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Publisher

Kürşat ÇAPRAZ

İstanbul, Türkiye, 24-28 October 2022

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Dilek Sema, Türkiye

e-ISBN:

Edition: **First Edition 05 December 2022 Sakarya, Turkey**

Language: **English**

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InTraders Academic Platform
Sakarya University Faculty of Political Sciences. Serdivan Sakarya, Turkey
www.intraders.org
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The legal and scientific responsibility of the manuscripts belongs to the authors.

The 8th InTraders International Conference on Social Sciences and Education provides Republic of Turkey, Council of Higher Education "International Conference" criteria. The 7th InTraders International Conference on Social Sciences and Education was held on 24-28 October 2022, at Hotel Sultania, İstanbul, Türkiye.

Declaration

InTraders hereby would like to declare that from all participants coming from Palestine, North Macedonia, Romania, USA, Algeria, Oman, Pakistan, Uzbekistan, India, Russia, Kuwait, Spain, Kazakhstan, Uganda, Nigeria, Sri Lanka, Hungary, Zambia, Kosovo and Türkiye, more than half of the studies belong to countries different than Türkiye.

The 61 % (35/57 Studies) of studies is presented by foreign authors out of Türkiye.

Appreciation

I am gratified to have the honor 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 and keynote speech participants.

OPENING CEREMONY

Kürşat Çapraz, InTraders Academic Platform, Sakarya University, Türkiye

Asst. Prof. Dr. Liza Alili Sulejmani, International Balkan University, North Macedonia

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Thank you for your great work, dear friends. Last but not least, my little motivators, Emre and Yunus ÇAPRAZ, are great....

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The 8th InTraders Conference Program

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Coffee Break

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Coffee Break

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5	Doç. Dr. Hakan EYGÜ	Enerji ve Ekonomik Büyüme Arasında NARDL Model Uygulaması	Atatürk University	Turkey
6	PhD. Marinică Tiberiu Şchiopu	From Necessity to Greed: An Environmental and Emotional Approach to Trade	University of Craiova	Romania
10	Seyhan Murtezan İbrahimi Dr. Öğr. Üyesi, Sezen İsmail Dr. Öğr. Üyesi	Luan Starova'nın Romanlarında Kadın Kimlikleri	International Balkan University	N. Macedonia
11	Selma İPEK	WOMEN LEADERSHIP IN POLITICS: MARGARET THATCHER AND BENAZER BUTTO	İnönü University	Turkey
12	Doç. Dr. Hasan Bilgehan YAVUZ Bertan AŞŞIK	E-Ticaret'te Yeni Trendler: Gelişmekte Olan Ülkeler Üzerine Bir Uygulama	Alparslan Türkeş Bilim ve Teknoloji Üniversitesi	Turkey
14	Dilek Sema	Afetin Psikososyal Etkileri	Çanakkale Onsekiz Mart Üniversitesi	Turkey
15	Doç. Dr. Asena Boztaş	EU-TURKEY RELATIONS: WHY DOES THE EU DON'T WANT TURKEY INSIDE?	Sakarya University of Applied Sciences, Faculty of Applied Sciences,	Turkey
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34	Ekaterina Panina	The innovation development of the European Union: regional clustering	National Research University Higher School of Economics	Russia
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40	Prof. Dr. Berna BALCI İZGİ	How effective is digital nudge in determining consumer behavior?	Gaziantep Üniversitesi	Turkey
41	Doç. Dr. Burhan DOĞAN, Ar. Gör. Ezgi DOĞAN	Çapraz Kurdaki Değişikliklerin Türkiye Ekonomisine Etkisi	Anadolu Üniversitesi , Yüksek İhtisas Üniversitesi	Turkey

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50	Dr Faiza HADDAM – BOUABDALLAH, Dr Daoudi Frid	Creativity & Innovation in Language classroom Design: Today and Tomorrow	Tlemcen University – Department of English	Algeria
51	Ass. Prof. Dr. Mustafë Kadriaj & Assoc. Prof. Dr.Vehbi Ramaj	Non-monetary stimulation factor of authority and responsibility in staff, a case study of businesses in Kosovo	College of Business, Pristina & University “Haxhi Zeka”,Peje	Republic of Kosovo
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73	Dr.G.Manoj Assistant Professor	A study on Entrepreneurship essential to the country's future growth	Vel Tech Rangarajan Dr.Sagunthala R&D Institute of Science and Technology	India
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75	Dr.Leena Jeneffa Associate Professor, Dr. Ignatius A.Herman,Dr. Ignatius A.Herman,	An Insights of the Factors Influencing Consumers' Attitudes Toward Social Media Marketing	Vel Tech Rangarajan Dr.Sagunthala R&D Institute of Science and Technology, Avadi Chennai, DMI-ST.Eugene University, Vel Tech Rangarajan Dr.Sagunthala R&D Institute of Science and Technology, Avadi Chennai-	India, Zambia, India
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Employee Sustainability

Shahrokh Dalpour¹

Abstract

This study examines literature related to organizations' ability to obtain, retain, and sustain the best employees. It looks at which Human Resource Management practices positively affect an organization's ability to perform these functions. It also looks at the different employee work attitudes and outcomes that are directly related to this process. It concludes that creating unique and inimitable organizational characteristics and practices is essential as competitors can benchmark many historically utilized practices effectively.

The purpose of this study is to understand which Human Resource Management practices enhance a company's ability to obtain, retain and sustain the best employees, in a macro sense. It will investigate various HRM practices related to job analysis and design, recruitment, company culture, work-life balance, performance management, employee advancement, and compensation and benefits, and will explore which practices are most effective in today's business world. To focus this paper, key terms/concepts used to guide research on Human Resource Practices were Job Satisfaction, Organizational Commitment, Turnover, and Absenteeism. It also aims at starting to answer the question: What combination of strategies would make the best Human Resource Program?

Keywords: Job Satisfaction, Job Dissatisfaction, Organizational Commitment, Turnover, Absenteeism, Person-Organization Fit, Work-Life Balance

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Terrorism Factor In EU-Turkey Relations Affect NATO Membership Of Finland And Sweden

Asena BOZTAŞ*

Abstract

Turkey made a will to become a full member of the Union in 1959, right after the European Union (EU) was founded in 1957. After the application, Turkey's relations with the EU have been shaped by different developments until today. During Turkey's long journey with the Union, many criteria have been put forward for full membership. In this context, despite the many events and ideas that took place against Turkey within the EU, mutual relations have mostly matured as the EU is the requested party and Turkey is the demanding party.

Recently, with the demand of Sweden and Finland to become NATO members, a different dimension has emerged in the relations of Turkey, which is an important and strategically important member of NATO, with the EU. Turkey played an important role in the NATO membership of Sweden and Finland. In this context, it was stated that they would support the membership of these two countries in NATO after the demands of the Turkish Government "Finland and Sweden to end their support to FETO, PYD/PKK, and all terrorist activities against which Turkey is fighting". After the four-way summit between Turkey, Sweden, Finland, and NATO on 28 June 2022, Turkey's demands were met and a joint statement on the fight against terrorism was signed.

In this context, the study examines the strategic importance of Turkey, which is the "demanded country" for EU membership, and that Finland and Sweden have become "demanding countries" for NATO membership. In this context, qualitative research techniques will be used while conducting historical process analysis and literature analysis.

KeyWords: European Union (EU)- Turkey Relations, terrorism, NATO, Finland, Sweden.

JEL Codes: F530, F550, F500

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NARDL Model Application Between Energy and Economic Growth

Hakan EYGÜ²

Abstract

This study examines the relationship between gross national product, capital, labor force and the electricity consumption from renewable energy sources (geothermal, wind, biomass, solar, biogas, hydroelectric and waste resources) for the period 1995-2020 by NARDL method. In addition, previous studies with the ARDL method ensured that there was a relationship between the variables and that the same variables were tested with a different method. Obtaining long-term positive and negative coefficients with the help of this model, and outputs such as long- and short-term asymmetries are important in terms of bringing a policy proposal to the current situation. In the econometric analysis, it was determined that the series of ADF and PP unit root tests were stationary. Then, some assumptions of the model were examined with the help of some diagnostic tests. Finally, the existence of the cointegration relationship was tested with the NARDL bounds test, and the long-term and short-term dynamics of the variables were examined. In line with the findings obtained, it was determined that the variables were stationary at the first difference. It was also determined that the variables were normally distributed and there was no autocorrelation. As a result of the last NARDL test, it was found that fixed capital, total labor, and energy consumption did not affect economic growth in the short and long term.

Keywords: Economic growth, Electricity consumption, Unit root test, NARDL method.

JEL Codes: O40, Q42

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The 8th InTraders International Conference on Social Sciences and Education
Abstract Book, 24-28 October 2022
<https://www.intraders.org/october>

From Necessity to Greed: An Environmental and Emotional Approach to Trade

Marinică Tiberiu Şchiopu³

Abstract

The present paper aims to explore the intricate and subtle relation between commercial activities, human emotions, and environmental issues. This approach to trade originates from the current state of the ecosphere, climate change and overpopulation, and it is oriented towards the ways and means that could be used to tackle the negative impact of economic and trade activities on the environment. The starting point of this study is its main research question: “Could the implementation of emotional management in commercial activities alleviate climate change?”. A key point of the current research is the twofold option of humanity: to follow a self-destructive path which leads to the apocalyptic scenario of Post-Anthropocene or to increase environmental awareness and take action to establish Symbiocene. An interdisciplinary methodology is indispensable to carry out this research: historicism, cultural and environmental analysis, interculturality, and multiple modalities in the study of emotions.

Keywords: awareness, climate change, emotions, environment, trade.

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The 8th InTraders International Conference on Social Sciences and Education

Abstract Book, 24-28 October 2022

<https://www.intraders.org/october>

Female Identities in Luan Starova's Novels

Seyhan Murtezan Ibrahimim⁴, Sezen Ismail⁵

Abstract

The Balkans throughout history was and remained at the center of wars aiming to legitimize “the deadly identities”. Migrations followed by bloody conflicts have led to the establishment of a human identity, of people who have left their lands and are in constant havoc against their past, their memories and aspirations. Migration- which affects the internal wellbeing- is also a struggle to establish itself in an unknown, new destination. The literature does not only reflect the world of imagination with an artistic language, but also aims to promote the knowledge in its pronunciation. Given that the evidence appears in narratives, in which real historical events are depicted to the reader. The widest spectrum of this process is seen in the function of fiction in autobiographical novels. Autobiographical novels, as defined by Mehmet Narlı, mean “wanting to be a known identity and trying to have this identity”. The author expresses the reflections of the soul's struggling to become “myself” by reinterpreting experiences with migration and different historical realities in this literary genre. Luan Starova, born in 1944 whose family found shelter in the new homeland Macedonia, where he migrated at a young age as a result of forced migration from Albania - has produced important works in the field of migration literature through the autobiographical novel genre in North Macedonia. In Starova's works, the protagonist is Baba (Grandmother). The father aims to have his own, known identities with the evidence found in the Ottoman kadi registers, where he seeks the family roots. In most of his novels, male characters are in the paramount role, whereas the female characters are overshadowed, but their presence is deeply sensed. The main protagonist female characters in the novels *Ervehe* (Ервехе), in which the author deals with the life of his mother, and *Grandma* (Баба), in which his grandmother emphasizes the Turkish identity. In our study we will treat the experiences of the mothers and grandmothers during the exile, which we can define as the human drama, the difficulties they encountered while migrating, coping with poverty, and confronting these difficulties. In our research, we will focus on the processes of women's acceptance and representation of their positions in social life, accepting themselves and their ideological conceptions, while trying to keep their own identity and language alive within the patriarchal family structure.

Keywords: Migration, Woman, Identity, Autobiographical novel, Luan Starova

JEL Code: Y92, Y90, O15

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Women Leadership In Politics: Margaret Thatcher And Benazer Bhutto

Selma İPEK⁶

Abstract

The weak role of women in political life is not only a result of the traditional social structure, but also the result of its settled understanding in modern times. Whenever the issue of women and politics comes to the fore, increasing the number of women in the parliament is put forward as a solution. However, the way and method of women's politics, their success, courage or leadership are indisputable. While trying to increase the quantitative presence of women in political life, their qualitative presence is put into the background. Women enter parliaments, become representatives, but to what extent do they find a place in cabinets? Does woman exist as a decor in political life? At this point, the question comes to mind, can a woman be a leader in politics? In this study, it is mentioned about two women who wrote their own existence story in the male-dominated political field and who became the "leaders" in their extraordinary political lives. Two women who turned the rhetoric of "politics is for men" upside down and became leaders and engaged in politics "with the dough of their hands"; Margaret Thatcher and Benazir Bhutto. In this study, information is given about the life of these two leaders and their place in politics with the literature review method. The struggle of these two women to exist in political life shows that these two women politicians have succeeded in coming to the fore and holding on to politics on the difficult ground of politics. Margaret Thatcher and Benazir Bhutto were two unforgettable female leaders for generations, and they still inspire many.

Keywords: Leadership, Politics, Women.

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New Trends in E-Commerce: An Application on Developing Countries

Bertan AŞŞIK⁷, Hasan Bilgehan Yavuz⁸

Abstract

E-commerce, which is defined as the production, design, sale and distribution of goods and services by electronic means, has created new processes in people's daily lives in parallel with the speed of development in technology. Especially in developed countries, depending on the technological infrastructure they have, the e-commerce sector is constantly growing and reaching huge volumes in economic activity. From the perspective of developing countries, they need to develop e-commerce within their current development efforts, considering the potential of e-commerce. However, for developing countries to benefit from this potential, they need to invest significant amounts especially in technological infrastructure. Important technological infrastructure variables affecting e-commerce are individual internet usage rates, cellular data subscriptions, fixed broadband subscriptions and fixed telephone subscriptions. In this study, the trends of technological infrastructure variables, which were the most important variables affecting e-commerce in developing countries in the period of 2010-2020 and how these countries can benefit from the potential provided by e-commerce in their development efforts are examined. In the study, in which the trend analysis method was used, the data on aforementioned variables were obtained from the World Bank database. At the end of the study, it is expected to reach the results that technological innovations increase e-commerce volumes, the highest increase rates occur in countries with the lowest technology and accordingly less developed countries or regions which technology investments are made in get the most benefit from the development potential of e-commerce.

Keywords: E-Commerce, Developing Countries, Trend Analysis, Development

JEL Code: L81

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Psychosocial Effects of Disaster

Dilek SEMA⁹

Abstract

All the events cause physical, psychological, economic, and social losses caused by nature or man, interrupting a person's everyday life and occurring in a disaster and unexpected time. Disasters observed in the world are examined in 5 types. These are the following; Geological disasters (earthquake, landslide, tsunami, rockfall, volcanic eruption), climatic disasters (hail, tornado, lightning, hurricane, typhoon, flood), biological disasters (erosion, epidemic, insect invasion, epidemics), social disasters (fires, wars, terrorist attacks, migrations), technological disasters (transportation accidents, mining accidents, industrial accidents, biological, nuclear, chemical weapons accidents). All disasters affect people negatively. For psychosocial analysis, a disaster event must occur. Because time in a disaster is unpredictable, it is not easy to take action. For visible damage after a disaster, psychosocial interventions may be delayed while studies and interventions take place immediately. When examining disaster from a psychosocial point of view, examine psychosocial difficulties experienced in different groups such as children, women, adults (male-female), the elderly, and the disabled to create intervention programs to reduce or eliminate these distresses. Considering that disasters arise from the dangers resulting from natural, technological, and human-induced behaviors, it is seen that they cover a wide range of events. We will examine the issue of terrorist attacks within the scope of the psychosocial effects of disasters. In terrorist attacks, that people who find themselves in a sudden event that is unaware and unprepared can cause sudden shock and trauma. In this study, the results of the terrorist attacks in Turkey between 1980-2022 were examined within the scope of the psychosocial effects of disasters.

Keywords: Disaster, Psychosociology, Trauma, Terrorist Attack.

JEL Code: Q57

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EU-Turkey Relations: Why Does The EU Don't Want Turkey Inside?

Asena BOZTAŞ¹⁰

Abstract

The European Union (EU) is one of the largest and most important political and economic organizations in the world since its establishment. Even though Europe covers 6% of the world's population, it has an active structure in economic and social life.

Turkey's journey with the EU dates back to the Ankara Agreement signed in 1963. During this 59-year period, EU-Turkey relations have shown a fluctuating structure. However, during this process, Turkey's full membership in the EU remained on hold. Fundamental issues such as political, economic, energy resources, refugee problems, migration, terrorism, covid 19 pandemic process, Brexit, Ukraine war shaped Turkey-EU relations and affected Turkey's membership in the Union. In this study, Turkey's economic, security, refugee crisis, energy, covid 19, and Ukraine war with the EU, by addressing the problems experienced in areas such as "Why does the European Union not include Turkey?" An attempt will be made to find an answer to the question. Literature analysis and more qualitative research methods will be used while seeking an answer to the main research question of the study.

Keywords: European Union (EU)- Turkey Relations, political and socio-economic problems, full membership.

JEL Codes: F530, F550, F500

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Integrating Mobile Information Technologies into Green Transportation: An Example of IBB Traffic Mobile Application

Faruk DURSUN¹¹

Abstract

Global warming and climate change are making their presence felt more and more like an important threat to nature. As a major greenhouse gas associated with global warming, carbon dioxide brings with it a series of problems such as melting of the ice sheet, rising sea level, and ecological environmental damage. At this point, transportation draws attention as the second largest source of greenhouse gas emissions. Especially in recent years, although the production and use of electric vehicles have become widespread within the scope of efforts to reduce greenhouse gas emissions, vehicles using fuel are still in use and intensified. TÜİK's (TURKSTAT) report published in 2020 reveals the increase in greenhouse gas emissions in Turkey over the years. In this study, especially considering the populations of metropolitan cities, the "Istanbul Mobile Traffic" mobile application, which is one of the mobile applications that shows the traffic density in information technologies and aims to reduce fuel saving and greenhouse gas emissions by suggesting an alternative route to the traffic density, has been examined with its contribution to the "green" approach in transportation. This application is used on mobile devices running on both Android and iOS operating systems. In the conclusion and recommendations section, the theoretical contribution of the application to the concept of "green" is discussed.

Keywords: Information Technology, Green Transportaion, Management Information Systems, Mobile Application

JEL Code: M15

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Overcoming the State-Capital Dualism: The Relational State Theory, Interior Bourgeoisie and International Power Bloc

Tayfun Yıldırım¹²

Abstract

The reproduction of the capitalist mode of production in international conditions has created a transformation on nation states. This situation has led to a debate on the position of nation states in political theory. The way of thinking, which states that the power of nation states is decreasing in favor of international organizations, finds one of the most concrete examples in globalization theories. Globalization theories state that, in accordance with an externality and antagonism between the state and capital, the integration of capital causes the power of nation states to decrease. As expressed in Hardt and Negri's theory of Empire, states are handled as the object of the internationalization process of capital, and an economic reductionist narrative is developed in which economic power overdetermines the whole process. The relational state theory of Nicos Poulantzas, which finds its meaning in the rejection of the externality and opposition relationship between the state and classes, economy and politics, provides an important opportunity to make sense of the internationalization of capitalist relations. By making a new definition of class and naming this class as the interior bourgeoisie, Poulantzas gives the opportunity to make sense of the internationalization process of capital from a different perspective. Under the leadership of the interior bourgeoisie, which also represents the interests of international capital, the capitalist state, whose power bloc is made politically, directly assumes the interests of international capital. In this study, based on Nicos Poulantzas' relational state theory, it will be argued that the internationalization of capital does not reduce the power of states, on the contrary, it is characterized by the increasing functions of states. Based on the theses of Poulantzas on the "interior bourgeoisie", it will be tried to show that the dualism of the state as a subject and object can be overcome and the power bloc gains an international dimension.

Keywords: Internationalization of Capital, Capitalist State, Interior Bourgeoisie, Nicos Poulantzas, Empire

JEL Code: F02

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The 8th InTraders International Conference on Social Sciences and Education

Abstract Book, 24-28 October 2022

<https://www.intraders.org/october>

Has the Great Recession and the pandemic been one of the triggers for the rise in unemployment? A comparative analysis: Türkiye & EU27

Arroyo Fernández, M^a Jesús¹³; Fernández Sánchez, Pedro¹⁴; García-Centeno, María-Carmen¹⁵; Hurtado Ocaña, Inmaculada¹⁶

Abstract

In 1999 the European Council celebrated in Helsinki, on a proposal by the Commission, made Türkiye a candidate country for EU membership. In order to make further progress in the process, a number of reforms, both political and economic, had to be implemented. The aim of this paper is twofold. First, to study the evolution of one of the main macroeconomic indicators: unemployment. Secondly, through the estimation of dynamic econometric models, to analyse the possible differences in the evolution of unemployment in Türkiye and in the EU 27, depending on variables such as per capita income, population, inflation, investment or public debt. And also, what has been the effect that relevant events such as the Great Depression of 2008 and the pandemic have had on unemployment.

The results obtained show that in both cases, the EU27 and Türkiye, the unemployment rate has undergone a process of hysteresis. In addition, we underline the relevant role that both investment and GDP are playing in the reduction of unemployment. However, there are differences, since, on the one hand, in the EU27 the influence of the variables used to explain unemployment is more significant than in Türkiye. On the other hand, while European unemployment has been more affected by the pandemic, Turkish unemployment has suffered more from the consequences of the 2008 crisis. Finally, it will be seen whether structural differences in the two labour markets may have influenced both unemployment rates.

Keywords: Unemployment rate; Great Recession, Covid-19; macroeconomic variables; labour market policies.

JEL Codes: E20, E24, J08, J40

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Psychological well-being of students and possibilities for its improvement

Fatime ZIberi¹⁷, Katerina Mitevaska Petrusheva¹⁸

Abstract

Nowadays well-being is considered as an umbrella of many aspects and the interest in studying it is multidisciplinary, because of its comprehensive nature.

According to Wistoft (2012) there are two main approaches in examining well-being: the health-professional approach which address 'worrying tendencies' and educational scientific or pedagogical approach where well-being is defined positively, as the presence or sense of factors like pupils' optimism, hopes, confidence and trust in their surroundings, and their influence on well-being (2021: 02).

Our study is focused on educational scientific perspectives. Two aims are defined: 1) To examine the level of the psychological subjective well-being among university students; 2) To explore students' opinions about possibilities that university can offer with aim of improving students' well-being.

The revised short version of Psychological Well-being scale by Ryff and Keyes (1995), adopted by Ryff (1989) was used, which measures six dimensions: Autonomy, Environmental mastery, Personal growth, Positive relations with others, Purpose of life and Self-acceptance. For the second aim, open-ended questions were used.

The study was conducted on a sample of 106 students of IBU in North Macedonia. Results have shown lowest score on Positive relations with others and highest on Personal growth subscale. Students' needs for improving their well-being are directed on providing more social, leisure activities and counseling services for the students.

Keywords: Psychological well-being, Personal growth

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Testing the Export-Led Growth Hypothesis for Turkey

Serkan GÖKSU¹⁹

Abstract

Turkey prioritizes exports as the primary determinant of growth in the face of rapidly increasing exchange rates with the global pandemic. This view, called the "export-led growth hypothesis" in the literature, claims that exports impact growth through various channels. According to this hypothesis, increasing exports lead to increased capacity utilization rates by firms benefiting from innovative technologies and economies of scale. It is a hypothesis based on the argument that these productivity increases will contribute to capital accumulation through foreign exchange income and increase economic growth. In this study, the validity of the "export-led growth hypothesis" is investigated for Turkey. The study covers the period 1980-2021. The reason for choosing the starting year as 1980 is "the decisions of January 24, 1980". With these decisions, import substitution policies were abandoned, and the export-led growth strategy was placed at the development center. To determine the analysis method, first, unit root tests were applied. The Toda-Yamamoto causality test was applied because the variables are stationary at different levels. The empirical findings determined a one-way causality relationship from export to growth. This result shows that Turkey's export-led growth strategy was successful in the post-1980 period. A second result is a bidirectional causality relationship between exports and imports. While this result shows that there is feedback between export and import in Turkey, it provides empirical evidence for the dependence of exports on imports. As a result, it has been determined that the export-led growth hypothesis is valid for Turkey in addition to exports directly and imports indirectly affecting economic growth.

Keywords: Economic Growth, Imports, Exports, Export-led Growth.

JEL Code: F13, F14, F43.

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Contribution of Hasan Melikzade Zardabi in the Modernization Process of Northern Azerbaijan

Gamze İme²⁰

Abstract

Hasan Zerdabi, one of the most important names of modern Azerbaijani literature, is an Azerbaijani intellectual who published the first Turkish newspaper in Russia. Russia wanted to raise new generations within the framework of its own ideals and worldview in order to consolidate its dominance, right after it completely captured Northern Azerbaijan with the 1828 Turkmenchay Treaty. The pressure policy they implemented as a result of these efforts aimed at creating Russian-speaking citizens who are deeply devoted to Russia laid the foundations for the national awakening in Azerbaijan. Zardabi is one of these intellectuals. He is known as the owner and editor-in-chief of Ekinchi, the first Turkish newspaper of the Russian Turks, the founder of the first theater and the first charitable society in Azerbaijan, the educator, the pedagogue, the writer, the scientist, the pressman, and the person who collects many professions and characteristics in himself. He pioneered the education of an enlightened generation, tried to raise awareness of the people against false clergy, and frequently expressed the importance of women's education for Azerbaijan. He, who found a way to convey his thoughts to the public through Ekinchi, deeply influenced the intellectuals who came after him in the direction of enlightening the public, and set an example for many newspapers and magazines that will play an important role in the history of ideas in Azerbaijan. Hasan Melikzade Zardabi is an intellectual who believes that the Turkish world should use a common literary language, does his best for the Azerbaijani people to reach national consciousness, and works all his life to save Azerbaijani and Caucasian Turkishness from captivity and ignorance. He has an important place in Turkish cultural history. In this study, his contributions to the modernization of Azerbaijan in the second half of the 19th century will be discussed.

Keywords: Hasan Melikzade Zerdabi, Azerbaijan, Modernization, Ekinchi, Russia

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The 8th InTraders International Conference on Social Sciences and Education

Abstract Book, 24-28 October 2022

<https://www.intraders.org/october>

Successful Crisis Management at Covid-19 Pandemic Period: Arçelik, DHL, and Zoom Examples

Burcu İNCİ²¹

Abstract

After World Health Organization (WHO) declared Covid-19 as a pandemic on March 11th, 2020 businesses started to take various precautions for decreasing the spread of the pandemic and coming through the process with minimum damages in many countries. For some businesses pandemic process was much more difficult due to both sectoral disadvantages and mistakes in crisis management. However, some businesses were able to manage this crisis successfully and continued to create value for all of their stakeholders. Harvard Business Review Turkey named three of these successful businesses as “Superheroes of the Pandemic” and made interviews with their top managers. In this study, aforementioned interviews are evaluated by content analysis technique after watching them on Harvard Business Review Turkey YouTube channel. The aim is discovering what these businesses has done in the pandemic process to turn the crisis into an opportunity. By this means, it is thought both it may be a contribution to crisis management literature and other businesses may be inspired by these best applications. According to the study findings, common ground of the three businesses in crisis management is the focus on their employees, customers, and society. Besides, although they are in different sectors, importance given to digital, sustainability, innovation, and planning attract the attention. As a result, these businesses were able to manage the crisis so well thanks to investments they have made for many years. Thereby crisis is a concept that should be considered before occurring and enduring preparation is required for it.

Keywords: Crisis Management, Covid-19 Pandemic, Arçelik, DHL, Zoom

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The effect of Integrated Marketing Communication Elements on consumers purchasing decision of health insurance services (A case study on the clients of Nat Health Company in Amman city- Jordan).

Iyad A.Khanfar²²

Abstract

The objective of this research paper is to identify the effect of integrated marketing elements on consumers purchasing decision of **health insurance services** communications which involve (advertising ,public relations, direct marketing, sales promotion and personal selling,). A questionnaire was used to collect data which represent the sample. 417 surveys has been distributed by the researcher to **Nat Health Company** consumers at Amman city , research results indicate that there is a positive effect of all elements (advertising ,public relations, direct marketing, sales promotion and personal selling,), on **consumers purchasing decision** . Upon result of the research, I recommend **Nat Health Company** should concentrate more on public relations with different groups to make favorable image on **Nat Health Company** which will raise their purchasing decision for its mobile service.

Keywords: advertising, public relations, direct marketing, sales promotion and personal selling
consumer purchasing decision, Jordan.

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The 8th InTraders International Conference on Social Sciences and Education
Abstract Book, 24-28 October 2022
<https://www.intraders.org/october>

Trends in Specialisation and Concentration of Innovative activity in countries of the European Union²³

Stefaniia Kharitonova²⁴, Svetlana Rastvortseva²⁵

Abstract

The relevance of the study of innovative development at national and regional level is due to the necessity of forming and implementing a new policy aimed at creating jobs with a high level of working conditions, constructing an efficient sectoral structure of the economy, reducing inequalities and increasing competitiveness in general. The paper assesses the geographical concentration and regional specialisation of innovative activity in the countries of the European Union for the period 2012-2021. Calculations include Herfindahl-Hirschman index, Krugman heterogeneity index, concentration indices (CR3, CR4, CR5) and Gini index. The analysis showed that such types of innovative activities as production of mechanical elements, machine tools and controls are more prone to geographical concentration. In recent years, trends towards point concentration have been observed in digital communications, computer technologies and IT methods for management. Tendency to dispersion of economic activity takes place in the production of electrical machinery, apparatus, energy, also in telecommunications, basic communication processes, medical technologies and others. Evaluation of regional specialisation dynamics has shown that the most innovative economic activities are presented in Germany, Belgium, France, Italy, Spain, Austria, Poland, the Netherlands and Portugal. Countries with only some types of innovative activities concentration are Croatia, Malta and Lithuania. The conducted research leads to the conclusion that the concentration of the innovative activity in the countries of the European Union tends to high values, following the principles of conscious production when choosing a geographical location, but does not concentrate entirely in certain countries in response to the regional policy.

JEL Codes: O10, O31, F43

Keywords: innovative activity, regional specialisation indexes, concentration indexes

²³ Support from the Research Program of the Faculty of World Economy and International Affairs at HSE University is gratefully acknowledged.

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Teachers' Perspectives on Stealth Assessment Implementation for Intermediate School Students in Kuwait

Anar AlRuwaie²⁶

Abstract

The focus of the study was on a new type of assessment related to videogames called "Stealth Assessment" and includes both Game-Based Learning and Competency-Based Learning. This study was done to explore English Language Teachers' perspectives on implementing Stealth Assessment in the Kuwaiti educational system, since it is a new type of assessment that assesses 21st-century skills. Also, this research was applied to help English Language Teachers be aware of the benefits of using videogames for intermediate school students from grades six to nine. A sample of 525 English Language Teachers was included in the study, from five different Educational Districts in Kuwait. English Language Teachers completed a questionnaire of 21 items to obtain the final results. After using statistical methods, results showed that most English Language Teachers are accepting the idea of using Stealth Assessment as a new type of assessment. One recommendation was adopting Stealth Assessment by having one English class per week in the Linguistic Lab at school (with the help of IT department) to let students play a videogame and enjoy answering quests (which are in the game like grammar rules or vocabulary) and assessing them using the points they get from the game.

Keywords: stealth assessment, videogames, 21st-century skills, game-based learning, competency-based learning

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The 8th InTraders International Conference on Social Sciences and Education

Abstract Book, 24-28 October 2022

<https://www.intraders.org/october>

The innovation development of the European Union: regional clustering

Ekaterina Panina²⁷

Abstract

Innovative development is one of the political priorities of the European Union countries. The Commission of the European Communities recommends that countries pursue innovation policies at the regional level. The regional development of innovations is possible only in conditions of openness. It is important to understand in which conditions the regions will support each other, and in which they will become competitors pulling over limited resources.

The strength of mutual influence is determined by economic, technological and geographical distances. In this study we determined how technological development in one region effects the level of development of neighboring territories in the European Union. The research methodology is the calculation of spatial autocorrelation (global and local Moran index I) by the number of patents in 2018-2021 in 169 regions of Europe.

Among the regions four groups were identified: innovation cluster centers, innovation agglomerations, the neighbors of innovative cores and the territories outside the influence. The dynamics of development is also analyzed. It is shown that in some cases regions form technological clusters (in Germany, Belgium, the Netherlands) or pull assets from neighbors to more innovative regions (in France, Austria, Denmark). In general, most regions of the EU regions have the low level of patent activity. At the same time, it is possible to identify regions - innovation centers, for instance, Castile-Leon (Spain), Masovian voivodeship (Poland). Understanding the emerging innovation blocs in the European Union will allow to implement more focused and effective policy.

Keywords: regional innovation development, regional clustering, the European Union, global and local Moran I

JEL Classification: R11, R12, O31, O5, C21

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The 8th InTraders International Conference on Social Sciences and Education

Abstract Book, 24-28 October 2022

<https://www.intraders.org/october>

The Impact of Digital Technologies on Jobs and Workforce: A Case Study

Abdelghani Benayoune²⁸

Abstract

Digital Technologies and automation are changing the business landscape in many industries. This technological change is also creating significant challenges which has direct implications for jobs and workforce. This paper provides empirical evidence of the impact of digital technologies on jobs and workforce in logistics sector. Using a questionnaire method, the data were collected from 25 experts in the logistics sector to explore their opinion and perception on the effect on technological changes on jobs and skills development requirements. The results identified the jobs at risks of being displaced as well as emerging roles, some of which will require new skill sets, and others may cease to exist. However, most respondents expect no substantial impact on jobs in the next 10 years due to the slow adoption of new technologies by logistics sector. The outcome of the study contributes to the discussion of future of jobs and the skills development for employability to inform industry, policy makers as well as education and training institutions.

Keywords: Digitalization, Industry 4.0, Logistics, Training, Skills development, Workforce

JEL Code: I20

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How Effective is Digital Nudge in Determining Consumer Behavior?

Berna BALCI İZGİ²⁹

Abstract

Today, it is seen that data-based decision-making processes are increasingly used in all areas of life. The digital revolution has increased the use of predictive analytics. Obtaining more data adds a new dimension to decision making at the individual and institutional level. Besides the static nature of predictive algorithms, new computational techniques allow for real-time analysis of data. With new discoveries and insights, it is possible to dynamically tune predictive algorithms. Such digital applications have a wide range of uses, from the company's marketing network to digital government applications.

In the age of technology, it is possible to reach individuals and make their behaviors more useful with a digital system. An example of this digital system is the "digital nudge". The digital nudge is a system that manipulates an individual's behavior to increase social well-being using insights from the behavioral economy and elements of the digital environment. Today, most decision makers use online environments. Digital nudge can be used to help any decision maker make the right decisions.

It is seen that the processes related to purchasing decision, social media, product comparison sites and friend relations are effective in creating consumer awareness. Consumption behavior is an area that has different reasons behind purchasing psychology and is not determined by needs alone. Our buying behavior is not always rational. From the point of view of "Maslow's Hierarchy of Needs", which is still valid although it is an old knowledge, one of the areas where unmet needs are tried to be met in different ways is irrational consumer behavior. This study aims to explore and discuss the effects of digital impulse on consumer behavior.

Keywords: Digital nudging, consumer behaviour

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Impact of Cross Currency Changes on the Turkish Economy

Ezgi DOĞAN³⁰, Burhan DOĞAN³¹

Abstract

Changes in exchange rates are one of the main factors affecting foreign trade. Turkey exports mainly in Euro and imports in US Dollars. Intermediate goods used in a specific part of exports are imported. Therefore, in export, besides the selling price of the goods, the cost of inputs in the production phase varies depending on the weighted exchange rate we import. While the US dollar is much more important in imports than the Euro, the weight between the two currencies in exports is not as striking as in imports. Turkey realized 47% of its exports in Euros and 44% in US dollars in 2019. Global economic problems, the Russia-Ukraine war, changes in demand due to the pandemic and the interest policies of the FED and the ECB. As a result of these developments, the Euro-dollar parity was equalized after 20 years. Analyzing the possible effects of this change on the Turkish economy and examining the recent data has not been included in the literature so far, and our study will be the first study to be discussed from this perspective after current events by eliminating this deficiency. In order to analyze the effects of the changes in the euro-dollar parity on the Turkish economy, data were compiled from the TCMB and TUIK databases. In the method part of the study, firstly, the ADF unit root test was applied, and then the VAR and Granger causality tests were applied to examine the relationship between the variables.

Keywords: Cross currency, Euro-dollar parity, export, import, Turkish economy

JEL Code: F31, F40, F10, E10

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Denotations, Connotations and Indications of the Synonymic Words in the Dictionaries and their Usage in Corpus Linguistics.

Aziza Abdumanapovna Sharipova³²

Abstract

The investigation of absolute synonyms is done with the help of British National Corpus and Corpus of Contemporary American English. Lastly, the field of linguistics can greatly benefit from and depend on a corpus based data to supply it information, as confirmed by the hypothesis used in this section. The corpus-based data appears to be beneficial because it supplies additional information as opposed to dictionaries that lack comprehensive details of the words, for instance collocations or grammatical patterns. Additionally, corpora provide the option to search for more sample sentences of synonyms in case the learner is not clear on the meaning of a certain word.

Keywords: synonym, e-dictionary, lexemes, absolute synonym, corpora

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In Visual Communication Design Uses Of Design Activism

Kismet Gül Albayrak³³

Abstract

From past to present, one of the most effective forms of communication between people and society has been visual communication. In addition to being a creation process, design also has the feature of producing solutions and adding meaning. In today's modern society, visual communication permeates daily life and directs political goals, perception management, purchasing habits and even consumption trends. Paradigms that changed dramatically after the industrial revolution made social inequality and injustice more visible and paved the way for new problems. Especially since 1970, increasing social and environmental concerns have started to be effective on designers in the process. Throughout the history of art and design, designers who produce solutions to various problems and express their reactions and solutions through design have sought a new language based on general concerns. These pursuits gave birth to the concept of design activism, and designers wanted to encourage transformations or raise awareness on social or cultural issues in their designs. In this study, the concepts of design and activism are examined in visual language in terms of historical development, terminology, content and context. By emphasizing the ways in which activist design is used in visual communication design, attention is drawn to the importance of the designer's responsibility, goodwill and environmentalist style for the perception of society and a sustainable world. In this context, it is aimed to create consciousness and awareness on the subject among the designer candidates who are trained in the field of graphic and visual communication design or the designers who are currently continuing this profession and the community members who are interested in this subject.

Keywords: Design, visual communication, activism, activist

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The 8th InTraders International Conference on Social Sciences and Education

Abstract Book, 24-28 October 2022

<https://www.intraders.org/october>

Price Estimation of European Energy Indices Through Machine Learning

Eyyüp Ensari ŞAHİN³⁴, Ceyda AKTAN³⁵, İbrahim EKE³⁶

Abstract

The price estimation of assets in financial markets is essential for investors. In this context, individual and institutional investors frequently use various mathematical, statistical and econometric models. Recently, artificial intelligence, machine learning and deep learning techniques, which can predict with a lower margin of error than standard methods, have been used more frequently by investors. It has been emphasized in previous studies that the techniques mentioned earlier, which are used primarily for stock and crypto asset prices, should be applied to different sectors to make the success rates comparable. In this context, the LSTM (Long Short-Term Memory, Long-Short-Term Memory Network Analysis) method, one of the techniques widely used for price estimation recently, was used for price estimation of energy indices. LSTM networks are artificial neural networks similar to RNN networks but more advanced. In this study, price estimation of 20 different Energy Indices traded in European stock markets were investigated through the Long-Short-Term Memory Networks (LSTM) method using the Python program. As a result of the study, it has been concluded that the energy indices included in the analysis can be estimated with a low error rate for the long and short-term future. In addition, the results obtained were compared to the results of similar studies in the literature, and it was found that the LSTM results were successful and could be used for price estimation.

Keywords: Energy Indices, LSTM, Price Estimation, Machine Learning

JEL Code: I20

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Creativity & Innovation in Language classroom Design: Today and Tomorrow

Faiza HADDAM -BOUABDALLAH³⁷, Daoudi FRID³⁸

Abstract

Acquiring a language is like up hiking hills; every day is a step forward. However, each step differs from each individual to another; through different methods, various techniques and mainly with FUN. Implementing them all inside the classroom is not accessible due to the little time spared for creativity; it can be easy to think – does it make a difference? Definitely, YES; creative classrooms do not only seem different but feel different. They provide a favourable environment for learning and acquiring a language in particular. Language students are more likely ready to express their ideas freely, think critically, challenge themselves to overstep difficulties through innovative activities, and learn faster and more effectively. This presentation aims to share my personal experience as a language teacher to promote creativity in the classroom. To give the floor to a digital generation who consider themselves outside the box to let them express themselves freely to fulfil their needs. This investigation is action research based on classroom observation and student interviews to collect the necessary data. The main findings highlighted how digital and traditional innovation positively impacted language classrooms by fostering creativity and critical thinking.

Keywords: Language Acquisition, Creativity, Innovation, Digital Generation

JEL Code: I20

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The 8th InTraders International Conference on Social Sciences and Education
Abstract Book, 24-28 October 2022
<https://www.intraders.org/october>

Non-monetary stimulation in staff, a case study of businesses in Kosovo

Mustafë KADRIAJ³⁹, Vehbi RAMAJ⁴⁰

Abstract

In this paper, we have examined the topic related to staff stimulation, more specifically, what does it include and why is staff stimulation done? How does it affect workers? What are the challenges and achievements of the training? It is known that stimulation is an important tool for staff development, it is of great importance due to the extraordinary rate of change in the internal and external organizational environment. During the two-day training in three modules with 25 business managers, in addition to the training, we also organized a survey regarding the expectations from the training, the experience gained and the results provide answers that prove the theses about the impact of stimulation and motivation on the efficiency and authority that will have during the performance of operational works. Based on responses from expectations, experience and results. So the managerial staff of businesses has approximate expectations with benefits and results, proving the thesis that in addition to objective stimulation and motivation such as salary, the staff also needs subjective stimulation by training, evaluating, and feeling important within the business where they work.

Keywords: Human capital, stimulation, efficiency.

JEL Codes: L2, L25, O15

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Needs Analysis of Teachers for STEM Education (Example of Van Province)

İbrahim BENEK⁴¹, Behiye AKÇAY²

Abstract

The aim of the study is to analyze the STEM education needs of teachers working in an disadvantaged area of Turkey. The study group consisted of a total of 780 teachers, 333 females, and 447 males, working throughout the province of Van in the 2021-2022 academic year. A sample with a wide range of participants was required because the research would determine the STEM education needs of teachers working across the province. The study was designed based on the screening methodology. The "Teacher STEM Education Needs Determination Form" was used in the study to collect data. Among descriptive analysis techniques, frequency and percentage were used to analyze the research data. As a result of the analyses performed, it was determined that 56.28% of the participants had never heard of the concept of STEM before, 82.30% of them didn't have complete and accurate information about the courses that constituted STEM as a result of integration with each other, 88.58% of them had not received any STEM-related training, seminar, workshop, etc., 84.48% of them did not use STEM in their classes, and 72.94% of them wanted to receive STEM-related education. As a result of the holistic examination of the obtained data, it was concluded that teachers in all branches, especially teachers of Science, Mathematics, Information Technologies, and Technology-Design, which are thought to be STEM-related branches, needed training on "Knowledge and skills in Science, Mathematics, Engineering, and Technology", "knowledge and skills for using STEM applications in classroom practices" and "Qualifications for STEM applications".

Keywords: STEM education, Teachers, Needs analysis

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Internationalisation Model Of The Higher Education Institutions Granted Full Accreditation By Turkish Higher Education Quality Council (THEQC): A Comparative Analysis

Sibel MEHTER AYKIN⁴², Emel KAHRAMAN⁴³

Abstract

The aim of this paper is to propose guidelines for the higher education institutions enrolled in Institutional Accreditation Programme / Institutional External Evaluation Programme / Follow-up Programme, by comparing the internationalisation models adopted by the fully accredited public universities. To this end, the collective (comparative) case study, which was developed by Baxter and Jack (2008) as part of qualitative research methods, has been used. The research universe consists of eleven universities included in the Institutional Accreditation Program as of 2020, while the research sample covers three state universities of the overall granted full accreditation. The questions to be answered by this research are as follows: What are the alternative internationalisation models? Which internationalisation model has been adopted by each of the three sample state universities? In light of the findings of the comparative analysis realized in view of the internationalisation models of the sample state universities, guidelines for the higher education institutions included in Institutional Accreditation Programme / Institutional External Assessment Programme / Follow-up Programme are proposed.

Keywords: Higher Education Institutions, Institutional Accreditation, Internationalisation

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The Importance Of Design Ethics Courses In The Educational Content Of Visual Communication Design Departments In Turkey

Emel BİROL⁴⁴

Abstract

Visual communication design is one of the prominent forms of communication today, in which information exchange is carried out with visual elements. For this reason, the designer should consider the visual criteria that direct the masses, affect perception and interpretation, and also question the meaning of the concept of ethics while creating the visual design. With the AGDA "Ethical Codes in Graphic Design" circular published worldwide in 2007, this issue has been an important step towards the protection of ethical rights for the designer and the customer. In this context, it has emerged that departments providing design education at universities should include courses on design ethics in their department's curriculum so that their students adopt the design ethics and the rights and responsibilities of designers. The study was carried out in order to determine to what extent design ethics courses are given in the educational content of Visual Communication Design departments in Turkey. In the study, the course contents of Visual Communication Design departments in Turkey were examined by using the content analysis method. In the study, it has been determined that there are no courses on design ethics in some of the universities that provide visual communication design education in our country.

Keywords: Visual Communication Design, Design Ethics, Education

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Security Issues and COVID - 19: expert assessment analysis

Zarina Kakenova⁴⁵

Abstract

The article is dedicated to the study of the impact of COVID-19 on the problems of international security. The current pandemic has negatively affected international relations, open borders, and free trade and led to an economic downturn. At present, the attention of governments is mainly focused on such areas as medicine, the social sphere and economic support. Security issues and counteraction to destructive forces are relegated to the background. Terrorists and other destructive groups can skillfully use this alignment to attract more and more supporters into their ranks and expand the zone of influence. This study aims to analyze the pandemic's impact on security issues comprehensively. The first part of the work examines the problems of the functioning of terrorist organizations during the pandemic. Based on the material studied, the author concludes that terrorist organizations used the deteriorating conditions in some states to strengthen their positions. The widespread transition to a remote mode of work and, as a result, the increase in Internet users provides new opportunities for destructive forces. The second part of the work is devoted to this issue. Moreover, in the third part of the project, the problems of financing terrorism are analyzed. The importance of cooperation and coordination of actions of states to suppress the financing of international terrorism is highlighted.

Keywords: international security, countering terrorism, destructive forces.

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The 8th InTraders International Conference on Social Sciences and Education

Abstract Book, 24-28 October 2022

<https://www.intraders.org/october>

Using p-splin regression model to forecast the number people injuries of COVID -19

Maha Hasan Sultan⁴⁶

Abstract

Most countries are experiencing economic and health crises due to the current epidemic of coronavirus disease (COVID-19). It is necessary in studying any phenomenon, modeling the variables that we think are effective in this phenomenon. At the forefront of these models are the so-called regression models, these models explore the relationship between the explanatory variable and the response. Parametric methods assume that the sample comes from a particular population with a known family of distributions, but often the hypothetical parameter distribution is not necessarily the actual distribution of the data to be solved. The wrong using of the parametric distribution for the given data may lead to incorrect conclusions and inconsistent estimation. Parametric methods are often inappropriate for data that is small or has no known distribution. While the nonparametric methods, which are a wide array of flexible models, can be less stringent and descriptive, that is, they give a general description of the relationship, which made it a desirable tool for researchers. The objective of the study is to analyze the number of cases of (COVID-19) in Iraq using nonparametric models, such as Polynomial Regression, Spline Regression, Generalized Additive Models GAM. These methods will be compared by using the comparison criterion Akaike information criterion (AIC), Bayesian information criterion (BIC) for choosing the best model to forecast the number of COVID-19 cases in Iraq

Keywords: coronavirus, dependent variable, regression, polynomial

JEL Code: I20

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The 8th InTraders International Conference on Social Sciences and Education

Abstract Book, 24-28 October 2022

<https://www.intraders.org/october>

Counselling And Educational Assessment And Evaluation In School Settings: Matters Arising

Isa Ado Abubakar⁴⁷, Raveenthiran Vivekanantharasa⁴⁸

Abstract

Counselling is an essential educational service that plays an important role in helping students to explore their potential, assist in decision making and behaviour change so that one could be able to utilise such potentials to fullest thereby accomplishing an academic task successfully. In the same vein, counselling also assists teachers in placing students into appropriate career pathway and also helps teachers to provide effective instruction and create healthy classroom atmosphere for all students. On the other hand, educational assessment and evaluation are integral components of educational process that come after accomplishing a particular teaching task in a given period. For students to accomplish an academic task successfully counselling must deliver its service which paves way for teachers to deliver. This indicates counselling assessment is beginning work while educational assessment comes later indicating symbiotic relationship. In spite of such synergetic relationship, preference has been given to educational assessment over counselling. However, evaluation enables both counsellor and teacher to assess strength and weakness of services render to students. The paper therefore examines counselling and educational assessment and evaluations and how they shape the way for students and teachers to deliver the expectations within the school system for better educational outcome.

Keywords: Counselling, assessment, evaluation, educational outcome, school system and students

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Mediation In Solving Commercial Disputes In Republic Of North Macedonia

Fjolla Kaprolli Ismaili⁴⁹

Abstract

Because of the rise of the process of transition towards globalization as the result of increased trade between commercial entities especially in recent times, this increase was fueled by the internet growth, and in the same time caused the appearance and unfortunately, the increase in the number of commercial disputes. The standard way of solving these disputes is the way of solving in terms of law or in court procedure. Disputes which are resolved in courts regardless of their nature are known as long, expensive and inefficient procedures. Due to the fact that the trade, in this period of rapid development of trade relations, cannot stand to be slowed down, which obviously can happen in case the parties in a commercial dispute will address the court to resolve their dispute, increase the need for these disputes to be addressed differently. On the other hand, there is another reason why the most powerful states of the world with stable economic, politic and social system started looking for other ways how these disputes to be solved. That reason was the overload of the national courts. The affirmation of these alternative ways is a clear indication of the problems faced by the judiciary in these countries including ours as well. These ways today are best known by the name of alternative dispute resolution methods. Because of the complex nature and the great need for faster intervention for solving the dispute, commercial disputes are consider very suitable to be solved with alternative dispute resolution methods. As such are known arbitration and mediation. In this paper I will concentrate only in one segment of this methods, Mediation in which it will be explained why the commercial disputes are suitable to be solved with the help and techniques of the mediator and how it is regulated in Republic of North Macedonia.

Keywords: Commercial disputes, Alternative Dispute Resolution Methods, ADR, Mediation, Mediation in Republic of North Macedonia.

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The 8th InTraders International Conference on Social Sciences and Education

Abstract Book, 24-28 October 2022

<https://www.intraders.org/october>

Climate Change And The Protection Of River Banks And Lake Shores In Uganda

ROSEMARY KANOEL⁵⁰, TAJUDEEN SANNI⁵¹

Abstract

Lakeshores habitats and ecosystems are important to the total biodiversity of landscapes. This is because they are located between land and water and this attracts more wildlife through economic, cultural and recreational uses and human settlement. A lake shore is the land not more than 100 metres adjacent to or bordering a lake. A river bank is the rising ground, not more than 100m long, bordering or adjacent to a river in the form of a rock, mud gravel or sand and in cases of flood plains includes the point where the water surface touches the land, that land not being the bed of the river. The protection of the River bank and lake shores are a mandate of government under Objective 27 of the 1995 Constitution of the Republic of Uganda in promoting sustainable development and awareness of the need to protect the same and the state shall take all possible measures to protect and minimize destruction and damage on land air and water resources resulting from pollution and other causes. The implementation of that mandate has come under question as come under extreme climate change effects. Climate change is defined under Section 2 of the National Environmental Act, 2019 to mean a change of climate which is attributed directly or indirectly to human activity that alters the composition of the global atmosphere and which is in addition to natural climate variability observed over comparable time periods. It is these contexts that this paper examines the role of the law in protecting the lakeshores and riverbanks in Uganda from the effect of climate change in Uganda

Keywords: riverbanks/lakeshores, climate change, Uganda

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The Relationship Between The Leadership Behaviors Of Managers In Public Institutions And Business Performance: An Application In Gaziantep Province⁵²

Merve AÇIKGÖZ UĞUR⁵³, Esra ÇIKMAZ⁵⁴

Abstract

As a result of the competitive environment in the globalizing world order, the value of human capital has been understood and it has become a necessity to manage all public institutions and organizations in the best way in Turkey as in the world. The most fundamental factor that enables the management phenomenon in institutions and organizations to be at higher levels is the leader. Leadership is the ability to direct employees when they are given a task, to motivate them when they show low performance, and to manage employee performance and organizational performance in the most efficient way so that the organization can reach its goals. Job performance is an important phenomenon for managers and employees. In order for institutions and organizations to reach their goals and achieve organizational success, there is a need for a high-performing employee, and accordingly a leader who will increase employee performance. In the light of this information, the aim of the research is to determine the effect of leadership behavior styles applied by managers in public institutions and organizations on job performance. Individuals working in public institutions and organizations in the province of Gaziantep constitute the universe of the research. Since it is not possible to reach all of the individuals in the study population, the sample group of the research consists of 364 people. As a data collection tool in the research; “Demographic Characteristics Form”, “Leadership Style Behavior Scale” and “Job Performance Scale” were used. The data obtained through data collection tools were arranged in Microsoft Excel program and transferred to SPSS 25. Then, difference tests were used for Confirmatory Factor Analysis, using the AMOS program, and independent groups test and ANOVA were used for normally distributed findings. As a result of the research, it was concluded that there is a significant relationship between job performance and leadership behavior styles (authoritarian leadership, democratic leadership, liberal leadership, transformational leadership and transactional leadership). Therefore, it has been concluded that the performance of the employees is affected by the leadership behavior style of the managers in the institutions.

Keywords: Manager, Leadership Behavior Style, Job Performance

⁵² This article is adapted from the Master's thesis titled "The EFFECT OF LEADERSHIP STYLES OF MANAGERS IN PUBLIC INSTITUTIONS ON BUSINESS PERFORMANCE: AN APPLICATION IN GAZIANTEP PROVINCE"

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Main Differences Between Sell of Share And Sell Of Fund Participation In Mergers And Acquisitions

Halil Arslan⁵⁵, Temur Kayhan⁵⁶

Abstract

Share transfer is an approach that has traditionally been used for many years in changing companies. However, in countries where capital markets have deepened, many investors make their partnerships through fund participation shares instead of direct share transfers. In some cases, partnership shares established through direct share transfer are transferred to the fund with capital in kind and participation shares are received in return. Many foreign investors buy companies through an international or national venture capital fund in Turkey rather than a direct share transfer. There are both strategic and tax differences between direct partnerships and fund-based partnerships. The primary methodology of the study is to examine the venture capital fund communiqué published by the Capital Markets Board and to summarize the differences between the fund and classical share transfer. In this study, these two approaches are examined and their advantages and disadvantages are revealed. For example, no withholding tax is deducted from the dividends distributed to foreign investors who are partners in a company through the fund. While CMB audit, custodian audit, investment committee, issue certificate, independent audit and periodic valuation processes are included in the fund process, these processes are flexibly left to the shareholders through a direct partnership. This study aims to identify the main differences between direct share transfer and fund participation partnership and strategically identify the strengths and weaknesses of the two channels. The venture capital statement was examined in the study, and the differences were shown on a fictional model.

Keywords: Share Transfer, Investment Fund, Participation Share, Capital Markets, M&A

JEL Codes: A10, E22, E44, G11

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Orientation to production as a preventive against import and inflation in Kosovo

Burim MORINA⁵⁷, Ylber KRASNIQI⁵⁸, Mustafë KADRIAJ⁵⁹

Abstract

The increase in prices in the global market has always directly affected Kosovo due to the high dependence of the Kosovo market on the import of goods from other countries. Global inflation came with the increase in imports in 2021. In addition to the increase in the prices of food products, the purchasing power of the citizens of Kosovo is also decreasing due to the energy crisis in Kosovo that resulted in the revision of electricity tariffs.

So as a result of the high import, Kosovo is necessarily facing global inflation, so this impact should be a lesson for policy-making in Kosovo, so that development policies are oriented towards production, achieving all-round goals. As a result of the increase in local production, local businesses will be strengthened, protected from inflation, and employment and well-being will increase, creating the perception among citizens to build the future of their children in Kosovo. Through the scientific methods of analyzing the scientific literature, we will offer an orientation panorama for the relevant institutions and scientific researchers.

Key words: production, inflation, development policies, well-being.

JEL Code: E31

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New challenges for the education sector in the global labour market environment of the beginning of the 21st century

Henrietta NAGY⁶⁰, Eszer MARCZELL-SZILÁGYI⁶¹, Tímea MAGYAR⁶²

Abstract

The continuous progress of globalisation means more and more complex tasks for the labour markets and also for the human resource management departments of the companies – no matter in which country they operate. The market- and social environmental factors can change so quickly in the global markets nowadays, that employers should find more and more flexible methods in their recruitment- and competence-management policies to keep their “*human capital*” competitive enough.

Education, however, represents a very important function on the demand side of the labour market. The several institutions of the education system should offer knowledge to the new generations of the labour supply: proper professional knowledge, appropriate competences and suitable other skills that can prepare new employees for their quickly changing and complex tasks in their future workplaces. This study tries to offer detailed description why most of the educational institutions worldwide cannot fulfil these tasks properly. It also tries to explain what the main challenges are that they have to face in the current labour market environment and what could be those innovations that could lead schools and universities to offer higher level of educational services that could be more suitable for the new types of employer needs in the national and in the global labour markets.

Keywords: Education, Competence management, Competitiveness, HR-capital

JEL Code: D83, J24

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Does Access To Finance Affect SME's Growth? Case Of The Western Balkans

LIZA ALILI SULEJMANI⁶³, ANGELA ZAFIROVA⁶⁴

Abstract

The objective of this study is to analyze the impact of financing obstacles on the growth of Small and Medium Enterprises operating in the Western Balkans. Thus, the sixth round of the Business Environment and Enterprise Survey (BEEPS VI) data conducted in 2018 – 2020 covering 41 economies and 28.000 enterprises, has been utilized through the usage of firm – specific factors that affect the SME's growth.

In this regard, OLS and probit model has been used to determine the effect of the financial obstacles that face SME's in their growth, where the panel regression results reveal that financial obstacles play a significant role on the SME's growth in this region. In addition, from firm –specific factors, age, ownership and transparency have been resulted as significant factors of financing obstacles affecting the growth of the SMEs in Western Balkan.

Keywords: financial constrains, probit, SMEs, Western Balkan.

JEL Codes: C33; D2; L2

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Abstract Book, 24-28 October 2022

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An Analysis Of Progress Of SHG-Bank Linkage Program In India

D.AMUTHA⁶⁵

Abstract

This article looks at how SHGs, bank loan amounts, and regional bank loan disbursements have helped Indian women gain more power. The information gathered from books, newspapers, magazines, pamphlets, and other kinds of writing.

Here are the goals of the research:

1. To find out what role microfinance can play in giving women more power.
2. To keep track of how India's SHG-Bank Linkage Program is going.
3. To figure out how successful India's Savings Linked SHGs with Banks have been in each region.

The study found that from 2000–2001 to 2020–21, the number of SHGs that save and the amount they save are on the rise in all parts of India.

Keywords: women empowerment, SHGs, bank linkage, collective bargaining, decision-making power.

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A Study On Factors Influencing Purchasing Of Organic Foods

B.Jeyaprabha⁶⁶, J.Sridevi⁶⁷

Abstract

Organic food in India is a niche category and the wave is still to sweep across the nation. Demand is expected to rise in the coming years due to increasing number of incidences of food adulteration, rising consumer consciousness coupled with increasing income. Consumers in India are preferring to turn completely organic in their food habits. Non - availability of organic fruits and vegetable is still a concern and there is need for stronger supply chain. The study explains the attitude of the consumer towards the organic foods and analyzing the factors which influencing the consumer towards the organic food where the participants were chosen randomly. Snowball sampling has been used for data collection. The study is all about the organic food which influencing the people in buying and using it. The study showed factors like health consciousness, price and availability highly influencing the consumption of organic products.

Keywords: Organic food, food habits, Consumers, consumption

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A Study On Entrepreneurship Essential To The Country's Future Growth

G.Manoj⁶⁸

Abstract

Start-ups are laying the groundwork for widespread jobs. Start-ups also result in the creation of a highly-skilled workforce. In our country, many of our former manual labourers are now capable of operating fabrication machines as well as possessing vital contemporary skills such as computer literacy and communication skills. Entrepreneurs are essential to the country's future growth. Such entrepreneurship is successful when it brings innovation. Technological innovation brings advantages in productivity and gives rise to national new better goods and services that promote their overall principle of living.

Keywords: Start-up, Entrepreneurship and Economy

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A Study on HR practice in Banking Sector

Subaniya Sarah⁶⁹

Abstract

The banking sector plays an important role in the economy. The banks' success depends largely on dynamic, competent, and talented employees. The effective and efficient application and practice of human resource management will ensure a dynamic, competent, and talented staff that can achieve an organization's ultimate goal. This study evaluates and compares the activities of job analysis, recruitment and selection, training and development, remuneration, motivation and rewards, maintenance of employee relations, safety and security programs of selected commercial banks as existing human resources management activities. This research is based on primary and secondary information.

Keywords: Human Resource Management, training, Recruitment.

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An Insights of the Factors Influencing Consumers' Attitudes Toward Social Media Marketing

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Abstract

Internet played an important role in daily day today life. Usage of social media advertising is one of the powerful tool, influence their customers to buy the product. This study aims to find how customer reacts towards the advertisements and promotions being used by the companies on several social media websites. The focus of this paper is to identify the various factors which influences the customer's perception towards social media advertising. Survey questionnaires used to collect the data which includes closed ended questions and total 340 respondents participated in the study. The data were collected and analysed using IBM SPSS software 20. Relevant hypothesis were framed and identified the relationship between the dependent and independent variable.

Keywords: Social Media, Marketing

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The Effect Of The Political-Economic Crises In Turkey And Neighboring Countries On Foreign Trade

Ercan YILMAZ⁷³

Abstract

The development of foreign trade with neighboring countries is important for all countries in the world. When we consider the relations of developed countries with their neighboring countries has a large share in their total trade data. The purpose of this study is to determine the foreign trade ratios that the Turkey has perform with neighboring countries in recent years and to evaluate its export potential. Depending on the main purpose, the sub-objectives of the study are to determine the effect level of political and economic crises with neighboring countries on foreign trade.

The population of the research consists of 12 neighboring countries that have a common border with Turkey. Information about the universe was obtained from the written sources of the Ministry of Trade and TUIK(Turkish Statistical Institute) data. As a result, it has been determined that the share of neighboring countries in Turkey's total exports varies between 15 percent and 26 percent, and between 14 percent and 22 percent in imports. The political and military situations in Syria and Iraq, the historical political tensions with Greece and Armenia, the military-political crises with Russia in the past, and the economic sanctions imposed by other countries have negatively affected the trade of our country with neighboring countries.

Considering the fact that the export products of Turkish origin are more competitive in the Middle East countries, it becomes clear that the trade with neighboring countries and the political relations followed are extremely important in order to eliminate foreign trade deficit.

Keywords: Neighboring Countries, Foreign Trade, Foreign Policy, Export, Import

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The Role Of The Security System Of The Republic Of Kosovo In The Fight Against Terrorism

Muhamet Racaj⁷⁴, Senat Saliu⁷⁵, Vlera Fejzullahu⁷⁶

Abstract

The beginning of the XXI century, among other things, is characterized by violence, since the whole world is facing terrorism, almost no country in the world can be said to be completely safe.

The establishment of certain measures and procedures for the successful fight against terrorism emphasizes the need for a high degree of cooperation between the institutions and authorities in the state that are responsible for the detection and determination of illegal acts and the use of force. disallowed by individuals or groups.

Terrorism, by its very nature, actually represents a compilation of more criminal offenses that constitute a major criminal offense. Emphasis necessarily falls on the psychological moment of causing fear and uncertainty as a general feature of the various acts that create terrorism.

The challenge for every state is the adequate response to the phenomenon of terrorism.

Key words: State, institutions, measures, activities, terrorism.

JEL Code: F52

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The right to tourism, the case of Albania

Albana JEMINAJ⁷⁷

Abstract

Economic development and social tourism must be planned and directed towards achieving the pre-defined goal. For this reason the main bearers of social or economic activities conduct their policy as a conscious activity with which they define their purpose. The government and different organizations lead socio-economic, cultural, educational, and other policies that balance the socio-economic development of the country. Main goal of the economy is to raise the living standards of humanity. According to economic policy, here are implemented activities, measures and tools which should develop economic activities and areas of action. Tourism as an economic activity is part of a country's economy. After the Second World War in almost all countries in the world, the state seeks to formulate appropriate tourism policies which will contribute to the development of tourism. Economic is effected by tourism, especially its impact on the balance of payments which is very important for any country. Due to the peculiarities of tourism activities, in particular its heterogeneity and seasonal work, tourism policies which are guided by state bodies is necessary for the development of tourism. Private capital in developed tourism countries has not found economic interest to invest in the material base of tourism, especially in hotels. Therefore, the state tries to attract private capital in tourism through various measures.

Keywords: production, inflation, development policies, well-being.

JEL Code: K13

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