Erdengi, Ombudsman: Dünya Uygulamaları Ve Türkiye, 2009, s. 196).

Bu proje için AB tarafından tahsis edilen mali katkı payı 1.170 milyon Avro'dur. Projenin öne sürülen şartı olan ülkede bir ombudsmanlık kurumunun kurulması yerine getirilemediği için proje, Temmuz 2005 tarihinde uygulamaya koyulacakken, iptal edilmiştir. Bu tarihe kadar geçen sürede ombudsman vari bir sistemin meydana getirilmesinde yasal temelin oluşturulması çabaları haricinde herhangi bir ilerlemeye rastlanılmamaktadır (2004 Yılı Türkiye İlerleme Raporu, 2004).

2005 Yılı Türkiye İlerleme Raporu'nda diğer yıllardan farklı olarak ilk defa ombudsmanlık kurumuna AB tarafından eleştirisel bir tutum sergilendiği görülmektedir. Raporunda “*Ombudsman*” kurulması konusunda hiçbir gelişme olmamıştır. Bu makam, kamu idaresinin etkinliğinin artırılmasında ve suistimalin ortaya çıkarılmasında kilit bir kurum olacaktır. ” ifadelerine yer verilerek eleştirel bir yaklaşım ortaya konulduğu saptanmıştır. Bu eleştirilerin asıl sebebi olarak Ombudsman Sisteminin Kurulmasına Destek Projesi'nin ön şartları sağlayamaması sebebiyle başlatılamaması olarak düşünülmektedir (2005 Yılı Türkiye Ulusal Programı,2005).

2006 Yılı Türkiye İlerleme Raporu'nda TBMM tarafından onaylanan Kamu Denetçiliği Kurumu'nun oluşturulmasına ilişkin kanunun kabul edilmesinin memnuniyet verici bir durum olduğu ifade edilmiştir. Bu durum 2006 İlerleme Raporunda KOB'nde de var olan oldukça önemli bir adım olarak belirtilmekte ve atılan bu adımın bireyin yönetimi takip etmesi için kurumsal çerçeveyi oluşturduğuna dair olumlu eleştiriler yapılmaktadır.

Raporunda genel olarak Cumhurbaşkanı tarafından veto edilerek anılan Kanun'un kurumun oluşturulmasındaki hayati önemine dikkat çekilmiştir. Raporun devamında kurumun kamu yönetiminde şeffaflık ve hesap verilebilirlik ilkelerine katkıda bulunacağı şeklindeki beklentilere yer verilmektedir (2006 Yılı Türkiye İlerleme Raporu, 2006).

2007 Yılı Türkiye İlerleme Raporu'nda Cumhurbaşkanı Sezer'in hükümet ile gerginliği neticesinde Ombudsmanlık Yasası gibi siyasi reformları içeren pek çok yasayı veto etmesi ve bu durumun reform çalışmalarını yavaşlatacağına dair olumsuz eleştirilerde bulunmaktadır. Ayrıca insan haklarının geliştirilmesi ve korunmasına dair kurulması gereken kurumlarda herhangi bir ilerlemenin olmaması eleştiri konusu olmuştur (2007 Yılı Türkiye Ulusal Programı,2007).

2008 Yılı Türkiye İlerleme Raporu'nda AB Komisyonunun bu zamana kadarki en geniş değerlendirmesini yapmaktadır. Raporunda kurumun yokluğunda vatandaşın mağduriyeti durumunda başvurabileceği

tek çarenin yargı yolu olduğu olumsuz bir şekilde belirtilirken kurumun kurulması neticesinde yönetimde gerçekleşecek düzelmeler sayılmıştır. Diğer raporlarda olduğu gibi ombudsmanlık kurumun hala oluşturulamamasının ve ayrıca Cumhurbaşkanı'nın veto ettiği kanundan sonra geçen zamanda herhangi bir ilerlemenin olmadığına altı çizilmiştir. Raporda ayrıca "*Gecikmiş olan Ombudsman sisteminin kurulması, toplumdaki gerilimleri önlemek için kilit önemdedir.*" ifadesiyle kurum, toplumsal çatışmayı önleyici bir unsur olarak görülmüştür (2008 Türkiye Yılı İlerleme Raporu, 2008).

2009 Yılı Türkiye İlerleme Raporunda 2006 yılında onaylanan Ombudsmanlık Kanunu'nun Anayasa Mahkemesi tarafından iptal edilmesine karşın kurumun oluşturulabilmesi için Anayasada değişiklik yapılması önerilmektedir. Bu zamana kadarki süreçte kurumun oluşturulmasına dair olumlu bir adımın atılmayışı eleştiri konusu olmuştur (2009 Yılı Türkiye İlerleme Raporu, 2009).

2010 Yılı Türkiye İlerleme Raporunda Hükümetin teklif ettiği Anayasa değişikliği paketinin kilit hükümleri sayılarak, TBMM' de oy çokluğuyla kabul edilmesi memnuniyet verici bir gelişme olarak karışılmıştır. Bu durumun ombudsmanlık kurumunun kurulması için zemin teşkil edeceği düşünülmektedir. Raporda ayrıca, Ombudsmanlık Kurumu'nun oluşturulması hususunda daha fazla çaba gösterilmesi ve siyasi destek sağlanması önerilmektedir (2010 Yılı Türkiye İlerleme Raporu, 2010).

2011 Yılı Türkiye İlerleme Raporu'nda, 2010 Anayasa değişiklikleriyle birlikte, Hükümet 2011 yılının Ocak ayında Kamu Denetçiliği Kurumu kanun tasarısını, Kamu Denetçiliği Kurumu'nun kurulmasına olanak sağlayan yeni Anayasa'ya uygun olacak şekilde TBMM' ye sunduğu ifade edilere, tasarının içeriğinden bahsedilerek Baş Denetçisinin kararlarının bağlayıcı olmaması sebebiyle sahip olması gereken özellikler sayılmıştır (2011 Yılı Türkiye İlerleme Raporu, 2011).

2012 Yılı Türkiye İlerleme Raporu'nda, Kamu Denetçiliği Kurumu Kanunu'nun 14 Haziran 2012 tarihinde kabul edilmiş olması raporda olum bir gelişme olarak görülmektedir. Kurumun görev alanına ilişkin birtakım önerilerde bulunulmakta ve kanunun içeriğinden bahsedilmektedir. Kabul edilen kanunun kurum tarafından alınan kararların sürecini düzenlememesi eleştiri konusu olmuştur. Rapor'da, kamu yönetimi mevzuatına ilişkin yerine getirilmesi gereken reformlarda ilerleme kaydedildiği, Kamu Denetçiliği Kurumu'nun kurulması ile vatandaşların haklarının güvence altına alınmasında ve kamu yönetiminin hesap verebilirliğinin sağlanmasında önemli bir adım atıldığı belirtilmiştir (2012 Yılı Türkiye İlerleme Raporu, 2012).

2013 Yılı Türkiye İlerleme Raporu'nda kurumun 3 ay gibi kısa bir sürede işler hale gelmesi, bireylerin haklarının korunması yolunda atılan önemli bir adım olarak nitelendirilmiş ve uygulamayla ilgili olumlu yönde birçok adım atıldığına altı çizilmiştir. Bununla birlikte verilecek tavsiye kararlarının Meclis tarafından takip edilmesinin önemine özellikle vurgu yapılmıştır. Kamu Denetçiliği Kurumu'nun 35 ülkede 99 bürosu bulunan Avrupa Ombudsman Ağına, katılımı 2013 yılı İlerleme Raporunda da olumlu bir adım olarak değerlendirilmiştir. Raporda Avrupa Ombudsman Ağında (*European Network of Ombudsmen*) bulunan kurumların başarılı uygulamaları Baş Denetçi tarafından tespit edilerek kurumun güçlendirilmesi ve kanunun güncellenmesi gerektiği şeklinde öneriler bulunmaktadır (2013 İlerleme Raporu, 2013).

2014 İlerleme Raporu'nda "*kurumun çalışmalarının vatandaşların temel haklar çerçevesinde farkındalığını artırmaya*" sağladığı katkıdan ve AİHM kararları doğrultusunda tavsiye kararları alındığından olumlu bir şekilde bahsedilmektedir. Kurumun etkinliğini artırmak amacıyla resen girişimde bulunma ve yerinde inceleme yapma yetkileri verilmesinin gerekliliği üzerinde durulmaktadır. Kamuoyundaki farkındalığı ve sivil toplumun Kamu Denetçiliği Kurumu'na duyduğu güveni arttırmaya yönelik çalışmaların sürdürülmesi yönünde birtakım tavsiyelerde bulunmaktadır. Aynı raporda Eylül 2014 yılından beri Kamu Denetçiliği Kurumu'na yapılan şikayetlerden bahsedilerek inceleme sonrası alınan kararların oranları saptanmıştır. Yapılan şikayetlerin içeriğini insan hakları, engelli hakları, sosyal güvenlik ve mülkiyet hakları, ekonomi, vergi ve kamu hizmetleri ile ilgili konular oluşturmaktadır (2014 İlerleme Raporu, 2014).

2015 Yılı İlerleme Raporu'nda Kurumun 2014 yılında aldığı kararlara dair açıklamalarda bulunularak diğer yıllara oranla iyileşme kaydettiği ortaya konulmuştur. Yine raporda kurumun yolsuzluk konusunda sessiz kaldığı ve doğu ile güneydoğu bölgelerinde yaşanan insan hakları ihlalleri kapsamındaki davalara el atmadığına dair eleştirel ifadeler yer verilmiştir. Diğer raporlarda olduğu gibi kurumun resen harekete geçmemesi büyük bir eksiklik olarak görülmüştür (2015 Yılı İlerleme Raporu, 2015).

2016 Yılı İlerleme Raporu'nda, 2016 yılına dair kuruma yapılan başvuru sayılarından bahsedilerek kurumun verdiği tavsiye nitelikli kararların gün geçtikçe daha fazla dikkate alındığı olumlu bir gelişme olarak değerlendirilmiştir. Kurumun soruşturma açma yetkisinin olmaması ve açılan davalara müdahil olamaması yüzünden Doğu ve Güneydoğu'da mevcut insan hakları ihlalleri karşısında sessiz kalması eleştiri konusu olmuştur (2016 Yılı Türkiye İlerleme Raporu,2016).

Türkiye- AB ilişkilerindeki gerginlikler nedeniyle 2017 yılında ilerleme raporu yayınlanmamıştır. 2018 Yılı Türkiye İlerleme Raporu ise diğer raporların aksine baharda yayınlanmıştır. Raporla, Ombudsmannın 2017 yılında almış olduğu 17.131 başvuru ile önceki dört yılın ortalamasının neredeyse üç katı kadar arttırıldığının altı çizilmektedir. 14.700 başvurunun incelenmesi tamamlanmış, 422 tavsiyede bulunulmuştur. Kamu yönetimi tarafından bu tavsiyelerin %65'inin gerçekleştirildiği ifade edilmiştir. Kurumun vatandaşın farkındalığının artmasında aktif bir rol oynadığı belirtilmiştir. Bununla birlikte, resen harekete geçme hakkının olmaması nedeniyle bütün gördüğü kusurlara el atamaması eleştirilmiştir.

Ayrıca soruşturma başlatma ve hukuki yollarla davalara müdahale yetkisinin olmaması büyük bir eksiklik olarak görülmüştür. Ombudsman diğer raporlarda da olduğu gibi özellikle Güneydoğudan bildirilen insan hakları ihlalleri konusunda sessiz kalmakla eleştirilmiştir. Ve son olarak ombudsmanla ilgili AB'nin getirmiş olduğu en temel eleştiri, KDK'nın yetkilerinin sınırlı olması insan hakları ve iyi yönetim alanlarında olabilecek katkılarının etkinliğinin azaltıldığı konusundadır. Resen yetkilerinin olmadığından ombudsman kurumunun denetim rolünün sınırlı kaldığının altı çizilmektedir. Kurumların tavsiyelerine dair toplanan verilerin olmaması nedeniyle değerlendirmenin zor olduğu da ifade edilmiştir.

Türkiye'de insan haklarının geliştirilmesi ve desteklenmesi bağlamında iki önemli kurumdan birisinin ombudsman olduğu bir diğerinin de ulusal İnsan Hakları ve Eşitlik kurumu olduğu ifade edilerek her ikisinin de insan haklarını geliştirmeye, korumaya ve izlemeye yetkili olduklarının altı çizilmiştir. Ombudsmanlığı diğer kurumdan ayıran özellik ise sadece kamu yönetimi alanında yapılan ihlallerle ilgilenmesidir. Özellikle ombudsmanlık kurumunun üyelerinin Paris Prensiplerine uygun olarak atanmadığı ve operasyonel, yapısal ve mali bağımsızlığa sahip olmadığı şeklindeki eleştirilerde bulunulmuştur (2018 Yılı Türkiye İlerleme Raporu, 2018).

Avrupa Ombudsmanı'nın Kamu Denetçiliği Kurumuna Dair Önerileri

Avrupa Ombudsmanı Türkiye'de kamu denetçiliğinin kurulmasında önemli yardımlarda bulunmuştur. 12.05.2004 yılında Türkiye'de Başbakan Yardımcısı Abdullah Gül ve Dışişleri Bakanı ile bir araya gelen Diamandouros yaptığı görüşmeler sonucu Türkiye tarafından ombudsmanlık ile ilgili bir yasa çıkarılması beklendiğini ve bu konuda her türlü yardım ve destekte bulunulacağını belirtmiştir. Bir önceki hükümet tarafından hazırlanmış olan ombudsmanlık ile ilgili yasa tasarısının memnuniyet verici olduğunu lakin mevcut tasarının yeni anayasa paketi kapsamında güncellenmesi gerektiğini belirtmiştir.

2010 yılında üçüncü kez Avrupa Ombudsmanı olarak seçilen Nikiforos Diamandouros yargı dışı bir denetim mekanizması olan ombudsmanlık sisteminin Türkiye'de kurulmasına destek olmak için 10 Mart 2011'de ülkemize gelmiştir.

Diamandouros İstanbul Bilgi Üniversitesi'nde "Demokrasi, Hukuk Devleti ve Ombudsmanlık" başlıklı konuşmasında, ombudsmanlık sisteminin oluşturulması için gerekli olan en temel şartın demokrasi ve hukukun egemenliği olduğunu belirtmektedir. Diamandouros ombudsmanın verdiği kararlarının bağlayıcı olmadığını lakin kurumun yargının iş yükünü azaltması gibi çok etkili bir göreve sahip olduğunu belirtmektedir. Türkiye'de kaldığı süreçte yaptığı konuşmalarda ve görüştüğü yetkililere kurumun kurulmasının gerekliliğini ve önemini anlatarak Türkiye'de bir Ombudsmanlık Kurumu'nun kurulması konusunda her türlü desteği vereceğini belirtmiştir (IKV, 2011).

3 Eylül 2013 yılında Ankara'da gerçekleşen I. Uluslararası Kamu Denetçiliği (Ombudsmanlık) Sempozyumu'na gelen eski Avrupa Ombudsmanı Nikiforos Diamandouros kurumun işlemlerinin ve kararlarının daha güçlü bir hale gelmesi amacıyla birtakım önerilerde bulunmuştur. Bunlar; *Birincisi, Kamu Denetçiliği Kurumu'na kendi inisiyatifinde inceleme yürütmesine izin vermek; ikincisi, Kamu Denetçiliği Kurumu'na yerinde resen araştırma yapmasına izin vermek; üçüncüsü Kamu Denetçiliği Kurumu'nun görev alanındaki mevzuata ilişkin olarak Kurumun, Anayasa Mahkemesine bu mevzuatın yorumlanması ve Anayasaya uygunluğu konusunda başvuruda bulunabilmesi için yetkilendirilmesi ve son*

olarak Kamu Denetçiliği Kurumu'nun yıllık raporunun ve özel raporlarının çözümlerle birlikte TBMM'de görüşülmesinin sağlanmasıdır (I.Kamu denetçiliği (Ombudsmanlık) Sempozyumu, 2013).

16-17 Eylül 2015 tarihinde kurumun kurulmasının ardından 3 yıl sonra Türkiye'ye gelen ve 3.Uluslararası Ombudsmanlık Sempozyumuna katılıp oturum başkanlığını üstlenen Avrupa Ombudsmanı Diamandouros'un resen soruşturma yetkisinin kurum için oldukça elzem bir yetki olduğuna değinerek bu yetkiye sahip olmayan ombudsmanın kendi bağımsızlığını kullanabilmesinde dahi büyük ölçüde kısıtlanmalara maruz kalacağını belirtmiştir. Bu sebeple ulusal düzeydeki ombudsmanın resen soruşturma yetkisinin verilmesinin oldukça önemli olduğunu ve bu yetkinin kuruma verilmesinin amacının mahkemeleri tamamlamak olduğunun altını çizmiştir (I.Kamu denetçiliği (Ombudsmanlık) Sempozyumu, 2013).

Kamu Denetçiliği Kurumu'nun Tanıtımına Yönelik Çabalar

AB tarafından koordine edilen, İngiltere Büyükelçiliği tarafından finanse edilen ve Kamu Denetçiliği kurumu, Türkiye İnsan Hakları Kurumunun ve Anayasa Mahkemesinin ortağı olduğu "İnsan Hakları Alanında Bireysel Başvuru Usullerinin Tanıtılması Projesi" Ekim 2013 Ekim 2014 dönemleri arası uygulamaya koyulmuştur. Projenin amacı Türkiye'de insan hakları nezdinde uygulamaya başlanılan bireysel başvuru usullerinin halka tanıtılmasıdır. Bu amaç doğrultusunda belirlenecek illerde eğitim amaçlı çalışmaların düzenlenmesi ve başvuru süreçlerinin tanıtılmasına ilişkin rehber kitapçıkların oluşturulması öngörülmektedir. Yapılan seminerlerde kurumun yetkileri, özellikleri, çalışma düzeni ve başvuru usullerine ilişkin kısa bilgiler verilmiştir (KDK 2014 Yılı Yıllık Raporu,2014).

Eşleştirme ve teknik yardım başlıkları altında yer alan 2011 Finansman Anlaşması çerçevesinde TC. ve AB tarafından ortaklaşa finanse edilen 2.134.550 avro bütçeye sahip olan "Kamu Denetçiliği Kurumunun Kurulmasının Desteklenmesi Projesi" 2014 yılında uygulamaya koyulmuş olup 2016 yılı Mart ayında son bulmuştur.

Projenin amacı Kamu Denetçiliği Kurumu'nun Avrupa'daki iyi işleyen uygulamaları örnek alarak uluslararası düzeyde faaliyete geçmesi için yapısının bu doğrultuda düzenlenmesi, kapasitesinin artırılması, kurum mevzuatının güncelleştirilmesi ve tanıtım faaliyetlerinin artırılması ile orantılı bir şekilde toplumun farkındalık düzeyinin yükseltilmesidir (KDK 2013 Yılı Yıllık Raporu,2013).

Eşleştirme Sözleşmesi ile yapılması planlanan ihtiyaç analizi sonucunda bu doğrultuda yapılacak olan eğitimler, çalıştaylar, toplantılar vb. faaliyetler ile AB ülkelerindeki ilgili kurumların başarılı uygulamalarının Kamu Denetçiliği Kurumunca örnek alınması ve böylelikle kurumun mevcut kapasitesinin artırılması hedeflenmektedir. Sözleşmeye dair tüm hazırlıkların tamamlanmasıyla birlikte 2014 yılı Şubat ayında uygulamaya koyulması öngörülmektedir (KDK 2016 Yılı Yıllık Raporu, 2016).

Teknik Yardım Sözleşmesi ile KDK'nın toplum bazında farkındalığının artırılmasını hedeflenmektedir. Bu amaç doğrultusunda; bölgesel konferanslar, uluslararası sempozyum ve yurtdışı tanıtım günlerinin planlanması, anket çalışmalarının yapılması ve Kurum hakkında bilgilendirici çalışmaların düzenlenmesi öngörülmektedir. Sözleşmenin gerçekleştirilmesi için Eşleştirme Sözleşmesi kapsamında sürdürülen çalışmaların sonuçlandırılması beklenmiştir. Sözleşme Kurumun gün geçtikçe artan ihtiyaçlarına paralel şekilde güncellenmekte ve taslağın son halinin ilgili kurumlara gönderilmesi ve ihalenin 2014 yılının ikinci çeyreğinde bitirilmesiyle uygulamaya başlanması hedeflenmektedir (KDK 2014 Yılı Yıllık Raporu,2014).

Sonuç

Avrupa Birliği gerek Kamu Denetçiliği Kurumu'nun kuruluşunda gerekse kurulduktan sonraki dönemde kurumsal yapısı ve işleyişinde çok önemli katkılarda bulunmuştur. Gerek Avrupa Ombudsmanı'nın önerileri gerekse ilerleme raporları ve katılım ortaklığı belgelerindeki eleştiri ve öneriler kurumun gelişiminde önemli katkıları olmuştur.

Eleştirilerin en yoğunlaştığı konular özellikle resen soruşturma yetkisinin olmaması, ancak şikayet üzerine harekete geçebilmesi; KDK'nun üyelerinin Paris Prensiplerine uygun olarak atanmaması, insan hakları konularındaki şikayetlerle daha yakından ilgilenmesi ve kurumun operasyonel, mali ve yapısal bağımsızlığa sahip olmaması konularındadır.

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April 20-21, 2018, Antalya-TURKEY

Conference Programme

20 th April 2018		09.00-10.00	Hall: 1
Session: 1		Chair: Assoc. Prof. Dr. Özgür Sarı	Language: EN
SE2021	Özgür Sarı	INFORMAL ECONOMY: A BRIEF EVALUATION WITH REASONS AND IMPACTS	
SE2024	Burhanettin Ozdemir Nesrin Seef	INVESTIGATING THE COMPASSION SATISFACTION AND COMPASSION FATIGUE AMONG SYRIAN PSYCHOLOGISTS	
SE3042	Siti Nur Shahira Binti Dahari Rosalie Hall	EFFECTS PERSONALITY DISPARITIES: A LOOK AT ACADEMIC KNOWLEDGE ACQUISITION ACTIVITIES IN MALAYSIA	
SH2010	Raed moh'd Hanandeh	INVESTIGATING THE IMPLICATIONS OF E-SERVICE QUALITY DIMENSIONS ON CUSTOMERS BEHAVIOR OF JORDANIAN ONLINE AIRLINES TICKET PURCHASING	
SH3020	Ismije Beshiri	THE STATE BUILDING OF ALBANIA AND THE INFLUENCE OF THE CONFERENCE OF TRIESTE	

20 th April 2018		09.00-10.00	Hall: 2
Session: 1		Chair: Dr. Ayşegül Baykul	Language: TR
SE2031	Abdullah Emre Çağlar Mehmet Mert	IS POLLUTION HALO HYPOTHESIS VALID IN TURKEY? AN APPLICATION OF HIDDEN COINTEGRATION TECHNIQUE	
SE3072	Adem Babacan N. Alp Erilli M. Burak Delibaş	MOBILE PHONE SELECTION USING AHP AND PROMETHEE METHOD	
SE1010	Nazife Özge Kılıç Bengü Açıdoğuran Murat Beşer	MILITARY EXPENDITURE AND ECONOMIC GROWTH RELATIONSHIP IN G-8 COUNTRIES	
SE3056	Ayşegül Baykul	DETERMINATION OF SECTORAL CLUSTER POTENTIAL: A CASE STUDY FOR TR61 REGION	

20 th April 2018		09.00-10.00	Hall: 3
Session: 1		Chair: Prof. Dr. Erhan Akyazı	Language: TR
SE2026	Erhan Akyazı	INSTAGRAM USAGE OF SPOR TOTO SUPER LEAGUE TEAMS IN THE CONTEXT OF SPORTS COMMUNICATION	
SE2027	Burak Medin	DETERMINATION OF THE CINEMA VIEWING AGENDA IN TODAY	
SE3036	Nurettin Güz Mahmut Bingöl Hayrullah Yanık Zeynep Bengisu Uğur	ISLAMOFABI AND MEDIA: SEMIOLOGICAL ANALYSIS OF FILM POSTER OF "THE STONE MERCHANT"	
SE3059	Serhan Koyuncu	DIGITAL MEDIA AND ASYMMETRIC COMMUNICATION	

20 th April 2018		09.00-10.00	Hall: 4
Session: 1		Chair: Prof. Dr. Imran Saleem	Language: EN
SE1004	Willy Eka Pramana Harry Supriady Abdul Hakim	SUPPRESSING THE GROWTH RATE OF RADICALISM THROUGH THREE SOLUTIVE APPROACHES IN THE PERSPECTIVE OF CRIMINAL LAW IN INDONESIA	
SH1001	Mahmut Demir Şirvan Şen Demir	CAN THE ACADEMIC EXPECTATION AND SATISFACTION OF STUDENT EFFECT ON THEIR CAREER PLANNING? A SAMPLE OF TOURISM UNDERGRADUATE STUDENTS	
SH1001	Imran Saleem	MICRO FINANCIG - A DIFFERENT PERSPECTIVE	
SE1005	Besa Luzha	RESEARCH IN MUSIC EDUCATION IN KOSOVO-STUDY ON CHALLENGES FOR MUSIC STUDENTS DOING RESEARCH	
SH1003	Malang B.S. Bojang	E-MUNICIPALITY APPLICATIONS IN LOCAL GOVERNMENT: PROSPECTS AND CHALLENGES	



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20 th April 2018		10.15-11.15	Hall: 1
Session: 2		Chair: Prof. Dr. Anita Zovko	Language: EN
SE2033	Gözde Yirmibeşoğlu	GLOBAL VILLAGE OF MCLUHAN AND INTERNATIONAL TRADE	
SE3079	Selay Ilgaz Sümer	LITERATURE REVIEW ON CONSPICUOUS CONSUMPTION	
SE3044	Masrul Hayati Kamarulzaman Nurain Farahana Zainal Abidin Siti Nur Shahira	THE EFFECT OF CUSTOMER RELATIONSHIP TACTICS TOWARD CUSTOMER LOYALTY IN BANKING INDUSTRY	
SH4042	Anita Zovko Sofija Vrcelj Siniša Kušić	ANDRAGOGICAL COMPETENCIES	

20 th April 2018		10.15-11.15	Hall: 2
Session: 2		Chair: Assoc. Prof. Dr. Mahmut Demir	Language: TR
SH3031	Adem Babacan Ziya Gökcalp Göktolga Saniye Sağır	CAR SELECTION USING AHP AND TOPSIS METHOD	
SE3060	Merve Can Maraşlı	PRESENTATION OF NATIONALISM IN JULY 15TH FILMS: EXAMPLE OF 'JULY 15TH DOCUMENTARY OF PRESIDENCY'	
SE2030	Abdulahap Darendeli	CHANGING ASPECTS OF LEGAL DIFFERENCES IN INTERNET, AUDIOVISUAL AND PRINT MEDIA	
SE3037	Nurettin Güz Hayrullah Yanık Mahmut Bingöl Zeynep Bengisu Uğur	A STUDY ON CAPITAL TAX IN THE PRINTED PRESS	
T4041	Mahmut Demir Şirvan Şen Demir	THE PLACE AND IMPORTANCE OF THE INTERNATIONAL TOURISM ORGANIZATIONS IN THE SUSTAINABLE TOURISM	

20 th April 2018		10.15-11.15	Hall: 3
Session: 2		Chair: Dr. Ali Çeliç	Language: TR
SE3077	Şebnem Çatalkaya	RESEARCH ON THE EFFECTS OF DOMESTIC VIOLENCE ON SOCIAL RELATIONS	
SE3082	Ali Çekiç Fulya Türk	METAPHORICAL PERCEPTIONS OF PSYCHOLOGICAL COUNSELOR CANDIDATES AND PSYCHOLOGICAL COUNSELORS ABOUT ETHICAL PRINCIPLES IN THE FIELD OF PSYCHOLOGICAL COUNSELING AND GUIDANCE	
SE1011	Büşra Aynacı	THE RELATIONSHIP BETWEEN ANXIETY LEVELS AND RELIGIOSITY OF PEOPLE WHO APPLY TO FAMILY COUNSELLING CENTER	
SH3033	Hanzade Aslan Yılmaz	SOCIAL MEDIA AND SELF RELATIONSHIP	

20 th April 2018		10.15-11.15	Hall: 4
Session: 2		Chair: Dr. Mohamad Atyeh	Language: EN
SH1005	Muhammad Helmi Abu Bakar Mohd Asyiek bin Mat Desa Muhizam Mustaffa	MEASURING THE VALIDITY AND RELIABILITY OF RESEARCH INSTRUMENTS FOR THE STUDY OF SOCIAL MEDIA ADVERTISING DESIGN ELEMENTS	
SH2006	Rola Ismail Mourdaa Mohamad Atyeh	THE PERFORMANCE OF PRIVATE UNIVERSITIES IN KUWAIT QUALITATIVE APPROACH	
SH2007	Hewa Haji Khedir	THE ALIENATION OF SOCIAL SCIENCES FROM "THE SOCIAL": THE EXPERIENCE OF TEACHING SOCIOLOGY AT KURDISH UNIVERSITIES (KUS), KURDISTAN REGION OF IRAQ	
SH2011	Zafirah Al Sadat Zyed Wan Nor Azriyati Wan Abd Aziz Noor Rosly Hanif Peter Aning Tedong	ASSESSMENT OF 'HOMELESS' PROBLEMS AMONG YOUNG HOUSEHOLDS IN GREATER KUALA LUMPUR	
SE2019	Mocanu Angela	INTERDEPENDENCY OF EDUCATION AND SOCIAL MOBILITY IN REPUBLIC OF MOLDOVA	



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20th April 2018 **11.30-12.30** **Hall: 1**

Session: 3		Chair: Dr. Gözdegül Başer	Language: EN
SE3040	Radja Bouzeriba	RESILIENCE AND LOVE RELATIONSHIP: SOCIAL REPRESENTATIONS OF "LOVE" IN TRAUMATIZED INDIVIDUALS	
SE3074	Nygmetzhan Kuzenbayev	BELIEF IN GOD AND ALTRUISM. IS THERE ANY EFFECT?	
SH3023	Aethiqah Suraya Abdul Halim	VEILING AND TESETTUR: NOT JUST ABOUT "WOMEN AND RELIGION" AMONG MALAY WOMEN IN MALAYSIA	
SH3024	Aethiqah Suraya Abdul Halim Siti Nur Shahira Binti Dahari Siti Khairunnisa Sheikh Abdul Mutalib Mughaheswari Sahadevan	THE ASSESSMENT OF ACADEMIC DIGITAL LIBRARY RESOURCES VIA SERVQUAL: SHAPING HIGHER EDUCATION INSTITUTIONS SCHOLARLY ACTIVITIES	
T3018	Gözdegül Başer Duygu Özyeşil	MANAGEMENT OF HOTEL GUEST RELATIONS FROM THE ASPECT OF REPEAT GUESTS	

20th April 2018 **11.30-12.30** **Hall: 2**

Session: 3		Chair: Prof. Dr. Erhan Akyazı	Language: TR
SE4088	Fatih Şahinoğlu	TURKISH TYPOLOGY IN AMERICAN CINEMA	
T2011	Erhan Akyazı	SOCIAL MEDIA AS A MEDIUM FOR CREATING CORPORATE REPUTATION: A RESEARCH ON SOCIAL MEDIA ACCOUNTS OF TOUR COMPANIES	
SE3058	Serhan Koyuncu	APPROACHES TO PUBLIC DIPLOMACY IN TERMS OF BASIC DYNAMICS: TURKEY AND USA	
SE2028	Burak Medin	COMMUNICATION TECHNOLOGY THAT TRANSFORMS EVERYDAY LIFE IN THE 1980S: VIDEO-CINEMA	

20th April 2018 **11.30-12.30** **Hall: 3**

Session: 3		Chair: Dr. Selen Işık Maden	Language: TR
SE3057	Selen Işık Maden	REGIONAL DEVELOPMENT AND SECTORAL CLUSTER APPROACH: AN IMPLICATION ON TR61 REGION	
SE3070	Adem Babacan Engin Karakış M. Burak Delibaş	IMPORTANT OF WEIGHTING METHODS IN MULTI-CRITERIA DECISION-MAKING METHODS AND AN APPLICATION	
SE3086	Baki Yegen İbrahim Organ	ASSESSMENT OF DIFFICULT AND VERY DIFFICULT SITUATIONS IN TAX LAW IN ACCORDANCE WITH EXAMPLES	
SE4098	Yüksel Aydın Yusuf Kahreman Zafer Taşçı	FACTORS AFFECTING CAPITAL STRUCTURE OF TURKISH DEPOSIT BANKS	

20th April 2018 **11.30-12.30** **Hall: 4**

Session: 3		Chair: Dr. Sherzad Shafi' Babo	Language: EN
SH2014	Sherzad Shafi' Babo Jihad Shukri Rashid	A SEMANTIC AND SEMIOTIC STUDY OF VIEWPOINT IN MAM AND ZIN	
SH2016	Kafi Razzaq Ahmed	THE ROLE OF VIDEO IN TEACHING PRONUNCIATION TO NON-NATIVE SPEAKERS OF ENGLISH	
SH3035	Zibelle Ziem M. Balangue Adrian Dominic B. Catbagan Nicole Aliyah R. Merindato Stephanie T. Ocampo Isiah F. Soriano Jamie M. Rilloraza	QUESTIONING SEXUALITY: THE IMPACT OF THE SOCIETY'S PERCEPTION	
SH1002	Yong Adilah Shamsul Harumain Nikmatul Adha Nordin Nur Farhana Azmi Akinori Morimoto Osada Teppei	CHANGING COMMUNITY BEHAVIOR TOWARDS TOWN REVITALIZATION THROUGH MACHINOEKI	



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20 th April 2018		14.00-15.00	Hall: 1
Session: 4		Chair: Assoc. Prof. Dr. Gözde Yirmibeşoğlu	Language: EN
SE3045	Aethiqah Suraya Abdul Halim Siti Nur Shahira Binti Dahari	VEILING AND TESETTUR: NOT JUST ABOUT "WOMEN AND RELIGION" AMONG MALAY WOMEN IN MALAYSIA	
SE3067	Zabihur Rahman Tahsin Koçyiğit	THE JOURNEY OF ISLAM TOWARDS INDUS VALLEY (A BRIEF INTRODUCTION AND ANALYTICAL STUDY)	
SE2034	Gözde Yirmibeşoğlu	IMPACT OF THE END OF BIPOLAR WORLD ORDER ON INTERNATIONAL TRADE	
SH3027	Aethiqah Suraya Abdul Halim Siti Khairunnisa Sheikh Abdul Mutalib Mughaheswari Sahadevan Siti Nur Shahira Binti Dahari	FAITH, FASHION AND FEMININITY: ANALYSIS OF MALAYSIAN MUSLIM FASHION BLOGS IN ISLAMIC MODEST FASHION	
SE1009	Otabek Muhammadiyev	ALLAUDDIN USMANDI SAMARQANDI - IS A GREAT REPRESENTATIVE OF THE MOVAROUNNAHR KALAM SCHOOL	

20 th April 2018		14.00-15.00	Hall: 2
Session: 4		Chair: Assoc. Prof. Dr. Faik Ardahan	Language: TR
SE3050	Telat Türkyılmaz	INTRODUCTION BY DEVELOPED SOFTWARE OF SPUR GEAR CALCULATIONS AND MANUFACTURING	
SE3046	Burcu Gürol	MEASURING PERFORMANCE OF FAKTORING, FINANCING AND LEASING SECTORS BY TOPSIS METHOD: AN EMPRICAL COMPARISON IN TURKEY	
SE3087	Baki Yegen İbrahim Organ	APPLICATION OF CARBON TAX IN THE CONTEXT OF PIGOUVIAN TAXATION APPROACH	
SE3064	Merve Acar Rafet Aktaş	RECENT FOCAL POINTS OF ACCOUNTING EDUCATION FROM PERSPECTIVE OF NATIONAL AND INTERNATIONAL LITERATURE	

20 th April 2018		14.00-15.00	Hall: 3
Session: 4		Chair: Assoc. Prof. Dr. Şirvan Şen Demir	Language: TR
SE3065	Zehra Nalu Gide	THE RELATION OF COMEDY FILMS AND AUDIENCES IN TURKISH CINEMA AFTER 2000: RECEP IVEDIK FILMS	
SH3034	Tuğba Çedikçi Fener	EVALUATING EFFECTIVE CORPORATE COMMUNICATIONIN TERMS OF THE CONCEPT OF GOVERNENCE	
SE4089	Fatih Şahinoğlu	CORPSE BRIDE: A SOCIETY AND PERIOD CRITICISM	
SE3041	Ayşe Çirik Aykut Göksel	A STUDY ON IDENTIFYING STRESS FACTORS AND STRESS MANAGEMENT OF NURSES WORKING IN INTENSIVE CARE UNITS	



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Session: 5		Chair: Dr. Işlay Talay Değirmenci	Language: EN
SE0003	Ermira Qosja Isa Fida	THE IMPORTANCE OF INFORMATION TECHNOLOGY IN THE ROLES OF SME's MANAGER (CASE STUDY: SME's SECTOR IN ALBANIA)	
SH3026	Mughaheswari Sahadevan Aethiqah Suraya Abdul Halim Siti Nur Shahira Binti Dahari Siti Khairunnisa Sheikh Abdul Mutalib	HOME COUNTRY EFFECTS AND EMERGING ECONOMIES: MALAYSIAN FIRMS PERSPECTIVES	
SH2008	Elena Bendeliani	THE ROLE OF CHANGE MANAGEMENT PROCESS IN ENHANCING THE SUCCESS OF INNOVATIVE PROJECTS: EXAMPLE OF GEORGIAN PUBLIC SERVICE	
SE3047	Siti Khadijah Rafie Roziya Abu Siti Nur Shahira Binti Dahari	DEVELOPMENT OF SUSTAINABILITY MEASUREMENT OF RURAL PUBLIC LIBRARIES	
SE4100	Damla Sönmez Işlay Talay Değirmenci	WORKFORCE PLANNING FOR PRACTICAL TRAINING PROGRAMS IN THE HOSPITALITY INDUSTRY VIA MULTI -CRITERIA DECISION MAKING AND ATTRITION	

20 th April 2018		15.15-16.15	Hall: 2
Session: 5		Chair: Dr. Mehmet Özberk	Language: TR
SE3062	Esra Güngör Kılıç	DIFFERENT CENTURIES SAME FORMS: AN ANALYSIS ON THE TWILIGHT FILM SERIES ON THE FUNCTIONAL APPROACH OF V. PROPP AND CRITIQUE OF THE MASS CULTURE CINEMA	
SE3051	Mehmet Özberk	NABOKOV AND "THE LUZHIN DEFENCE": PLAYING LIFE WITH CHESS PIECES	
SE3075	Hasan Aksoy	THE COMPREHENSION OF GOD IN THE TURKS IN THE PRE-ISLAMIC PERIOD	
SE3061	Merve Can Maraşlı	READING THE MOVIE 'TAKING SIDES' FROM THE PERSPECTIVE OF DOMINATION AND RESISTANCE	

20 th April 2018		15.15-16.15	Hall: 3
Session: 5		Chair: Assoc. Prof. Dr. Nesrin Şalvarcı Türeli	Language: TR
SE3055	Pınar Yürük Kayapınar Özgür Kayapınar Senem Ergen	AN EXAMINATIONS OF GREEN PRODUCT PURCHASING BEHAVIOURS OF GENERATION X, Y, AND Z CONSUMERS	
SE4090	Mehmet Cıranoğlu	THE IMPACT OF AFTER SALE SERVICES ON PRODUCT'S PERCEIVED VALUE IN FURNITURE SECTOR AND A FIELD STUDY IN İNEGÖL/BURSA	
SE3081	Özgür Kayapınar Hasan Selçuk Eti Pınar Yürük Kayapınar	THE EFFECTS ON LOGISTICS PERFORMANCE OF INFORMATION COMPETENCY	
SE4165	Şirvan Şen Demir Mahmut Demir	THE EFFECTS OF SALESPERSONS ON THE CONSUMERS' HOLIDAY PACKAGE TOUR CHOICE AND DECISION	



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Session: 6		Chair: Dr. Selay Ilgaz Sümer	Language: EN
SE3080	Tülay Korkmaz Devrani Selay Ilgaz Sümer	A RESEARCH ON COMMERCIAL AND SOCIAL ENTREPRENEURSHIP OF UNIVERSITY STUDENTS	
SH2009	Kosherbayeva Aigerim Kosherbayeva Gaziza Kosherbayev Rinad Makenova Altnai Makenova Zharkinay Gulzira Moldabekkyzy	THE WORLD HUMANITY IDEA IN THE CONTEXT OF THE EAST AND THE "GREAT STEPPE" THROUGH THE PRISM «KUTTY BILIK» OF JUSSIP BALASAGUN	
SH3025	Siti Khairunnisa Sheikh Abdul Mutalib Aethiqah Suraya Abdul Halim Siti Nur Shahira Binti Dahari Mughaheswari Sahadevan	CHANGE MANAGEMENT IN THE ACADEMIC LIBRARY INFORMATION SYSTEMS	
SH3022	Abdulfattah Yaghi	THE ROLE OF SUPERVISOR SUPPORT AND PEER SUPPORT IN LEARNING TRANSFER AFTER ONE YEAR OF COMPLETING LEADERSHIP TRAINING: STUDY IN INSTITUTIONS OF HIGHER EDUCATION	
SH3018	Paterne Micha Mbelangani Mban Sevtap Unal Elif Deniz	RESEARCH ON THE FACTORS AFFECTING THE UNIVERSITY STUDENTS' ATTITUDE TOWARDS MASS LUXURY BRANDS	

20 th April 2018		16.30-17.30	Hall: 2
Session: 6		Chair: Assoc. Prof. Dr. Serpil Türkyılmaz	Language: TR
SE2035	Hasan Hüseyin Uzunbacak Ashlan Yildiz Sercan Uzun	THE EFFECT OF TOXIC LEADERSHIP ON THE BURNOUT LEVELS OF EMPLOYEE	
SH4046	Haydar Efe Haticenur Arslan	PERCEPTION OF THE STUDENTS OF THE FACULTY OF ECONOMICS AND ADMINISTRATIVE SCIENCES OF ERZINCAN UNIVERSITY ABOUT OMBUDSMAN INSTITUTION IN TURKEY	
SE3049	Serpil Türkyılmaz	A RESEARCH ON LONG MEMORY OF VOLATILITY AND RETURN IN GOLD MARKET IN TURKEY	
SH4047	Haydar Efe Haticenur Arslan	OMBUDSMAN INSTITUTION IN TURKEY AT EU ACCESSION NEGOTIATIONS	

20 th April 2018		16.30-17.30	Hall: 3
Session: 6		Chair: Assoc. Prof. Dr. Mehmet Bilgin	Language: TR
SH3029	Faik Ardahan Seyida İlyas	COMPARISON OF MOTIVATIONAL FACTORS OF BEING A 60+ CHOIR SINGER, BENEFITS OBTAINED VIA PARTICIPATION IN RECREATIONAL CHOIR WITH RESPECT TO SOME DEMOGRAPHIC VARIABLE	
SE3052	Mehmet Özberk	C.D. USHINSKY IN RUSSIAN EDUCATIONAL MOVEMENT XIX. CENTURY	
SE3063	Esra Güngör Kılıç	CINEMA AS AN ALTERNATIVE HISTORICAL WRITING: UNDERSTANDING THE LIVES OF THE "POPULATION EXCHANGE" THROUGH DEDEMIN İNSANLARI AND EVDEKI YABANCILAR	
SH4043	Zhundybayeva Turarkhan Ussenova Akkenzhe Ibraimova Zhanar Jaxynkayeva Zhanagul	DEVELOPMENT OF SOCIAL SUCCESS IN STUDENTS OF PEDAGOGICAL UNIVERSITIES	
SH2012	Mehmet Bilgin Asena Baykara	INVESTIGATION TO SOCIAL MEDIA ADDICTION IN TERMS OF SELF-CONCEPT	



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Session: 7		Chair: Assoc. Prof. Dr. Ebru Gülbüğ Erol	Language: TR
SH3036	Büşra Avşar	THE TRIAD TRIVET OF EUROPEAN IDENTITY: CHRISTIANITY, GREEK SCIENCE AND ROME EMPIRE	
SH4044	Haydar Efe Onur Bigaç	EUROPEAN UNION AND CRISIS IN SYRIA	
SH4045	Haydar Efe Onur Bigaç	STRATEGIC IMPORTANCE AND NATURAL RESOURCES OF THE MIDDLE EAST AS A REGION FOR POWER STRUGGLE FOR GLOBAL POWERS	
SE3076	Fatmanur Güder Serdar Kurt	THE EFFECTS OF MACRO ECONOMIC VARIATIONS ON INCOME INEQUALITY: PANEL DATA ANALYSIS FOR BRIC-T COUNTRIES	
SE2030	Ebru Gülbüğ Erol	TWO CULTURES- TWO WOMEN- TWO MEN- ONE TV SERIAL: "BLACKROSE"	

21 st April 2018		09.00-10.00	Hall: 2
Session: 7		Chair: Assoc. Prof. Dr. Nesrin Şalvarcı Türeli	Language: TR
SE1006	Ayça Akın H. Seda Sezgin	PROSPECTIVE MIDDLE-SCHOOL MATHEMATICS TEACHERS' MULTIPLE APPROACHES TO AN ALGEBRAIC VERBAL PROBLEM	
SE1017	Aysel Can	ANALYSIS OF POSTTRAUMATIC GROWTH CHARACTERISTICS OF MOTHERS OF CHILDREN SHOWING NORMAL DEVELOPMENT WITH PERVASIVE DEVELOPMENTAL DISORDER AND MENTAL OBSTACLE DIAGNOSED BETWEEN 4-18 YEARS CHILDREN'S MOTHERS IN TERMS OF SOME VARIABLES	
SE1018	Meral İsmail	THE EFFECTS OF SEXUAL SELF-SCHEMAS AND SOCIAL ANXIETY ON HAPPINESS: COMPARISON WITH ETHNIC AND DEMOGRAPHIC INFORMATION	
SE2029	Yüksel Hatırlı Yasemin Duran	DETERMINATION OF THE FACTORS AFFECTING THE MOTIVATION OF STUDENTS: AN IMPLEMENTATION ON ISPARTA VOCATIONAL SCHOOL STUDENTS	

21 st April 2018		10.15-11.15	Hall: 1
Session: 8		Chair: Assoc. Prof. Dr. Şirvan Şen Demir	Language: TR
SE4107	Nesrin Şalvarcı Türeli Ece Asmafiliz	AN EMPIRICAL RESEARCH ON THE FREQUENCY OF SOCIAL MEDIA USE OF GENERATION Y INDIVIDUALS	
SE1007	Tuğçe Tuncer	THE RELATIONSHIP BETWEEN THE FOOD AND DRINK ADVERTISING FOR CHILDREN AND OBESITY INCREASE IN CHILDREN	
SE1016	Zeynep Şimşir Bülent Dilmaç	PREDICTIVE RELATIONSHIP BETWEEN WAR POST TRAUMATIC GROWTH, VALUES AND PERCEIVED SOCIAL SUPPORT	
SE4096	Ali Arslan Münevver Cüce Selver Türk	BASIC HANDWRITING ATTITUDE SCALE FOR TEACHERS	

21 st April 2018		10.15-11.15	Hall: 2
Session: 8		Chair: Assoc. Prof. Dr. Ahmet Uçar	Language: TR
SE3039	F. Hülya Dikici	AN OVERVIEW OF CUSTOMER RELATIONSHIP MANAGEMENT IN HOTEL ENTERPRISES: ISPARTA EXAMPLE	
T3016	Gökçe Tuğdemir Kök Bora Çizer	PERCEIVED SERVICE QUALITY IN MARINAS: A CASE STUDY	
SE3053	Ahmet Uçar Rasim Akpınar Nilüfer Negiz	REFLECTION OF NATIONAL TOURISM STRATEGIES TO LOCAL: GEKA CASE	
T2012	Ramazan Göröl	EVALUATION OF THE TOURISM SECTOR EFFECTIVENESS OF İNTERNATIONAL TOURISM DESTINATIONS WITH ESM-VT METHOD	
T4040	Mahmut Demir Şirvan Şen Demir	INNOVATIVE PRACTICES AND SAMPLES IN HOTEL BUSINESSES	



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Session: 9		Chair: Assoc. Prof. Dr. Ramazan Göral	Language: TR
T3014	Yılmaz Seçim	TURKISH KITCHEN CULTURE IN GASTRONOMY	
T3017	Abdullah Karaman Ali Keleş Hüseyin Keleş	BIRDWATCHING IN TITREYENGÖL, THE EVALUATION OF IT AS AN ALTERNATIVE TOURISM TYPE	
T4020	Zeki Akıncı Murad Alpaslan Kasalak Gülseren Yurcu	EVALUATION OF ANTECEDENT ATTITUDES OF UNIVERSITY STUDENTS TOWARDS ECOCENTRIC, ANTHROPOCENTRIC AND ENVIRONMENT: AKDENİZ UNIVERSITY FACULTY OF ECONOMICS AND ADMINISTRATIVE SCIENCES	
T3013	Yılmaz Seçim	SOME FUNCTIONAL FOODS AND PROPERTIES USED IN TURKISH CUISINE	
T4019	Zeki Akıncı Gülseren Yurcu Murad Alpaslan Kasalak	LEISURE MOTIVATION AND SATISFACTION IN RUSSIAN TOURISTS: ANTALYA \ KEMER \ BELDİBİ EXAMPLE	

21 st April 2018		11.30-12.30	Hall: 2
Session: 9		Chair: Prof. Dr. Bülent Ağbuğa	Language: TR
SE1015	Zeynep Şimşir Bülent Dilmaç	POSITIVE CONSEQUENCES FOLLOWING THE TRAUMATIC EVENT: POSITIVE PSYCHOLOGY PERSPECTIVE	
SE3084	Nedim Yıldız Hatice Hicret Özkoç	THE EFFECT OF ORGANIZATIONAL STRUCTURE ON ORGANIZATIONAL CULTURE AND A RESEARCH	
SE2020	Bülent Ağbuğa	COMPARISON OF PHYSICAL ACTIVITY LEVELS OF WOMEN AND MEN PHYSICAL EDUCATION TEACHERS	
SE4097	Kürşad Han Dönmez Ferhat Büyükkalkan	INVESTIGATION OF TOLERANCE LEVEL OF PHYSICAL EDUCATION AND SPORT TEACHERS WORKING IN GİRESUN AND LEVELS OF CONTINUOUS ANGER AND ANGER EXPRESSION STYLES	

21 st April 2018		11.30-12.30	Hall: 3
Session: 9		Chair: Assoc. Prof. Dr. Şirvan Şen Demir	Language: TR
SE3069	Adnan Veysel Ertemel Burçin Korkut Şahin	IMPACT OF SPONSORSHIP ON CREATING CUSTOMER LOYALTY: VODAFONE-BEŞİKTAŞ J.K. CASE	
SE3078	Mehmet Marangoz Ali Emre Aydın	A DISCUSSION ON CONSUMER PRIVACY CONCERN AND PRIVACY PROTECTION	
SE1008	Tuğçe Tuncer	THE FACTOR OF IRRITATION IN ADVERTISEMENT: BEAUTY OR UGLY? A SEMIOTIC ANALYSIS	
SE3068	Adnan Veysel Ertemel Peyvent Peyk	THE IMPACT OF ZERO MOMENT OF TRUTH ON CONSUMER BUYING DECISION: A RESEARCH IN TURKEY	

21 st April 2018		11.30-12.30	Hall: 4
Session: SDU TOURISM		Chair: Assoc. Prof. Dr. Mahmut Demir	Language: TR
T3015	Kadir Ekin	THE USAGE OF EDIBLE FLOWERS IN FOOD AND BEVERAGE COMPANIES	
T3007	Mahmut Demir Şirvan Şen Demir Emre Yaşar	THE FORM OF DISCRIMINATION IN TOURISM JOB ADVERTISEMENTS	
T3021	Yasin Akşap	DIGITAL REFERENCE IN HRM	
T3022	M. Ayberk Şaşmaz	THE EFFECTS OF DEMOGRAPHIC FACTORS ON EMPLOYEE SELECTION IN HOTELS	
T4024	A.Çağlar Akçil	A STUDY OF BRAND CITY FOR İSPARTA	



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Session: V		Chair: Assoc. Prof. Dr. Mahmut Demir	Language: EN
T0006	Nadira Nazimkulova	TOURISM INVESTMENTS IN KYRGYZSTAN	
T0008	Habil Azez Sertavyen	SPORT TOURISM IN RURAL REGIONS	
T2009	Li N. Yuong	YIELD MANAGEMENT IN HOTEL BUSINESSES: A SAMPLE OF BOUTIQUE HOTEL	
T3010	Verginis Artefonakis, Giannis Dalamagkas	DIFFERENCE OF SERVIS QUALITY BETWEEN CITY HOTELS AND RESORT HOTELS	
SH4088	Mahmut Demir	THE NEW TECHNOLOGIES FOR THE CONVENIENCE OF TOURISTS IN THE HOTEL INDUSTRY	

21st April 2018		<u>14.00-15.00</u>	Hall: 2
Session: V		Chair: Assoc. Prof. Dr. Nesrin Türeli	Language: TR
SH4048	Gulhan Al-Turk	GAZELLE IN THE POEM SAFIYYU'D-DIN EL-HALLIY	
SE4093	Cemal Sezer Ayhan Durmuş Odetta Elezi	A SURVEY ON DETERMINATION OF SATISFACTION PERCEPTIONS OF HEALTHCARE SERVICES IN PRIVATE HOSPITALS	
SE4101	Serdar Ünal	HOW DO YOUNG PEOPLE EVALUATE INFORMATION CIRCULATING ON SOCIAL MEDIA PLATFORMS? EXPOSURE TO INFORMATION AND CREDIBILITY	
SE4102	Serdar Ünal	MILLENNIALS (GENERATION Y): DEMOCRACY, HEALTHY SKEPTICISM AND POLITICAL CYNICISM	

21st April 2018		<u>14.00-15.00</u>	Hall: 3
Session: V		Chair: Assoc. Prof. Dr. Şirvan Şen Demir	Language: TR
SH3039	İbrahim Yenen	RELIGION AND SOCIAL CONFLICT	
SH2013	Şenay Yavuz Görkem	AN INQUIRY ON THE NOTION OF YOUTHQUAKE: INITIATION, MANAGEMENT AND MEDIA COVERAGE	
SH3030	Zeynep Koçer	LOOKING AT THE HISTORY OF TURKISH MEDIA INDUSTRIES THROUGH A SOCIO-ECONOMIC AND POLITICAL LENS	
SH3038	İbrahim Yenen	CIVIL RELIGION AS SOCIAL THEORY	

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Session: V		Chair: Reza M. Asade	Language: EN
T0002	Ryan Dampil and Christy A. Cole	DIGITAL TOURISM	
T0003	Reza M. Asade	CONFLICT MANAGEMENT AND ITS EFFECTS ON ORGANIZATIONAL OUTPUT IN TOURISM BUSINESSES IN IRAN	
T0004	Hajjah H. Sri Fairuz	GASTRONOMY TOURISM IN ASIAN COUNTRIES: A SAMPLE OF MALAYSIA	
T0005	A.R. Vijay Sharma	ANALYSES OF THE DESIRES, EXPECTATIONS AND NEEDS OF EUROPEAN TOURISTS INTERESTED IN TRAVELLING TO INDIA	



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Session: V		Chair: Assoc. Prof. Dr. Mahmut Demir	Language: TR
SE3085	Safiye Genç Mahmut Demir Fatma Kumkale	RELIGIOUS ORIGIN OF THE FIRST WORLD MAPS	
SE4091	Şule Yüksel Yiğiter Salim Sercan Sarı Turgut Karabulut	THE EFFECT OF THE VOLATILITY INDEX (VIX) AND CONSUMER CONFIDENCE INDEX ON BIST INVESTMENT PARTNERSHIP INDEX	
SE4092	Selami Güney Kübra Saka İlgin	COMPARING FINANCIAL PERFORMANCE OF THE BANKS BY GRAY RELATIONAL ANALYSIS: AN APPLICATION ON NATIONAL DEPOSIT BANKS IN TURKEY	
SE4094	Cemal Sezer Ayhan Durmuş	CLINICAL INFORMATION SYSTEMS AND CLINICAL DECISION SUPPORT SYSTEMS: A STUDY BASED ON LITERATURE	

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Session: V		Chair: Assoc. Prof. Dr. Şirvan Şen Demir	Language: TR
SE4105	Özlem Kurtoğlu Zorlu	OTHERNESS IN TURKISH AND ENGLISH PROVERBS	
SH3028	Fatma İdil Baktemur Mehmet Özmen	INVESTIGATION OF NONLINEAR STRUCTURE OF INDUSTRIAL PRODUCTION GROWTH RATE FOR TURKEY	
SH3040	İbrahim Yenen	SOCIAL SECULARIZATION AND RELIGION	
T4039	Şirvan Şen Demir Mahmut Demir	TURKISH COFFEE AND TRADITION AS AN INTANGIBLE CULTURAL HERITAGE	

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Session: V		Chair: Emre Yaşar	Language: TR
SE4095	Muzaffer Şahin	DRONE JOURNALISM	
SE4099	Arif Furkan Mendi	TEA INDUSTRY IN TURKEY: A SECTORAL AND EMPIRICAL STUDY	
SE4103	Mehmet Marangoz	INVESTIGATION OF THE EFFECT OF SOCIAL NETWORKS ON STUDENTS' COURSE STUDY AND ACADEMIC SUCCESS	
SE4104	Cemal Sezer Ayhan Durmuş	A STUDY ON THE REASONS FOR SETTING UP A BUSINESS AND ENTREPRENEURSHIP	

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Session: V		Chair: Jean de Vick	Language: EN
SH3032	Beste Gökçe Parsehyan	NETWORK ORGANIZATION STRUCTURES: THE CASE OF ART GALLERIES	
SH4041	N.Savaş Demirci	THE EFFECTS OF INTERNAL AND EXTERNAL FINANCIAL SOURCES ON R&D EXPENDITURES: DYNAMIC PANEL DATA ANALYSIS ON R&D INTENSIVE FIRMS LISTED ON BIST	
SH3037	Zuzana Novakova	TECHNOLOGY-ENRICHED LEARNING ENVIRONMENT AND THE DEVELOPMENT OF SPEAKING SKILLS OF HIGHER EDUCATION STUDENTS	
SE4106	Cemal Sezer Odeta Elezi Ayhan Durmuş	DETERMINATION OF PATIENT SATISFACTIONS IN A PRIVATE HOSPITAL: A CASE STUDY	
T0001	Jean de Vick	WHAT A TOURISM DESTINATION OFFERS? THE SAMPLE OF LIECHTENSTEIN	

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