The 11th InTraders International Conference on Social Sciences and Education Abstract Book

Editor

Assoc. Prof. Dr. Asena Boztaş

InTraders Academic Platform

www.intraders.org

Publisher

Kürşat ÇAPRAZ

The 11th InTraders International Conference on Social Sciences and Education
İstanbul, Türkiye, 25-29 September 2023

e-ISBN: 978-605-72229-7-8

Editor

Asena Bostaş, Türkiye

Publisher

Kürşat Çapraz, Türkiye

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e-ISBN: 978-605-72229-7-8

Edition: First Edition, 6 October 2023, Sakarya, Türkiye

Language: English

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The 11th InTraders International Conference on Social Sciences and Education provide the Republic of Türkiye, Council of Higher Education "International Conference" criteria. The 11th InTraders International Conference on Social Sciences and Education (Hybrid) was held on 25-29 September 2023, İstanbul, Türkiye

Declaration

InTraders with this declare that from all participants coming from Chile, USA, Romania, Pakistan, India, Afghanistan, Kosovo, and Türkiye, more than half of the studies belong to countries different than Türkiye.

Appreciation

I am gratified to have the honour to put forward the vote of thanks to all the Congressional Coordinators, Congressional Committees, and Authors who provided intensive work performance for the Conference.

Special thanks to whom joined the opening ceremony participants.

OPENING CEREMONY

Kürşat Çapraz, InTraders Academic Platform, Türkiye
Dr. Mubashar Hassan Zia, Allama Iqbal Open University Islamabad Pakistan
Dr.Karuppasamy Ramanathan, Dean, School of Management, Hindustan University, Chennai, India

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Conference main topics; social sciences and education topics.

Thank you for your great work, dear friends. Last, my little motivators, Emre and Yunus ÇAPRAZ, are great….

Topics; Social Sciences Titles: Sociology, Psychology, Communication Studies, Journalism, Public Relations, Advertising, Social Work, Philosophy, Economics, Business Administration, Labor Economics, Human Resources, International, Finance, Econometrics, Political Science and Public Administration, Law, Islamic Economics and Finance, Management Informatics Systems, Health Management, International Trade, Logistics, Distance Education, Higher Education, Teaching and Learning, E-learning, Lifelong Learning

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Dr. Mubashar Hassan Zia, Allama Iqbal Open University Islamabad Pakistan

Dr.Karuppasamy Ramanathan, Dean, School of Management, Hindustan University, Chennai, India

The 11th InTraders Conference Program

GMT+3	25 September 2023	26 September 2023	28 Sept. 2023
Session 1: 10:00-10:40	Abstract No: 8-11-19-39 Abstract No: 17-4-5-25	Abstract No: 26-1-3-31	**10:00-10:40 Workshop Dr.Karuppasamy Ramanathan, Dean**
Session 2 11:00-12:00	Abstract No: 36-34-6-13	Abstract No: 33-9-12-20	
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Session 4 14:00-14:40	Abstract No: 24-38-15-41		
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Session 6 16:00-16:40	Abstract No: 35-30		

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3	Kenan Ateşgöz	Deepfake Technologies and the Credibility of News	Çukurova University, Türkiye
4	Zübeyde Er	Examining the Relationship Between Mathematical Thinking Skills and Critical Thinking Skills and Academic Achievement	Çukurova Science and Art Center, Türkiye
5	Hakan Eygü	Conceptual Analysis of the Relationship Between Loneliness and Depression in Adolescent Years	Atatürk University, Türkiye
6	Bushra Zulifiqar, Ghulam Subhani, Akmal Shahzad	Impact of Oil Price Volatility on Stock Price Volatility: Evidence from Emerging Countries	Arid Agriculture University, Rawalpindi, Pakistan Iqra University Islamabad, Pakistan

7	Leena Jenefa, Ashlin Nimo	AN EMPHASIS OF PERFORMANCE APPRAISAL ON TOP MANAGEMENT IN FINANCIAL SECTOR	Hindustan Institute of Technology and Science, Padur, Chennai, India Vel Tech Rangarajan Dr. Sagunthala R&D Institute of Science and Technology, Avadi, Chennai, India.
8	Marinică Tiberiu Șchiopu	The Buddhist Intertext in Lucian Blaga's Poems	Romanian Language Institute, Romania & University of Delhi, India
9	Emrah Eray AKÇA	An Empirical Investigation on the Nexus between the Internet and Trade in Services	Bartin University, Türkiye
10	Albana Jeminaj, Mustafa Kadriaj	The quality of teaching as a competitive factor for driving schools in Kosovo	Business College Prishtina, Kosova
11	Halil Arslan, Temur Kayhan	The Effect of Changes in Tax Rate and Borrowing Cost on EV/EBITDA and P/E Multiples	Kırşehir Ahi Evran University Info Securities Corporate Finance Manager, Türkiye

12	Fatma Duman, Şefik Kartal	Classroom Teachers' Views about the Process of Teaching Mathematics via Distance Education	Öğretmen, Milli Eğitim Bakanlığı, Kayseri İl Milli Eğitim Müdürlüğü, Hakkı Altop İlkokulu, Kayseri, Türkiye,Tokat Gaziosmanpaşa Üniversitesi, Eğitim Fakültesi, Tokat, Türkiye
13	Ertan Beceren, Seçkin KABAK	Intra- Industry Trade Analysis Of Türkiye's Foreign Trade With Austria	Suleyman Demirel University, Kahramanmaras Sutcu Imam University, Türkiye
14	Berna BALCI İZGİ, Ertan BECEREN	Feminist discourse, local governments and women NGOs: Gaziantep city council women's council iniative	*Gaziantep Univ.,Dept. Of Economics, Gaziantep/ Türkiye Süleyman Demirel Univ.,Dept. Of Economics, Isparta/ Türkiye
15	Punam Rattan, Sayed Elham Sadat	Web Application Vulnerabilities: Counter measures and Assessment Techniques	School of Computer Application, Lovely Professional University, Punjab, India Information Technology Department, Computer Science Faculty, Kabul Education University, Kabul, Afghanistan
17	İbrahim Hakan Göver	Internationalization in Higher Education in The Context of Center and Periphery Approach: Case of Kayseri	Abdullah Gül University, Department of Political Science and International Relations, Türkiye
18	Aybala Köseoğlu Yurdagül Meral	OLIVE MARKETING IN TÜRKİYE: A SWOT ANALYSIS OF OLIVE SECTOR IN TÜRKİYE	9.Eylül University Business School) İstanbul Medipol Üniversitesi, Türkiye
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26	Zara Shabbir, Maryam Gull, Sobia Hassan	Conceptualizing the Influence of Social Media Marketing on Brand Image and Customer Loyalty in Fashion Markets	Lahore College for Women University, Lahore, Pakistan
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Design Patterns in software architecture a breakthrough in productivity

Tanvir Ahmed[1]

Abstract

Today main challenges to computer scientists and practitioners are the checking and locating of specific sequences of data of some pattern among raw data or a sequence of tokens. Unlike pattern recognition, the match has to be exact in the case of pattern matching. Software design patterns are used to solve the common occurring problems in a context. They are very commonly used in software architecture development from last two decades. The use of design patterns produce fast and high quality software products, thus the most of software designer are not know the exact situation where to fit it, if they know the exact implementation area and requirements they will be very beneficial in development process. The design pattern helps the team members to communicate with each other and also help to understand of their codes. A number of design patterns are available from last two decades that can help the engineers and developers in this domain. They have much importance in computing systems that are designed and implemented in past .In this paper, we discussed some history of design patterns, the patterns started from building architecture, after some time they become a part of software engineering and play a vital role in software architectural development, and the second section covered the current status of design patterns, Now day's design patterns are more comprehensive and expressive as compared to past, and at the last some future developments and new trends in design patterns are discussed. So the design research community, software developers and managers will be able to indicate where we were and where we will. Some future predictions also discussed for the help of researchers, developers and designers. Finally, we listed our observations for future research directions and guidelines for this discipline.

Keywords: Software patterns, pattern languages, object-oriented frameworks, software architecture, Software quality attributes.

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Fluctuations of Oil Prices in the Global Market

S. Waleck Dalpour[2]

Abstract

This study examines literature regarding the impacts oil price has on the global economy and the consequences of the Russia-Ukraine war. Global economic growth is strongly driven by oil prices for oil importers and exporters alike. The global oil market is a key contributor to the development of wealth in many nations. Additionally, demand is expected to increase with economic and population growth throughout the globe. The determinants of oil prices, along with an analysis of Norway's, Russia's, and OPEC's positions in global oil markets will be examined. This study will show future oil price forecasts while taking into consideration factors that support the movement towards renewable energy, oil demand, oil supply, and geopolitics concerning oil. Recently, the COVID-19 pandemic and the Russia-Ukraine war have caused volatility in the oil market for oil-exporting and oil-importing nations alike. Some of the key findings in this study are growth in oil production rates in Norway and OPEC countries, while Russia is expected to see a decrease in production rates in spite of the ongoing war.

Keywords: OPEC, Oil Price Determinants, GDP, Oil Importers, Oil Exporters, and Russia-Ukraine war

[2] Prof. Dr. University of Maine at Farmington, U.S.A

OLIVE MARKETING IN TÜRKİYE: A SWOT ANALYSIS OF OLIVE SECTOR IN TÜRKİYE

Aybala Köseoğlu[3], Yurdagül Meral[4]

Abstract

The subject of this study is the olive plant which can be used from its leaf to its fruit, to its stem and even to the pulp of its fruit, and in terms of its production we have a lucky position. The olive tree is a symbol of immortality, the olive plant is a source of healing, health and good taste. The form of this valuable plant which become the subject of commerce will be evaluated in my study. Olive being a subtropical climate plant, finds the opportunity to develop in a very limited area in the world. Most of its production takes place in the Mediterranean basin. Türkiye surrounded by the sea on three sides, has a long coastline with Mediterranean climate characteristics, and with its surface shapes that allow the warming effect of the sea to diffuse to the interior, production is carried out not only on the coastline but also in the interior. The aim of this study is to reveal the position of our country, which has a unique potential when compared with the countries in the world, even with the Mediterranean region countries, among the world olive producers and exporter countries. The weaknesses and strengths of our country's olive sector will be investigated with the opportunities and threats analysis in the sector in terms of world international trade and suggestions will be made to strengthen the position of our country in the world olive trade. As a result, general characteristics of the olive plant are given, the status of the plant with international trade statistical data and then situation of the sector in terms of Türkiye are examined and SWOT (Strengths, Weaknesses, Opportunities and Threats) analysis of the olive sector in Türkiye results show that current practices on education (appropriate olive, gene source, fertilization, pruning, irrigation, harvesting), modernization (planting and agriculture, production), licensed/hygienic storage, prevention of adulteration, support and incentives (especially branding, quality and to enter international markets) and food/quality assurance, and recommendations what to be done to increase Türkiye’s olive production and olive export volume are given.

Keywords: Agricultural sector, olive, olive oil, export, SWOT analysis

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Internationalization in Higher Education in The Context of Center and Periphery Approach: Case of Kayseri

İbrahim Hakan Göver[5]

Abstract

Other than societal contribution, internationalization has also been a core element of higher education in the World. At the very beginning, in this process which started using various terms such as global education, multicultural education, transnational education, comparative education, cross-border education, borderless education, intercultural education and off-shore education, especially international students and faculties play a major role due to providing many benefits to Higher Education Institutions (HEIs) including but not limited to academic, economic, cultural and social ones. Therefore, the numbers of international students, faculties and the ones involving in mobility programs have been gradually increasing in recent years. In this context, in terms of 2022-2023 academic year total number of international students studying abroad passed 6 million in the World and reached about 300.000 in Türkiye. On the other hand, this process of internationalization is not run equally both in the World and in Türkiye. The aim of this paper is to explore the status of internationalization in Türkiye in the context of center and periphery approach and determine the factors underlying unequal distribution of internationalization through examining case of universities located in Kayseri.

Keywords: Higher Education, Internationalization, International students, Kayseri, Türkiye.

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Feminist Discourse, Local Governments And Women Ngos: Gaziantep City Council Women's Council İniative

Berna BALCI İZGİ[6], Ertan BECEREN[7]

Abstract

Local governments and women NGOs have important responsibilities in promoting women's employment. Approximately 95% of the population living in Türkiye lives within the borders of the municipalities. Local governments undertake very important tasks in economic and political life and become pioneers. In addition to meeting the needs of the districts where they are located, municipalities also help neighboring provinces or try to solve urgent problems with joint decisions. In this context, city councils and women's councils also carry out a number of activities. A non-governmental organization is an organization that we can define as the organized behavior of the non-governmental part of the society. It may not be a woman or a man, but the gender perspective can also be expressed as feminist discourse. Undoubtedly, behind the feminist discourse lies the fact that women are a more disadvantaged group. Based on this idea, women's NGOs adopt a management approach that is in harmony with the society and takes care of its members and the interests of the society. In this respect, there is a principle of continuity and efficiency here. We see that a lot of research has been done on women NGO managers. Women NGO leaders are explored from their qualifications and social competence to how free they are. These issues are among the questions of the research field. Specifically, there is the issue of female leadership and/or female entrepreneurship. Women's entrepreneurship is one of the areas that women's NGOs aim to support. NGOs have important duties in this area. There is a wide scope in this, from ensuring women's access to immediate livelihoods to financial and moral support. The aim of this study is to reveal the profile of women's NGOs in the city by giving information about the activities of Gaziantep City Council and Women's Council. The expectations of today's society from local governments and civil society have changed and are changing over time. In this context, social aids are described as populist policies and are criticized especially during election periods.

Keywords: Local governments, women ngo’s, Gaziantep
JEL Code:B54, E24

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Intra- Industry Trade Analysis of Türkiye's Foreign Trade With Austria

Ertan Beceren[8], Seçkin Kabak[9]

Abstract

In today's world, new foreign trade theories have emerged that traditional foreign trade theories are insufficient to explain. These foreign trade theories have emerged since the 1960s. International trade, which allows an economy to export and import a product from the same industry, is called Intra-Industry trade. Intra-Industry trade has gained importance with the differentiation of consumption habits together with Post-Fordist production and has been the subject of research. In this direction, the analysis of the Intra-Industry trade in the foreign trade of Türkiye and Austria will be carried out. Grubel-Lloyd index will be use in the analysis. As a result of the research, it is aimed to determine the sectors that show the characteristics of Intra-Industry trade in the trade between these two countries and to present a policy proposal in this direction.

Keywords: Foreign Trade, Intra-Industry Trade, Türkiye, Austria.

JEL Codes: A1, F0, F1

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Classroom Teachers' Views about the Process of Teaching Mathematics via Distance Education

Fatma Duman[1], Şefik Kartal[2]

Abstract

The aim of this study is to determine the problems experienced by the teachers in the primary school mathematics course conducted through distance education.

In this research, the case study design, one of the qualitative research designs, was used. An open-ended questionnaire developed by the researchers was used to collect data. The sample of the study is easily accessible case sampling.

In this study, it was determined that the general opinion of the classroom teachers about the suitability of the mathematics course for the distance education process was negative. Opinions on the negative aspects of mathematics courses given through distance education are that there is not enough feedback, the subjects cannot be concretized, the students' insufficient participation in the lessons, the lack of materials and the difficulty of classroom control.

To reduce the negativities in distance education mathematics courses, it can be recommended to make the curricula suitable for distance education, to increase the interaction with the students taking the course, to reduce the number of students in the classes and to organize the distance education infrastructure in a way that every student can reach.

Keywords: Teaching Mathematics, Classroom teachers, Distance education

A Study On The Impact Of OTT Affecting The Theatres Growth

M. MOHAMMED RIYAS [10]

Abstract

The internet plays a major role in the entertainment industry in the modern era. One such highly impressive online platform is OTT (over the top). This study mainly focuses on the Impact of OTT on theaters' growth with reference to Chennai. Some OTT examples are Netflix, Amazon,Hotstar & Zee5and famous Cineplex in Chennai which gets affected are single screens. Chennai Theater list Woodlands, Devi, Udhayam, and Bharath. This research analyzes people'sviewing habits through digital platforms and movie theatres for video content. The scope of thestudy is due to the impact of COVID-19 on Indian cinema theatres and the driving factors of OTT. The research will help them to get an idea of what the future trend holds in the purview of their market share and consumer behavior in the entertainment sector. They will be able to determine the future trend's impact on their market share and consumer behavior in the entertainment industry with the aid of the research. In order to foresee how future trends in theentertainment sector will be impacted, this research aims to understand how movie and contentviewers behave with regard to their choice for OTT over theatres or vice versa.

Keywords: OTT Platforms, Theatres, Content, Entertainment.

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The Effect of Changes in Tax Rate and Borrowing Cost on EV/EBITDA and P/E Multiples

Halil Arslan[11], Temur Kayhan[12]

Abstract

Countries are subject to different tax regimes. In addition, although companies use similar amounts of financial debt, the interest rates of the loans may be different according to the financial risks of the companies. Multiples of foreign companies, that operating in the same sector with the company, can be used in the valuation of subject company. However in the case of all other factors being equal, the valuation of companies operating in countries with 30% corporate tax must be lower than the companies operating in countries with 20% corporate tax. Another factor is the debt cost. If two companies that used the same amount of debt incur different borrowing costs, the relevant difference should be reflected in the valuation. EV/EBITDA multiple, all other factors being equal, finds the same value for two companies that borrowed the same amount but have different borrowing costs. Additionally while all other factors being equal for companies operating in countries with two different tax regimes, EV/EBITDA multiple finds the same value and obtains an incorrect output. It can reveal a more accurate valuation by taking into account P/E multiple in the valuation. This study summarizes the advantages and disadvantages of P/E and EV/EBITDA valuation multiples relative to each other in terms of reflecting tax and borrowing costs to the value.

Keywords*:* Valuation, Peer Multiples, Capital Markets, M&A, Initial Public Offering

JEL Codes: A10, E22, E44, G11

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The quality of teaching as a competitive factor for driving schools in Kosovo

Albana Jeminaj[1] , Mustafa Kadriaj[2]

Abstract

The purpose of this paper is to identify and analyze the factors that affect the quality of service and training for vehicle drivers, a challenge in learning and training which is reflected on the quality of driving, causing accidents up to fatality. The methodology used includes the analysis of adequate literature, research, various relevant reports, interviews with candidates and experienced drivers, research, and analysis of internal and external data of driving schools. The results show that factors such as compliance with customer expectations, the performance of internal processes, communication with customers, and staff responsibility significantly impact the quality of service, reflecting the quality of driving. As a result of the relevant information, we suggest the need for greater focus on candidate awareness, process improvement, and staff engagement to improve the quality of service and adequate training for candidates. Recommendations suggest employee training and performance monitoring to improve service quality management in driving school teaching performance.

Keywords: Public institutions, Education in Kosovo, professional driving schools.

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An Empirical Investigation on the Nexus between the Internet and Trade in Services

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Abstract

This study analyzes the nexus between the Internet and international trade in services using panel data from 41 countries over the period 1995-2019. While the share of the Internet users in the total population represents the Internet, trade in services is split up into two sub-models as service exports and imports. In this context, service exports and imports models are constructed and estimated by utilizing the Driscoll-Krooy estimation technic. The study also includes a few control variables, which are considered as main determinants of service trade in many studies, to reach more consistent results. The findings of the study confirm the encouraging impact of the Internet on both services exports and imports. Demand factors, which are represented by the economic output of the rest of the world in the exports model and of the importer country in the imports model, respectively, are significantly found to be supportive factors for service exports and imports. Additionally, financial development matters for further service exports and imports since it positively and significantly affects them. Overall results refer that an increase in the number of Internet users would bring about more international trade in services through principally its reducing impact on fixed costs such as searching, transaction, transportation, and communication concerning cross-border trade. Providing more access to the Internet, therefore, would help to increase the exports and imports of services.

Keywords: The Internet, Services Exports, Services Imports, Panel Data Analysis.

JEL Codes: C23, F14, M15

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The Buddhist Intertext in Lucian Blaga's Poems

Marinică Tiberiu Şchiopu[14]

Abstract

Lucian Blaga's indianism has been researched by Mircea Itu, but the Buddhist dimension of his poems was partially analysed. The present paper aims to explore some foundamental Buddhist concepts that the Romanian thinker and writer recycled in his works. It is well known that the Indian culture and philosophy influenced Blaga's forma mentis and his writings. The proposed analysis will focus on the connections between Buddhism and the Romanian poet due to the scarcity of information on this topic. The main research questions of this study are: "Which are the Buddhist ideas and theories that Lucian Blaga intertextually used in his poems?" and "Why did he choose those particular philosophical concepts?". In the analysis of the Buddhist dimension of Blaga's poetry, the following methods will be indispensable: close reading, hermeneutics, intertextuality and stylistics.

Keywords: Buddhism, intertextuality, Lucian Blaga, philosophy, poetry.

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Impact of Oil Price Volatility on Stock Price Volatility: Evidence from Emerging Countries

Bushra Zulifiqar [15], **Ghulam Subhani**[16], **Akmal Shahzad** [17]

Abstract

The purpose of this study is to empirically investigate the effect of oil price volatility and exchange rate on stock price volatility of six emerging countries (Brazil, India, China, South Africa Indonesia and Mexico). It also aimed to find the long run relationship between oil price volatility and stock price volatility of these emerging countries. For this purpose monthly data for a period from September, 1998-September, 2018 were used to analyse this relationship. The results of ordinary least square (OLS) and Error correction found significant impact of oil price on stock price of Brazil, India and Indonesia only. Exchange rate has only significant impact on stock price volatility of Brazil. Error Correction result also found long run relationship between oil price volatility and stock price volatility of all the six countries. I.e. any volatility cause by oil price volatility is restored in the long run with sped of adjustment for all the countries. The results of the study is helpful for all the individual and institutional investors interested to invest in these countries, as it gives them an idea of how security market of these countries reacts towards the fluctuations in global oil prices.

Keywords: Oil Price Volatility (OPV), Stock Price Volatility (SPV). Error Correction Model (ECM), Generalized Autoregressive Conditional Heteroscedastic model (GARCH)

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Conceptualizing the Influence of Social Media Marketing on Brand Image and Customer Loyalty in Fashion Markets

Zara Shabbir[18], Maryam Gull[19], Sobia Hassan[20]

Abstract

The COVID-19 pandemic has incessantly transformed online shopping behaviors. In several cases, users of digital technologies have been faced with the need to accept and adopt technology to accomplish the new reality; and social media marketing is one of them. Social media marketing is the effective and preferred marketing channel for different fashion accessory brands. Therefore, different fashion accessory companies have started making their fan pages on different social networks like Facebook, Instagram, and Twitter. The aim was to achieve the objective of attracting large number of consumers who prefer to purchase fashion accessories online due to the pandemic. The drive of this study is to investigate the sources of social media marketing that impact the brand image of fashion accessory business with the mediating effect of customer loyalty. This study incorporates the deductive approach by adopting the electronic questionnaire survey technique to collect the data from the customers. The statistical tool SPSS has been used to analyze the data collected to obtain the results. The findings of study lead towards the practical implications along with the improvement of strategies related to marketing.

Keywords: Social media marketing, brand image, customer loyalty, fashion brands.

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Conceptual Analysis of the Relationship Between Loneliness and Depression in Adolescent Years

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Abstract

The relationship between loneliness and depression during adolescent years has garnered significant attention in psychological research. Due to the rapid changes in this period, individuals go through a difficult process. This period is characterized by increased vulnerability to feelings of loneliness and susceptibility to depressive symptoms. Loneliness, a subjective sense of social isolation, has been found to correlate positively with depressive symptoms in adolescents. The absence of meaningful social connections and the perception of being disconnected from peers can contribute to feelings of loneliness, which, in turn, can exacerbate the risk of developing or intensifying depression. The aim of this study was to investigate the relationship between loneliness and depression among individuals, with high school students comprising the sample, through a case study. An independent samples t-test analysis was conducted to determine whether students' levels of loneliness differed significantly based on age and gender. According to the analysis results, no statistically significant difference was found between gender and loneliness. However, a statistically significant difference was observed between age and loneliness. A correlation analysis was conducted to examine the relationship between students' levels of loneliness and depression. According to the analysis results, a significant positive correlation was found between loneliness and depression. It was determined that as the level of loneliness increased, the level of depression also increased.

Keywords: Depression, Loneliness, High school students, t-test, Türkiye

JEL Code: D23, I12, I20

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Examining the Relationship Between Mathematical Thinking Skills and Critical Thinking Skills and Academic Achievement

Zübeyde Er[22]

Abstract

The aim of this study is to examine the relationship between middle school students' mathematical thinking and critical thinking skills and academic achievement. Relational survey model, one of the quantitative research models, was used in the research. The research was carried out with secondary school students (n=346) determined by the maximum variation method, one of the purposive sampling types, in a province located in the southern region of Türkiye in the 2022–2023 academic year. Mathematical thinking developed by Er, Artut and Bal (2023) was used to determine students' mathematical thinking skills, and Critical thinking test developed by the researcher was used to determine critical thinking skills. In the data analysis process, one-way analysis of variance (ANOVA) and regression analysis techniques were used. According to the research findings, it was seen that there was a relationship between students' critical thinking and mathematical thinking skills, that both critical thinking and mathematical thinking skills of students did not differ significantly according to gender, and their mathematical thinking skills differed significantly according to grade level. In addition, it was concluded that both the students' advanced mathematical skills and critical thinking skills increased according to grade levels. In addition, students' critical skills and academic achievements together explain 25% of the total variance of mathematical thinking skills. In other words, as students' critical thinking skills and academic achievements increase, their mathematical thinking skills also increase.

Keywords: Critical thinking, Mathematical thinking, Academic achievement

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Deepfake Technologies and the Credibility of News

Kenan Ateşgöz[23]

Abstract

The process of media digitization has evolved to a different dimension with the contribution of artificial intelligence (AI) technologies. Artificial intelligence technologies, rooted in studies dating back to the 1940s, conceptually took shape in the 1950s. In recent years, artificial intelligence has become one of the most popular concepts of our time and is seen to be used in various fields, with research on it rapidly continuing. Developments in machine learning, in particular, have also influenced the emergence of different technologies. Among these, deepfake technologies have the capability to manipulate media content such as videos, photos, and sounds by creating images that closely resemble reality, enabling manipulation. In this sense, due to both the opportunities presented by deepfake technologies and the content that could be perceived as a threat, they have raised concerns about credibility, leading to precautionary research in various fields for content generated by deepfakes.

One of these fields is journalism. Artificial intelligence technologies, especially deepfake creations, are increasingly being used in journalistic practices. Deepfake technologies produce fake content by transferring the image of one person onto another person or persons, utilizing deep learning technologies to manipulate images. Moreover, fake content generated by deepfakes causes significant challenges across all media environments, from social media to traditional media. The increasing number of fake content used in creating news raises questions about the credibility of news. Therefore, the growing prevalence of deepfake content in news media not only undermines the credibility of news but also sparks debates about the future value and position of news.

In this regard, the debates and identified issues in the literature regarding the current and future credibility of news will be examined using the traditional compilation method."

Keywords: Deepfake, credibility of news, artificial intelligence, news media, fake news.

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Evaluating Distance Education Programs for Gifted Students

Nazmiye Nazlı Ateşgöz[24]

Abstract

The aim of this study is to evaluate distance education programs for gifted students. Within the scope of this aim, three distance education programs for gifted students were evaluated. These programs were Johns Hopkins Center for Talented Youth, Davidson Institute for Talent Development, and the technology based Schoolwide Enrichment Model. There are numerous distance education programs for gifted students. In determining these three programs, the conditions that the program should be active, have a website, and be only for gifted students were taken into consideration. In this qualitative research data were collected by document review technique. The sources classified as document were the websites of the program and research on describing programs. To analyze data content analysis was used. Programs' theoretical basement, content, admission requirements and course evaluation were compared. Furthermore, research on the effectiveness of the programs were analyzed. Research findings show that all three programs were face-to-face programs that were later transferred to online platforms. One of them has a theoretical basement, all three programs have rich content and course evaluation system appropriate with the content. Admission requirements for all three programs are not clear, but participants have to pay a fee according to the course they take. There are limited studies on investigating the effectiveness of these programs. As a result, it can be said that the number of distance education programs for gifted students should be increased, more publicity should be done worldwide, and more research should be done on these programs.

Keywords: Distance education, gifted students, program evaluation

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The role of Design Thinking in Higher Education

Karuppasamy Ramanathan[25]

Abstract

Design thinking is a problem-solving and innovation methodology that emphasizes a human-centered approach to solving complex problems and generating creative solutions. It is a structured and iterative process that can be applied to a wide range of challenges, from product and service design to organizational strategy and social issues. Focus on the needs and experiences of people to create solutions that genuinely meet their requirements and expectations. It encourage interdisciplinary teams to work together, bringing diverse perspectives and expertise to the problem-solving process and Embrace a flexible and iterative approach, where you continually refine and improve your solutions based on feedback and testing. Design thinking is not a linear process; it's highly adaptable and may involve moving back and forth between stages as you learn more and make improvements. It's a versatile approach that can be applied in various contexts to foster innovation and create user-centric solutions. The authors' aim is to identify the features and characteristics of design thinking and discuss its importance in promoting students' problem-solving skills in the 21st century.

Keywords: Design thinking, Design process and Expertise

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The role of Emotional Intelligence in Leadership Effectiveness

K.Arockiam[26], Ramya. M.[27]

Abstract

The success of the organization relies on the leadership, and the leader's success is based on his/her understanding the pulse of others and themselves, hence it is not easy in all the situations. In this situation Emotional intelligence facilitate one to assess the feelings of others. Therefore, the researchers have attempted to study the influence of emotional intelligence level on leadership effectiveness. The required data was collected from the managers and team leaders of software companies located at Chennai using purposive sampling technique, and the required 120 data was collected through structured questionnaire. The results of correlation and regression analysis explained, positive and significant relationship between emotional intelligence components and leadership effectiveness. The researcher further found that, among the factors of EI, empathy is the most influencing factor on leadership followed by socialization. Hence it is recommended to provide emotional intelligence training to the leaders, to make them more efficient.

Keywords: leadership, effectiveness, emotional intelligence

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Web Application Vulnerabilities: Counter measuresand Assessment Techniques

Punam Rattan[28], Sayed Elham Sadat[29]

Abstract

In the current age of technology, web applications and websites had a broad and significant growth all over the world, hence a major part of technological life depends on it. The security of web applications and websites is one of the key areas of research for researchers and technologists. Web applications offer benefits, which makes user's life easier. With the help of this paper the study of existing vulnerabilities, cyber-attacks, and vulnerability scanning tools and their loopholes in web applications and websites were identified. Review highlights that with the developments and deployments of web applications on the internet users are chasing by a remarkable number of cyber- attacks. Attackers take advantage of available vulnerabilities in a web application or website. Selected commonly used open source vulnerability tools were analyzed and loopholes in web applications were identified. This paper highlights web vulnerabilities that causes difficulties, like poor programming, not using secure and updated protocols, miss-configuration as a major one.

Keywords: Web security, vulnerabilities, web applications, open source tools.

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The role of Emotional Intelligence in Leadership Effectiveness

K.Arockiam[30], Ramya. M.[31]

Abstract

The success of the organization relies on the leadership, and the leader's success is based on his/her understanding the pulse of others and themselves, hence it is not easy in all the situations. In this situation Emotional intelligence facilitate one to assess the feelings of others. Therefore, the researchers have attempted to study the influence of emotional intelligence level on leadership effectiveness. The required data was collected from the managers and team leaders of software companies located at Chennai using purposive sampling technique, and the required 120 data was collected through structured questionnaire. The results of correlation and regression analysis explained, positive and significant relationship between emotional intelligence components and leadership effectiveness. The researcher further found that, among the factors of EI, empathy is the most influencing factor on leadership followed by socialization. Hence it is recommended to provide emotional intelligence training to the leaders, to make them more efficient.

Keywords: leadership, effectiveness, emotional intelligence

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Quantifying Manufacturing Firm's Competitiveness: A Principal Component Analysis Approach

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Syed Hassan Raza[33]

Abstract

In the ever-evolving manufacturing industry landscape, the imperative task of assessing firm competitiveness holds undeniable significance for stakeholders, investors, and policymakers. This research paper introduces a comprehensive framework designed to gauge firm competitiveness over the period spanning from 2010 to 2021, with a particular focus on manufacturing firms listed on the Pakistan Stock Exchange (PSX). Employing the Principal Component Analysis (PCA) methodology, we leverage Asset Process and Performance (APP) models to construct a composite index that adeptly encompasses the multifaceted dimensions of firm competitiveness. Our findings validate the pivotal roles of assets, processes, and performance in bolstering a firm's competitiveness. Significantly, this study highlights the pivotal role of assets in shaping firm competitiveness, surpassing the influence of processes and performance. Additionally, we categorize firms into distinct competitiveness tiers, providing empirical support for a noteworthy trend where firms progress from lower to average competitiveness tiers and subsequently from average to higher with time.

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IMPACT OF EMPLOYEES EMPOWERMENT ON ORGANIZATION PERFORMANCE IN EDUCATION SECTOR OF PAKISTAN

Sidra Swati[34]

Mahmoodulhassan[35]

Chaudhary Hammad[36]

Abstract

The research aims to determine the level of employee empowerment and the impact it has on organization performance in an education setup. A mixed methods research design was followed. Quantitative data was collected through structured questionnaires. The study results show a significant level of employee empowerment. However, the results are also indicating that management still needs to address factors that are affecting productivity and quality levels. Management must adopt new philosophies of driving the empowerment and take lead to achieve organizational goals and remain competitive. Employee empowerment can enhance the relationship between employees and management, increase employee's confidence and make them feel more recognized. Hence, this will encourage employees to use their expertise and knowledge to suggest more quality improvement methods in their workstations and achieve the organization's objectives. Therefore, there is a need to study the impact of employee empowerment on quality improvement, customer satisfaction and organizational effectiveness. The level of employee empowerment on quality related issues in the organization; to identify the improvement tools and strategies to improve employee involvement on decision making on the quality issues; to investigate if there is a direct relationship between employee empowerment, customer satisfaction and the impact it has on quality improvement to achieve organizational effectiveness.

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Law of Treaties

Mihaela POP[37]

Abstract

The primary mode of communication among states in the international community is through treaties, which establish and acknowledge the existence or dissolution of states. These treaties and agreements serve as the basis for determining and recognizing the status of states.

The formation of treaties follows a well-defined procedure, encompassing many stages such as negotiation, signing, and ratification. The process by which a state becomes legally obligated by a treaty is determined by its internal legal procedures.

Given the significance of international treaties as a means of establishing norms of behavior within the international community, the United Nations Charter accords a distinct position to the institution of treaties.

However, as a result of the unique characteristics of international law, international treaties may also have implications for third-party states.

The law of treaties plays a pivotal role in upholding stable diplomatic relations between governments and fostering global collaboration. The framework facilitates the establishment of enforceable agreements among nations, while also upholding their sovereignty and adhering to the foundations of international law.

Keywords: international treaty, instrument of the law, Vienna Convention, international agreements.

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DOES ORGANIZATION POLITICS PLAY ANY ROLE IN SHAPING THE RELATIONSHIP BETWEEN TRANSFORMATIONAL LEADERSHIP AND EMPLOYEES OCB.

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Amelia Rubin[40] , Abner Rubin[41]

Abstract

In the contemporary landscape of intense competition, leadership has evolved significantly. It now encompasses the crucial skill of mitigating politics within organizations. Leaders are increasingly aware of the need to minimize political behaviours, such as favouritism or internal power struggles, to create a healthier and more productive work environment. This perspective is supported by research conducted by Iqbal in 2016, which emphasizes the importance of aligning individual and organizational interests. When these interests align, the collective well-being of the entire organization takes precedence over individual agendas. In contrast, when individual interests overshadow the greater good, it can lead to the emergence of internal political factions, superficial imitation, and a decline in productivity over minor issues.

The study was conducted among university faculty members in Khyber Pakhtunkhwa (KP), Pakistan, to delve deeper into this dynamic relationship between leadership, organizational politics, and employee behaviour. The findings indicate that both transformational and transactional leadership styles are significantly related to employees' OCB, suggesting that different leadership approaches impact how employees engage with their roles and the organization. Moreover, the research highlights that the perception of organizational politics has a negative influence on employees' OCB. Essentially, a workplace culture where politics is prevalent tends to hinder employees' willingness to go above and beyond in their roles. In summary, the current study underscores the evolving role of leaders in contemporary competitive environments and the importance of fostering an organizational culture that

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minimizes political behaviours. It highlights how leadership styles, such as transformational leadership, can positively impact employee behaviour, while perceptions of organizational politics can have detrimental effects. This research underscores the critical role of leadership and the organizational environment in shaping employee engagement and performance, particularly within the context of universities in Khyber Pakhtunkhwa, Pakistan.

Keywords; Organizational Citizenship Behavior; Trust in Leaders; Transformational Leadership; Transactional Leadership.

The effect of Gender Marketing in Brand Perception in Online Purchase: An application in apparel clothing

Leena Jenefa[42], Denis Amirtharaj[43]

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Abstract

The brand perception among the customer plays an important role in online purchase. The customer decision relay on brand perception. A positive brand image can attract more customer and leads to increase in sales along with trust and loyalty. Brand management create a favorable impression among their target audience and maintain a competitive edge in the market. Gender plays a vital role in taking decision and this study focused towards the effects of gender influence towards Brand perception in online purchases. The data was collected from 315 samples through structural questionnaire. The collected data were analysed using SPSS 20.

Keywords: Brand, Perception, Customer satisfaction

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Differences of Tourists' Perceptions of Destination Image According to Demographic Characteristics: The Case of Kastamonu

Tahir BENLİ [46]

Abstract

With the understanding of the economic contributions of tourism activities to destinations, many places with natural beauties are trying to market themselves both through social media and media such as television, radio, newspapers and magazines in order to attract the attention of tourists. Nowadays, with the significant increase in the number of destinations that individuals can go to, there has also been a significant increase in destination marketing activities. This situation causes confusion in the decision-making process of individuals for a holiday. Individuals generally compare alternative destinations via social media and prefer the destination with a more positive image than others. As the competition between destinations increases, destinations that have a positive place in the minds of individuals gain an advantage over other competitors. This shows the importance of destination marketing, and influencing individuals' destination perceptions. In this research, it was tried to determine whether the image perceptions of tourists visiting Kastamonu province towards the destination differ significantly according to their demographic characteristics. In line with this scope, a survey form was prepared and applied to 518 tourists who visited Kastamonu province between 03 July and 1 September 2021, reached on a voluntary basis by easy sampling method. The collected data is analyzed with the SPSS statistical program. According to the research results, it was determined that the participants' perceptions of the destination image showed a significant difference according to the variables of marital status, age, monthly income and education level, but did not show a significant difference according to the gender variable.

Keywords: Destination marketing, Destination, Destination Image, Kastamonu

JEL Code: M31, M1, M30

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Rare Earth Extraction and Processing, Efficiency, Costs and Environmental Risks

Roberto Acevedo[47], Andrés Soto-Bubert[48], Benjamín Ramírez[49]

Abstract

This is one of our main goals at the Faulted de Ingenieria, Arquitectura y Diseño. Universidad San Sebastián. Bellavista 7. Santiago. Chile is to seduce our students to carry out some research while doing the latest requirements to obtain the title of Civil Engineering major in Mining.

Chile, our country, based its economy mainly on the extraction and processing of both metallic and non-metallic resources. A great deal of research has been done focused on Copper (Z=29) since we are well known all over the world as a country with a substantial resource of this metallic material. The importance of copper is without any discussion of paramount importance for our country and its development. The export of this refined material is one of the main sources that contribute to the gross domestic product. We have noticed the importance of our materials, known as rare earth elements, due to their technological and scientific uses; there is an urgent demand to optimize practices in the extraction and processing of rare earth, which is vital for Chile's sustainable advancement. However, there are challenges such as efficiency, cost reduction and minimizing environmental impacts.

This research paper examines the technical and economic aspects of obtaining rare earths in Chile. Emphasis is placed on assessing socio-economic and environmental impacts and promoting equitable solutions for industry, environment, and society. This research covers everything from prospecting to advanced analysis techniques, seeking to provide a complete picture guiding informed decisions on rare earths. Chile, for its mineral wealth, has the

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potential to be a leader in this field. Given the relevance of these lands for the Chilean future, we urge the scientific community to engage in sustainable proposals for this industry.

In the contemporary economic context of Chile, where exploitation and innovation in both metallic and non-metallic resources represent fundamental pillars, there is a growing need to review and improve practices related to the extraction and processing of rare earths. These elements, widely integrated into various technological and scientific applications, have become essential for the country's progress and sustainable development. However, with great opportunities come also great challenges: how to extract and process these materials efficiently, minimize costs and, most importantly, minimize environmental risks.

It is of paramount importance to observe that there are several very costly techniques to obtain rare earths and to become competitive in the global market. We believe that our students have the capacity and the wish to undertake substantial work to improve the quality of our products.

The Impact of Climate Change on Oceans and Seas: Sustainable Blue Economy in Achieving SDG14

Billur ENGİN BALIN[50]

Abstract

With the industrial revolution, increased economic activity has led to an increase in the "production of pollution", and the issue of climate change has entered the international agenda. In terms of seas and oceans, climate change causes problems such as changes in water temperature, increase in acid levels in oceans and seas (acidification), decrease in oxygen levels, rise in sea level, and loss of biodiversity in seas and oceans. Moreover, the critical ecosystem services coastal ecosystems provide, such as flood and storm protection and food and income generation, are being lost. Shifts in the geographical distribution of marine species and shifts in growing seasons, as well as changes in the diversity and abundance of species assemblages, are now observable. This study empirically analyses the relationship between environmental degradation and the economic performance of 24 European countries for the time span of 2012-2020 by using a panel regression. The main contribution of this paper is to measure economic performance with the blue economy indicators within the Environmental Kuznets Curve framework. Environmental degradation is measured by total greenhouse gas emissions. Economic performance is proxied by two variables: aquaculture production and gross value added in the blue economy. The results confirm the validity of the <Blue Environmental Kuznet Curves> that there is an inverted-U-shape relationship between aquaculture production and greenhouse gas emissions. Moreover, gross value added in the blue economy has a significant negative impact on greenhouse gas emissions.

Keywords: Blue Economy, Sustainability, SDG14, Climate Change

JEL Codes: Q54, Q56

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The economic and supply chain relationship between members of the Organization of Turkic States (OTS)

Metin Gürler[51,52]

Abstract

The Organization of Turkic States (OTS) consists of Azerbaijan, Kazakhstan, Kyrgyzstan, Türkiye, Uzbekistan, Hungary, Turkmenistan and the Turkish Republic of Northern Cyprus (TRNC). OTS, which has a GDP of 1.56 trillion dollars, a population of 174.1 million, a total foreign trade value of 1.19 trillion dollars, including 630.1 billion dollars in imports and 558.1 billion dollars in exports in 2022, is on its way to becoming a major economic power. OTS constituted 2.2 per cent of the global population, 1.54 per cent of global production (national income), 2.3 per cent of global exports and 2.5 per cent of global imports in 2022.

This study aims to analyse the economic and supply chain relationship between eight members of OTS. All the data were tested for normality by Shapiro-Wilks (SW), Kolmogorov-Smirnov (KS) and the Jarque-Bera (JB) tests, before calculating the correlation to analyse the relationship between the members in economic growth, Gross Domestic Product (GDP) per capita, export and import,The results show that there is a positive correlation between the members in Economic growth, GDP per capita and supply chain (export and import). Kazakhstan and TRNC have a highly positive correlation with three members in economic growth. Kazakhstan has a highly positive correlation with seven members whereas Kyrgyzstan has four in GDP per capita. While Kyrgyzstan and Uzbekistan are good markets for five members, Hungary and Türkiye are good markets for four members. As Türkiye is a good supplier for six members, Kyrgyzstan is for five, Azerbaijan and Hungary are for four.

Keywords: Economic growth, GDP per capita, Export, Import, Organization of Turkic States (OTS)

JEL Code: F10, F14, O57, O47, R11

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[52] This abstract is derived from the report "Organization of Turkic States Supply Chain Analysıs on the Road of Global Scale Productıon" written for TABA-AMCHAM (Turkish American Businessmen Association) in September, 2023.

The Role of Gender Variable in the Effect of Consumer E-Trust on Consumer Loyalty in Online Shopping

Ali YILDIZ[53]

Abstract

Developments in information technologies have led to significant and rapid changes in the lives of individuals and society, and have led to changes in consumption behaviours. Along with these developments, online shopping has been increasing every year all over the world. However, this increase has brought many problems such as being deceived, defrauded or not fulfilling the shopping commitment. Shopping from fake shopping sites, theft of credit cards and personal information, or concern about not finding a solution to the confronted problems may prevent consumers from online shopping. On the other hand, businesses that provide correct and necessary information to consumers, try to fulfill their commitments fully and on time, and protect consumers technically and legally in online shopping, payment and other issues, strive to obtain loyal customers by improving the sense of trust in consumers.

The aim of this study is to investigate the effect of the consumer's trust in the website on the loyalty shown to the website in online shopping and the role of the gender variable in this effect. In this context, data were obtained from 288 university students through an online survey in 2021. Reliability and validity analyzes were conducted with the SPSS program, and the effect of the e-trust variable on the loyalty variable and the role of the gender variable in this effect were investigated by using Structural Equation Modeling (SEM) with the AMOS package program. According to the results of the applied SEM and Confirmatory Factor Analysis, it was seen that the model and the data fit well and the model is valid. As a result of SEM, it was analyzed that the E-TRUST variable affected the LOYALTY variable positively. Gender variable showed a significant difference in the effect of e-trust variable on loyalty variable. According to this, women trust websites more than men and show more loyalty tendencies.

Keywords: Customer Behaviours, E-Trust, Structural Equation Modelling, Customer Loyalty, Customer Relationship Management

JEL Code: M31, M1, M30

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Experiential Marketing: A Tool to Creates Intention to visit Wild Flower Hall, Shimla

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Abstract

A huge market generates through shared good experience with friends, family and public. Experience enhances others' knowledge. Knowledge helps to remove the barriers of unknown hurdles. Searching a good place to stay, is found as a common tendency among tourists. Experiential marketing helps to improve customers knowledge and information, in a positive way. It assesses the clients' experience about their travel. The study investigates the influence of experiential marketing on tourist intention to visit Wild Flower Hall, Shimla. The study also investigates the difference between males' and females' behaviour to adopt experiential marketing in their search. To achieve the hypothesis self-structured questionnaire is used to collect primary data. The reliability and validity of the questionnaire has checked. Sample size is 129. Solvins' (1960) sample size formula used. Total national visitors are 189 in 2022. 189 questionnaire was distributed. 134 responses are received. But 129 fully filled responses are considered for study. Simple random sampling technique is used to collect data. Descriptive statistics and t-test used to analyse the data. The result found that due to experiential marketing, tourist wants to visit Wild Flower Hall, Shimla. Therefore, the study concludes that experiential marketing helps to create tourists intention to visit Wild Flower Hall, Shimla.

Keywords: Experiential Marketing, Tourist Travel Intention, Wild Flower Hall, Shimla

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The Yield of the Climate Crisis Circular Economy and Turkey

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Abstract

The climate crisis, which became increasingly evident with the fluctuations in the world markets and economy after the 2000s, caused countries to question the linear economy model they were applying. Therefore, the current process brings all resource-related problems to light as it suppresses expenditures in countries.

Therefore, developed countries, especially European countries, are in the transition phase from a linear economy model to a circular economy model. The long-term use of all resources is essential in the circular economy, rather than the buy-and-dispose model in the linear economy. On the other hand, there is a situation of scarcity of resources due to the climate crisis. For example; Access to resources such as water, food, energy and fossil fuels is becoming increasingly difficult. Similarly, biodiversity in the international system is declining and financial systems are crashing nearly all economies. However, in the Circular Economy; It is essential to strengthen inter-sectoral cooperation in order to reduce waste and increase the efficiency of resources. Thus, the waste of one company can be the raw material of another company and by keeping the resources in the loop, it will be possible to use the resources as long as possible, to save energy and reduce waste.

While the importance of the circular economy and its examples in the world are included in the study, the circular economy practices in Turkey will be examined in light of the data obtained from the relevant institutions and organizations in the second part.

Keywords: Circular Economy, Turkey, Climate Crisis.

JEL Codes: Q53, Q54, O57.

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Securitizing Immigration in Turkey

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Abstract

The concept of security has changed and transformed in the historical process. The reason for this is that each field makes its own definition of security from an individual, society, national and international perspective. As a result, many schools of thought have emerged that are interested in this field. Copenhagen School, one of them, has taken the concept of security internationally and moved this field to the field of securitization, which is another important dimension.

The study aims to examine the securitization of migration policies in Turkey's historical process in the perspective of the securitization argument. In the study, only the steps taken for the recent Syrian immigrants will not be included, but Turkey's immigration securitization policies will be examined as a whole. Therefore, the orientation and securitization of post-republic migration to Turkey will form the general framework of the study. The main parameters in the securitization of migration in Turkey are within the reports of relevant national and international institutions; the stability of the country and its economic, social and political situation, as well as the numbers and trends of immigrants.

Keywords: Turkey, Securitization, Migration, Security, Copenhagen School.

JEL Codes: F52, H55, H56.

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AN EMPHASIS OF PERFORMANCE APPRAISAL ON TOP MANAGEMENT IN FINANCIAL SECTOR

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Abstract

Performance appraisal is one of the basic requirement in Human Resource Management, its influence cuts across the development of personal skills and knowledge. The end results of using the Performance Appraisal is to access the employee in the desired result of evaluating whether there is a need of attention such as Demotion, Counseling, Promotion, training and Development. The review made by the Top Management depicts at evaluation of how an employee's level of skills in relation to their position in an organization and what achievements and growths have been attained if there is a possibility of lack of effort. The key findings and role played by the Performance Appraisal in an Organization is important in the productivity input by the employees in the work force. Apart from the difficulties faced by the company such as poor execution in the conducting of performance appraisal, the Performance Appraisal has proved to have positive impacts on the company with minimum to no physical conflict in the organization to determine the work input of the employees in the organization.

Keywords: Employees, organization, performance appraisal, top management.

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The 11th InTraders International Conference on Social Sciences and Education Abstract Book
İstanbul, Türkiye, 25-29 September 2023
https://www.intraders.org/october
e-ISBN: 978-605-72229-7-8