

3st International Congress on Social Sciences,
Innovation and Educational Technologies

August 26-28 2022

Tetova/MACEDONIA

<https://www.icssietcongress.com/icssiet-2022>



ABSTRACT BOOK



AUGUST 26-28 2022 TETOVA/MACEDONIA

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ICSSNET CONGRESS

3st International Congress on Social Sciences, Innovation and Educational Technologies

ABSTRACT BOOK

Editors

Dr. Enkeleda LULAJ

Dr. Muzammel SHAH

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Azerbaijan State Pedagogical College under
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Shamsheer Khan
Lecturer, Mechanical Engineer, Pakistan

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CONGRESS PROGRAM



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CONGRESS PROGRAM

With 58 papers-109 academics/researchers from 84 institutions and 34 countries:

1. TÜRKİYE	2. PHILIPPINES
3. VIETNAM	4. MALAYSIA
5. INDIA	6. TUNISIA
7. UK	8. CHILE
9. SRI LANKA	10. INDONESIA
11. USA	12. BRASIL
13. UZBEKISTAN	14. GEORGIA
15. UKRAINE	16. NORTH MACEDONIA
17. PAKISTAN	18. KOSOVO
19. ITALY	20. FRANCE
21. ALBANIA	22. CANADA
23. SPAIN	24. THE NETHERLANDS
25. OMAN	26. ROMANIA
27. NIGERIA	28. AFRICA
29. MOROCCO	30. AFGHANISTAN
31. IRAN	32. POLAND
33. AZERBAIJAN	34. FINLAND
35. THAILAND	

Total Participant: 109

Presentations will be in Turkish, English, Arabic, Russian, Persian, French, Italian.

There are 2 virtual conference rooms

The congress was organized according to Turkey time. To calculate the time for your country:

[The World Clock — Worldwide](#)

26 August 2022 Friday 09:45-10:00	3st International Congress of Social Sciences, Innovation and Educational Technologies (ICSSIET-2022) 26 August 2022 10:00 a.m. Istanbul Zoom Meeting https://us06web.zoom.us/j/89114710003?pwd=Z1l4Ym93b05VS3hkS0Yxd1huRmdnZz09 Meeting ID: 891 1471 0003 Password: 443531
	Chairs Prof. Dr. Anjali Awasthi , Concordia University Research Chair CIISE- EV, Concordia University, Montreal/Canada Prof. Dr. Ramon Hernández de Jesus , Invitado por la Universidad Estadual do Piauí/Brasil
	Guest of Honours Prof. Dr. Beatriz Lucia SALVADOR BIZOTTO - Centro Universitário Unifacvest Assist. Prof. Aidin Salamzadeh -University of Tehran Co-founder, GECC The Innovation and Entrepreneurship Research Lab (UK)

	Dr. Enakshi Sengupta- Chair Business Department Director Centre for Teaching & Learning American University of Afghanistan/Afghanistan Lecturer Engr Shamsheer Khan- University of Engineering and Technology Peshawar Pakistan Ph.D Designing & Manufacturing
26 August 2022 Friday 10:00-12:30	Keynote Speakers Prof. Dr. Ramon Hernández de Jesus- Invitado por la Universidad Estadual do Piauí/Brasil Prof. Dr. Joanna Paliszkiewicz- Warsaw University of Life Sciences -Management Institute/Poland Dr. Aijaz A. Shaikh- Postdoc Researcher, University of Jyväskylä/ Finland Prof. Dr. Sandeep Kumar Gupta, AMET Business School, AMET University Chennai/India Dr. Deepa Rajesh Excutive Director AMET Business School,AMET University Chennai/India Dr. Rajseker- Director AMET Business School/India Emil Ağayev Raul - Azerbaijan State Pedagogical college under Azerbaijan State Pedagogical University/Baku/Azerbaijan Title: Triptych "Dedication to Agdam" in the works of Arif Huseynov (in the context of iconographic analysis) Assist. Prof. Muzammel Shah- Air University, School of Management (AUSOM), Islamabad Maryam Ghiasabadi Farahani- PhD. Business Management Young and Elite Researchers Club, Islamic Azad University, Iraq
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12:30-13:30	Coffee Break- Lunch
14:00-18:30	Online Sessions
27 August 2022 Saturday 11:00-15:30	Online Sessions 3st International Congress of Social Sciences, Innovation and Educational Technologies (ICSSIET-2022) Time: August 27, 2022 11:00 AM Istanbul https://us06web.zoom.us/j/87338685772?pwd=cG1QTHJuc1FuTGh1b1QwUENPZGNEQT09 Meeting ID: 873 3868 5772 Password: 151710
28 August 2022 Sunday	Closing Session

Note: (ICSSIET-2022) congress sessions are to be recorded in accordance to the General Data Protection Regulation (GDPR) and Kişisel Verilerin Korunması Kanunu (KVKK). By joining the congress sessions, you automatically consent to such recordings. If you do not consent to being recorded, discuss your concerns with the host or do not join the congress sessions.

Room-I	Friday, 26 August 2022	Moderator
	14:00-16:00	Dr. Esra S. DONGUL Assist. Prof. Enkeleda LULAJ Md. Harun RASHID
	16:30-18:30	Assist. Prof. Enkeleda LULAJ Md. Harun RASHID
Room-II	Saturday, 27 August 2022	Moderator
	11:00-12:30	Serdar DOVUSKAYA
	13:00-15:30	Serdar DOVUSKAYA

Friday, 26 August 2022 Room I

Room-I	Friday, 26 August 14:00-16:00	Moderator	Dr. Esra S. DONGUL Assist. Prof. Enkeleda LULAJ Md. Harun RASHID
<ol style="list-style-type: none"> Lian Junxiang -Utilization of Duolingo as A Supplementary Formative Assessment Tool in Primary Year 5 English Class Duong Anh Son, Tran Vang-Phu & Luu Hoang Dzung-Situation and Solutions to Improve Agricultural Export Quality in Vietnam Rana Majumdar & Shilpi Sharma-Personalized learning using Artificial Intelligence Esra S. Döngül-Can Robots Become Managers?A glimpse into the Evolution of Robotics Pham Yen Nhi-Social Housing Policy in Vietnam: Analysis and Suggestions Monica Mastrantonio, Raveenthiran Vivekanantharasa Raveenthiran Vivekanantharasa & Lidia Martinez-Diversity in Daily Living – an international survey for individual practices Marco I. Bonelli-The relationship between multi-nationality and performance in US large capitalization multinational companies Javiera Rosell, Feridun Kaya & Alvaro Vergés-Ageism among Turkish Adults: Predictive Role of Some Personal and Emotional Factors Feridun Kaya-A Study of Adaptation of Forgiveness Self-Efficacy Scale to Turkish Language Medynska Nataliia, Hunko Liudmyla-Formation of the Economic Mechanism of Nature Use in Ukraine” Luigi Pio Leonardo Cavaliere, Dr. Valbona Çinaj Ribaj, Melania Riefolo, Luigi Blescia-A Review on Digital Marketing Management During the Pandemic Period Md. Harun Rashid, Wang Hui-Discuss the benefits of using literature with ESL students and the various approaches Gulshan Sadaf, Maimona Saleem, Fakhira Zaman- Cyber Bullying Solutions in Developing States Louie P. Gula-Challenges Encountered by Teachers Handling Oral Speech Communication Courses in the Era of the Covid-19 Pandemic Assist. Prof. Mr. Sagar Bhatt-Social Media: Marketing Approaches in Hotel & Restaurant Management in India Wei Li- The importance of vocabulary in teaching and learning in applied linguistics Dr. Velankanni Alex- Luigi Pio Leonardo Cavaliere- A Constructivist Approach to the Teaching of Mathematics in Secondary School Putri Hergianasari, Rizki Amalia Yanuartha, Mr. Luigi Pio Leonardo Cavaliere-Digital Transformation Shapes Post-Covid-19 Geopolitics Jahirul Islam, PhD Student- Cultural Hegemony of Indian Subcontinent is Barrier for Women’s Emancipation: an Analysis of Arundhati Roy’s The God of Small Things and Monika Ali’s Brick Lane Dr. A. Shameem-CSR initiatives influencing corporate image Dr. A. Shameem-Influence of knowledge sharing in social capital dimensions Mr. S. Arunkumar-Minimisation of logistical risks with blockchain H.G. Hasanov, I.M. Zeynalov-The Role of Meteorological and Geographic Specifications in Formation of Radioactive Precautions 			

16:00-16:30	Coffee BREAK		
Room-I	Friday, 26 August 16:30-18:30	Moderator	Assist. Prof. Enkeleda LULAJ Dr. Muzammel SHAH & Md. Harun RASHID
<ol style="list-style-type: none"> Aynura Valiyeva & Thomas Basil John-Successful organizational business communication and its impact on business performance: An intra and inter organizational perspective Eze Benneth, PhD- Female Employees' Commitment and Nigerian Deposit Money Banks' Performance Mina Ghiasabadi Farahani-The Role of Storytelling in Fostering Children's Thinking and Participatory Learning Prince Verma- Assessing the scope of Pro - Poor Tourism in India: A community -based approach for Poverty Alleviation Dr. Velankanni Alex, Dr. Ferdin Joe John Joseph, Mr. Luigi Pio Leonardo Cavaliere- Information Technology and its Effect on Mathematics Student's Academic Motivation Ajeet Jaiswal-COVID 19: Digital Technologies Vs Socio Technological in the Fight Against Quyen Le Thi To, Duyen Nguyen Thi My, Dung Phuong Le- Sustainable Tourism Development in Sam Mountain, Chau Doc City, Vietnam Jayrome Lleba Núñez, Marie Camille Cuisia-Villanueva, Overcoming Emotional Isolation in the Distance Education Process Dr. Ijaz Yusuf and Manahil Fatima- Conceptual Model for Unveiling the Causes of Inflation using Feedback Loops Dr. Shams Ur Rahman, Mr. Jawad Kabir, Mr. Luigi Pio Leonardo Cavaliere, Dr. Afef Khalil-Afraseyab Khattak -Factor Affecting Perceived Benefits from Adoption of International Financial Reporting Standards (IFRS) in Textile Sectors of Pakistan Mellouli Amal & Tijani Omar -Internal communication and social performance: The case of Moroccan companies Assist. Prof. Saumyabrata Nath, Dr. R. Sangeetha, Ms. Tulika Shetty-Moral Values and Ethics: Imperative to overall development of students Chikezie Kalu, Olani Bekele, Simeon Ebhota- Innovative Data Driven Analysis of Water Management for Effective Agricultural Practices Novriest Umbu Walangara Nau, Luigi Pio Leonardo Cavaliere, Kristena Esther Angkow, Vicky Joshua-Contending the Border Interest and the Protection of Human Rights: Analysis of the European Union Role to the Migrants Crisis Issues at the Turkey Greece- Border in 2020 Hasan Basri Tarmizi, Azhar Maksum, Iskandar Muda , Luigi Pio Leonardo Cavaliere, Gustiandi, Muhammad Hirzi-Why is it Control and Auditability so Important in Today's Virtual Environment? Iskandar Muda , Erlina, Luigi Pio Leonardo Cavaliere , Siti Arla Anita Suheri Hasibuan, Karina Maharani-The Situation and the Problem with Computer-related Crimes Azhar Maksum, Ibnu Austrindanney Sina Azhar, Iskandar Muda, Luigi Pio Leonardo Cavaliere , Nifta Salsabilla, Tiara Surahva-Role of Asynchronous Transfer Method (ATM) on Corporate Mutia Ismail, Ibnu Austrindanney Sina Azhar , Iskandar Muda , Luigi Pio Leonardo Cavaliere , Andre Giovanni Febru Tamba, Verchiana Isnata-The Top Ten Reasons for the Start Up of IT Auditing? Assist. Prof. Mrs. R.Divyaranjani & Mr.Sreerag R.G, Student-A Study and Analysis of Factors Affecting Chennai Port Operations R. Divyaranjani, B.Krishnaveni, Student- Perception and Attitude of Employees Related to Training and Development in Bright Auto Plast Pvt Ltd, Chennai R. Divyaranjani, Research Scholar- Madan Mohan.S, Student- A Study on the Production and Export of Mangoes From India Prof. Dr.D.Rajasekar, Dr.S.R.Deepa-Empirical study on passenger's perception to fly before and during Covid-19 pandemic – with respect to Chennai Airport 			

Saturday, 27 August 2022

Saturday, 27 August 2022 Room-II

<u>Room-II</u>	27 August 2022	Moderator
	11:00-12:30	Serdar DOVUSKAYA
	13:00-15:30	Serdar DOVUSKAYA

Saturday, 27 August 2022: Room-II

<u>Room-II</u>	Saturday, 27 August 2022 11:00-12:30	Moderator	Serdar DOVUSKAYA
<ol style="list-style-type: none">1. Meryem Yağmur-Üst Yönetimin Karakteristik Özelliklerinin Büyüme Stratejine Etkisi/The Effect of Senior Management's Characteristics on Growth Strategy2. Lecturer, Dr. Asiye Yüksel & Lecturer, Dr. Barış Demir-İnovasyona Yeni Arayışlar: İnovatif ve Matematiksel Okuryazarlık/ New Searches for Innovation: Innovative and Mathematical Literacy3. Kadir Gökoğlan & Nazan Güngör Karyağdı-A Study on Auditors; Perceptions of the Added Value of Independent Auditing4. Kadir Gökoğlan & Nazan Güngör Karyağdı-The Role of Accounting Professionals in Creating Internal Control5. Gül Gümüş-Meslek Lisesi Öğrencilerinin Kariyer Seçimlerindeki Dış Faktörler/External Factors in Career Choices of Vocational High School Students6. Emil Raul oğlu Ağayev-Triptych "Dedication to Agdam" in the Works of Arif Huseynov (In the Context of Iconographic Analysis)			

<u>Room-II</u>	Saturday, 27 August 13:00-15:30	Moderator	Serdar DOVUSKAYA
<ol style="list-style-type: none">1. Assist. Prof. Hakan Ulum-Okul Matematiği Müfredatının Odak Noktaları: Doküman İncelemesi2. İpeksu Sözüpek & Assoc. Prof. Derya Girgin-Üniversite Öğrencilerinin Covid-19 Pandemi Sürecinde Yapmış Oldukları Sosyal ve Etkin Aktivitelerin belirlenmesi3. Dr.Öğr.Üyesi Ümit Şevik-Zorunlu Örgütsel Vatandaşlık Davranışının İş-Aile Çatışması Üzerindeki Etkisinde Aile Dostu İş Programlarının Aracı Rolü4. Hilal Dilan Bayram & Assoc. Prof. Derya Girgin-Değişen ve Gelişen Küresel Yaklaşımlar Odağında Eğitim – Öğretim Platformunun Oluşturulması5. Ergün Yurtbakan & Durmuş Ekiz- Reflective Diaries of a Primary School Teacher on Reading Difficulty of a Student with Mild Intellectual Disabled, Attention Deficit and Hyperactivity Disorder/ Bir İlkokul Öğretmeninin Hafif Zihin Engelli, Dikkat Eksikliği ve Hiperaktivite Bozukluğu Olan Bir Öğrencinin Okuma Güçlüğü Üzerine Yansıtıcı Günlükleri6. İrem Bozbeşparmak-Türkiye’de Sağlık Sektöründe Kullanılan Büyük Verinin Hasta Memnuniyetine Etkisi7. Dr. Gökhan Sümer-Türk Bankacılık Sektöründe Katılım Bankacılığının Yeri ve Önemi			

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4.	Can Tho University, VIETNAM
5.	Amity University, Uttar Pradesh, INDIA
6.	Swami Vivekananda University, Kolkata, INDIA
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8.	University of York, York, UK
9.	Open University of Sri Lanka, Sri Lanka, SRI LANKA
10.	Nova Southeastern University, Fort Lauderdale, USA
11.	Westminster International University Tashkent (WIUT), Tashkent, UZBEKISTAN
12.	National University of Life and Environmental Sciences of Ukraine, UKRAINE
13.	School of Management, University of Management and Technology, Lahore, PAKISTAN
14.	The New School, Beaconhouse, Lahore, PAKISTAN
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Utilization of Duolingo as A Supplementary Formative Assessment Tool in Primary Year 5 English Class

Lian Junxiang

SJKC Pin Min, Bidor Stesen,

Perak

Kertas Projek Inovasi

Kategori Individu Sekolah Rendah

Abstrack

Penggunaan telefon pintar dan komputer dengan sambungan internet semakin memainkan peranan yang amat penting dalam kehidupan kita dan dalam dunia pendidikan, kita juga seharusnya memanfaatkan alat-alat peranti elektronik untuk meningkatkan lagi pembelajaran dan pemudahcaraan (PdPc) dalam bilik darjah. Dalam kajian ini, aplikasi *Duolingo* telah dipilih sebagai inovasi untuk dijadikan alat tambahan penilaian formatif dalam melaksanakan Pentaksiran Bilik Darjah (PBD) Bahasa Inggeris terutamanya dalam era pasca pandemic ini di mana pembelajaran digital dan teradun menjadi semakin penting. Aplikasi *Duolingo* mengintegrasikan keempat-empat kemahiran iaitu kemahiran mendengar, bertutur, membaca dan menulis dalam proses pembelajaran suatu bahasa. Dengan adanya aplikasi ini, tajuk-tajuk tertentu telah dipilih sebagai alat tambahan pentaksiran untuk membantu dalam proses PBD di bilik darjah. Untuk menguji keberkesanan aplikasi tersebut, ujian pra dan ujian pasca yang bersifat kuantitatif dan kualitatif telah diberikan kepada 11 orang murid Tahun 5 di SJKC Pin Min, Bidor Stesen sebelum dan selepas penggunaan aplikasi ini yang dijalankan serentak dengan PdPc di bilik darjah.

Abstract

The usage of smartphones and computers with the Internet connection has been playing a major role in our daily lives and in the world of education, we should have too utilized the smart devices in order to elevate the process of teaching and learning in the classrooms. In this study, the application, *Duolingo* has been chosen as the innovation to be used as a supplementary formative assessment tool in School-Based Assessments (SBE) in English language especially in the post-pandemic era where digital and blending learning are becoming more and more important. The app integrates all four skills: listening, speaking, reading, and writing in a language-learning process. With the suitable contents in the app, specific titles had been chosen to go along with the process of teaching and learning, and SBE as a supplementary formative assessment tool. To test the app's efficiency as an assessment tool, a quantitative and qualitative pre-test and post-test had been given to the 11 Year 5 pupils in SJKC Pin Min before and after the usage of the app which went along with the teaching and learning process in the classroom.

Keywords: duolingo, primary year, English class



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Situation And Solutions To Improve Agricultural Export Quality In Vietnam

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Abstract

Since 1991, Vietnam has established a number of significant agricultural exports. Rice, vegetables, coffee, tea, rubber, and cashew nuts are among the items still available. These are items that not only have a high export turnover to Vietnam, but also have a significant market share in the global market. Agriculture production and export have contributed to Vietnam's economic growth and social stability. However, in terms of long-term development, agricultural production and export development in Vietnam remains inadequate, has been, and is threatening the country's economic, social, and environmental stability.

Keywords: Solutions, high quality, development strategy, agricultural products, Vietnam



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Personalized learning using Artificial Intelligence

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Abstract

In past 100 years the education sector has changed drastically from just being classes focused on teaching students the obvious to changing their thoughts and guiding their interests personally and shaping their dreams into reality. The early nineteenth century saw the rise of people appointing personal tutors for their students and so came in the concept of personalized learning. With the advent of technology, personalized learning via audio-video feedback is in the trend. The education sector had common norms for all the students since the beginning having common grounds of syllabus for everyone but the mentally challenged. These students' brains are not as well developed as those of their peers. It has been tried and tested that various personalized learning techniques are favorable for these students. The twentieth century saw the rise of Artificial Intelligence as an upcoming revolution. In this research paper, we have tried to research the domain of personalized learning in the area of mentally challenged students and tried to analyze the scope of AI in it.

Keywords: Personalized Learning, Artificial Intelligence, Clustering, Classification, Genetic Algorithm.



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Can Robots Become Managers? A Glimpse into the Evolution of Robotics

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Abstract

Today, organizations collect huge amounts of data on every field in their work. Most of the work carried out by the employees of the organization is hidden in this data. Computers are becoming adept at acquiring skills and analyzing data day by day. With the rapid advancement of intelligent automation (artificial intelligence, robotics), machines and robots take over these tasks, while employees may have difficulties in integrating into this situation. However, the perspective on robots in the context of algorithms and artificial intelligence does not create negativity in every aspect. That is, by compensating for human skills with automation, they can help managers be more successful. This can increase the productivity and effectiveness of employees and make them aware of the points they need to pay attention to first. This study focuses on the potential role that robots will play in the future.

Keywords: managers, management, robots, artificial intelligence

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Social Housing Policy in Vietnam: Analysis and Suggestions

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Abstract

One of the fundamental human rights is the right to safe and adequate housing. However, putting this right into practice is fraught with difficulties, particularly for those with low incomes. As a result, no government can afford to ignore the issue of housing for its citizens, and Vietnam is no exception. The article summarizes the current situation and some shortcomings in Vietnam's social housing policy and makes recommendations to help the country's social housing development.

Keywords: Housing, social housing, housing policy, shortcomings, Vietnam.



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According to the Ministry of Construction, the country has 1,040 investment projects to build social housing. There are 507 independent social housing projects with a total land area of more than 1,375 hectares and 533 projects built on the land fund of 20% of commercial housing projects, and urban development projects with an area of land of more than 1,983 ha. There have been 248 completed projects with more than 5,175,000m² with ^{two} floors, a scale of about 103,500 apartments; 264 projects are underway (10,825,000m² ^{two} floors, 216,500 apartments). The remaining 512 projects have not been implemented or are undergoing construction investment procedures. <http://thoibaotaichinhvietnam.vn/pages/Kinh-doanh/2020-06-26/horea-neu-12-bat-cap-Kim-ham-phat-trien-nha-o-xa-hoi-88712.aspx>, access this 2/20/2022.

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Diversity as a Daily Practice – A Global Survey on How Diverse One's Life is

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Abstract

This study uses the concept of diversity from Science applying it to Social Studies to understand the diversity of relationships and inputs present in human everyday living. Diversity requires a multi-ethnic, cultural, age, gender, religious background to be developed. This means diversity in relationships need diversity as a concept in all human relations. Diverse living and lifestyle can potentially support the individual through harsh periods meanwhile diminishing prejudice and intolerance. The present study applied the Diversity Survey Questionnaire (DSQ) containing 47 questions (40 questions using a 5-multiple choice scale ranging from always to never, and 7 questions with written answers). A total of 333 individuals participated in the research. The DSQ was created by Dr. Monica Mastrantonio to measure how diverse and inclusive a person's life be can possibly be. The results were collected and measured using the Google platform, and automatically using metrics to reach quantitative results. The collected data shows that diversity has crucial importance in everyday living. Nevertheless, data also showed that people lack significant opportunities to engage in multiple life experiences. Participants also agreed on various aspects that can be done to improve diversity as a method of living. It is concluded that this survey brought important aspects in how people engage in a plural and diverse society, and what needs to be done in that direction.

Keywords: Diversity, Everyday Living, Globalization, UN Goals, Digital Humanities



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A non- financial methodology to assess the relationship between multi-nationality and performance in US large capitalization multinational companies

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Abstract

It is generally assumed that the performance of a company improves with greater multi-nationality and that there is a direct relationship between the two variables; however, there is a third critical strategic variable between multi-nationality and a firm's performance: the strategic management performance. This paper reports a study of 12 multi-national companies (MNCs), examining how their multi-nationality dimension requires an adequate strategic management performance, and how that is reflected in their performance, expressed in stock price and return on investment (ROE).

Keywords: multinational corporation; multi-nationality; strategic management; return on equity (ROE); stock; stock price

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Ageism among Turkish Adults: Predictive Role of Some Personal and Emotional Factors

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Abstract

First purpose of this study is to investigate the validity and reliability of Questionnaire on Negative Stereotypes about Old Age on the adult individuals of Turkish culture. The second purpose is to investigate the predictive role of some personal and emotional factors on ageism. The first sample consisted of a total of 294 adults, 152 (51.7%) females and 142 (48.3%) males, with a mean age of 48.12 (SD = 14.98). The second sample also comprised 272 adults, 132 (48.5%) females and 140 (51.5%) males, with a mean age of 44.61 (SD = 11.45). The Personal Information Form, the Questionnaire on Negative Stereotypes about Old Age, and the Positive and Negative Affect Scale were utilized as data collection tools. It was confirmed with Confirmatory Factor Analysis that the adult has good structural validity. The first-order analyses revealed that the scale had a one-factor structure and acceptable fit to the data. Analyses also revealed that the scale had good convergent validity. The multiple-group CFA results regarding gender revealed that the structure of the scale had measurement invariance on both female and male adults. Furthermore, the internal consistency and split-half reliability of the scale were found to be adequate. Then, Hierarchical Multiple Linear Regression Analyses were utilized to investigate the research questions. Ageism was significantly predicted by social economic level ($\beta = -0.292$, $p < 0.001$), perception health ($\beta = -0.176$, $p = 0.002$), positive affect ($\beta = -0.149$, $p = 0.008$) and negative affect ($\beta = 0.150$, $p = 0.007$). In conclusion, it was concluded that positive affect, negative affect, social economic level, and perception health have important roles in the ageism.

Keywords: Ageism, positive affect, negative affect, validity, reliability, measurement invariance



A Study of Adaptation of Forgiveness Self-Efficacy Scale to Turkish Language

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Abstract

Purpose of this study is to test the validity and reliability of Forgiveness Self-Efficacy Scale on university students. Participants of this research consist of a total number of 319 university students -201 females (63%) and 118 males (37%)- studying in several faculties of Atatürk University in the education year of 2021 – 2022. Age range of the participants is 18 to 48, where the average age is found to be (Avg= 22.17, SD=5.36). As the means of data collection, we employed Personal Information Form. Forgiveness Self-Efficacy Scale, General Well-being Scale and Forgiveness Flexibility Scale. We utilized the confirmative factor analysis with the purpose of testing the factor structure existing in the original scale. As the result of conducted confirmative factor analysis, the one-factored structure of the scale was confirmed on the individuals of Turkish culture. As the result of confirmative factor analysis, it has been found that values related to goodness of fit indices are acceptable ($\chi^2 = 249.83$, $df = 77$, $\chi^2/df = 3.24$, $NFI = 0.93$, $CFI = 0.95$, $RMSEA = 0.084$ and $SRMR = 0.088$). When we examined the findings of factor analysis, we determined that the factor load values of items of Forgiveness Self-Efficacy Scale range between 0.42 and 0.74. With a view to evaluating the study of criterion based validity of Forgiveness Self-Efficacy Scale, relationships between self-efficacy and well-being of individuals and their forgiveness flexibility, were examined through correlation analysis. Obtained results of the research showed that there is a positive and statistically meaningful correlations between self-efficacy and well-being of individuals ($r = 0.20$, $p < .001$) and their forgiveness flexibility ($r = 0.31$, $p < .001$). Within the scope of reliability study of Forgiveness Self-Efficacy Scale, interior consistency coefficient and two-half reliability values were investigated. As a result; we found the interior consistency coefficient as $\alpha = 0.90$, and two-half reliability value as 0.75. In the light of the obtained findings, we can say that the Forgiveness Self-Efficacy Scale is a valid and reliable measuring tool that can be used in measuring the forgiveness self-efficacy levels of individuals. Results have been discussed in the light of prior researches and theoretical explanations.

Keywords: Forgiveness self-efficacy, validity, reliability.



Formation of the Economic Mechanism of Nature Use in Ukraine

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Abstract

The implementation of the process of nature management is based not only on the interaction of the base and the superstructure of the national economy, but also covers both the process of material production and the process of using natural conditions, which requires appropriate regulation at both the sectoral and territorial levels.

The rationalization of the use of natural resources and environmental protection in the conditions of market relations is directly related to the effectiveness of the functioning of the economic mechanism of nature use as a set of methods, methods, tools and forms of budget-tax and financial-credit regulation of economic development and further use in the reproductive process of the natural component of national wealth.

The modern economic mechanism of nature use in Ukraine is characterized by numerous institutional gaps and institutional traps due to the fact that the necessary system of counterbalances between regulatory nature protection bodies has not been formed, which leads to a conflict of interests and does not ensure proper control over the processes of natural resource use and environmental protection.

In connection with the reorientation of the national economy from high-tech sectors to industries that work based on the involvement of natural raw materials in the reproductive process, the feasibility of developing an economic mechanism for nature use at different taxonomic levels becomes even more relevant.

The economic mechanism of nature management is a system of methods, methods, tools, and techniques for collecting fees by the state for the special use of natural resources and pollution of the environment, as well as the distribution of funds accumulated in this way for nature protection and nature restoration measures; attraction of investments in environmental protection and expanded reproduction of natural resource potential through the use of mortgage-collateral transactions and other relationships on the loan capital market; use of incentive tools for saving natural raw materials and limiting the negative impact on the surrounding natural environment; formation of the natural raw material market and sale of pollution rights; development and implementation of environmental protection and resource conservation programs; replenishment of special funds for environmental protection and reproduction of natural resource potential, as well as use of the funds of these funds; introduction of environmental insurance into the economic



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activity of nature users, in particular during the implementation of investment projects of nature protection and nature exploitation direction.

The economic mechanism of nature management is a complex of financial and economic, in particular fiscal and budgetary, financial and credit and management and economic regulators, which influence both the processes of economic use of the material substance of a natural resource, the use of non-raw materials and other natural conditions, as well as the processes protection, reproduction and preservation of the natural environment.

Keywords: Ukraine, economic mechanism, nature management



A Review on Digital Marketing Management During the Pandemic Period

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Abstract

This research explores how digital marketing has contributed to a significant change in the world and the transition of business from offline to online. Today, thanks to digital marketing, organizations' products reach digital channels such as versatile applications, website pages and social media. With a change in the digital landscape, the advent of new technologies, and the increasing amount of information about customers, it's hard to imagine more marketing without data analytics. Data-driven access allows businesses to create an engaging and personalized customer experience. Data-driven marketing is a very complex process driven by digital data, enabled by smart tracking, and creating direct interaction with each customer, treating them as a potential buyer. Businesses and entrepreneurship build a background with knowledge, trends and digital philosophy during this strategy, maximizing profits through statistical and computerized analysis of grouped data through e-commerce sales formats and more. Application of data and digital technologies in marketing, has gone through several exciting stages of transformation. Each phase has helped transform and increase the scope and role of the marketing function within the organization. We draw on past literature and systematically monitor the applications of data-driven marketing and digital technologies over time. It turned out that the whole world has been operating online for more than a year since 2021, and with the spread of Big Data, it has shaped the past. Today, modern marketing professionals are well aware of the importance and necessity of data-driven strategies. High demands, expectations and of course instant results for customers require informed decisions and actions based on specific data. Let's take a look at exactly what data-driven marketing is and how a marketing strategy can help your brand achieve its business goals.

Keywords management, digital marketing, organizations, world wide web, social media



Discuss the Benefits of Using Literature with ESL Students and the Various Approaches

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Abstract

This study reviews literature on how literature can be used in EFL/ESL classes. First, it tracks the place of literature in language classes from the early grammar translation method to the Communicative Language Teaching era. The study distinguishes the causes of death and resurrects literature as a language input. After that, the reasons for and against the use of literature are discussed in EFL classes. The researchers do so using recent language theories. Pedagogy and theories of finally, this study explores the past and current approaches to literature in language classes. Five teaching methods for literature are proposed.

Keywords: TESL learners, Secondary school and University ESL learners



Cyber Bullying Solutions in Developing States

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Abstract

Cyber bullying is an attack against the computer programs, computer software, data and information which creates violence and exploitation and can be used to get the political, economic, religious and ideological objectives. Within some minutes or even seconds, the cyber bullying can hack the whole important data of the government or private system and can create hurdles in the communication and development process. The internet and the email service makes it easier for the bullying organizations to be in touch while sitting anywhere in the world. The cyber bully can easily target the area, without physical appearance, through computer viruses. In 21 century non-traditional threats gained more attention and importance than the traditional threats.

This century is considered as the “information age” in which the technological advancement and the information and communication technology revolution have led the emergence of cyber warfare into the globalized world. There is a slow shift of battlefield from land, air and sea toward cyberspace. Cyber threats are serious threats to the country sovereignty and security. At international level between US and china, there are many conflicts regarding cyber terrorism. Both are blaming each other for cyber-attacks. As US is considered as super power and china as emerging super power, it means cyber security is a very serious issue in the global world. In Pakistan there are many issues regarding cyber security. Because of unequipped cyber security parameterized, there is enhancement of more risks for the security of Pakistan. Today cyber bullying has become a national security threat for Pakistan therefore Pakistan really needs an appropriate cyber security system for the protection of national security. Cyber bullying is existing at international level and national level as well. In case of developed states, the paper describes the relation between US and china in cyber



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warfare. Both are accusing each other for stolen economic information of the country and use them against the country. In case of developing country, research is focused on Pakistan. Pakistan is suffering from many issues related cyber security because of poor cyber legislation. Furthermore the technology of Pakistan is not that much advanced to counter these cyber-attacks and prevent the country from cyber bullying

Keywords: cyber technology, social media, bullying, blasphemy, online radicalization, USA, China, Pakistan

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Social Media: Marketing Approaches in Hotel & Restaurant Management in India

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Abstract

Communication, the process of by which people can get information through sending and receiving messages, it is crucial for understanding and providing knowledge to people. It helps to people to understand and venerate their environment, and facilitate relationships between and among listener and speaker. In the revolutionary phase of social media there are a lot of modes by which customer can get to know about the catering establishments facilities and feedback as well as the review and suggestions. It helps to them about the make a mind set about the services which is provided by the hotels. Social media application help to assist the management about the need and demand of their valuable customers as well as it help to guests to update their self about the latest trends and events.

Keywords: Social Media applications, Strategies, Marketing, Tools

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The Importance of Vocabulary in Teaching and Learning in Applied Linguistics

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Abstract

The importance of teaching and learning vocabulary and presenting a comprehensive survey of modern English vocabulary, focusing on various linguistic descriptive frameworks and pedagogical contexts. The linguistic approaches to the analysis of the modern lexicon in English are discussed in detail, emphasising vocabulary and language learning, dictionaries and lexicography, and the literary and stylistic study of vocabulary. The perspective of this study is a vital resource for students and researchers to investigate the terminology of vocabulary within English language learning and its importance.

Keywords: Importance of Vocabulary, teaching and learning, applied linguistic.



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A Constructivist Approach to the Teaching of Mathematics in Secondary School

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Abstract

Constructivism has been an extremely strong model for making sense of how information is delivered in the world as well as how understudies learn. The researcher contends that constructivist educating has frequently been misconstrued and abused, bringing about learning rehearses that neither test understudies nor address their necessities. The researcher frames a portion of the routes in which constructivism has been misjudged and examines multiple manners by which constructivist showing has been abused. The study aims to explore the progress and the trend of researches in this field. The studies are analyzed in terms of their formats, content and methodologies. The constructivist approach depends on the possibility that information can never be passed starting with one individual then onto the next. This study was content analysis research in the field of teaching and learning with constructivist approach. The best way to get information is to make or build them. The constructivist approach changes likewise the job of the educator in the instructive cycle, the errand of them is to coordinate the climate so the understudy himself could built the mental structures that educator needs to give him. The idea of the constructivist approach is recognized, various viewpoints seeing science schooling are dissected as well as the likely effect on the advancement of mathematics skills with regards to manageable improvement was talked about it. This study demonstrated that the constructivist approach fundamentally changes the most common way of instructing and learning science, interfacing it with day-to-day existence, instead of showing just dynamic equations and utilizing an innovative way to deal with numerical undertakings settling. This study shows that utilizing constructivist way to deal with the educating of science, the skills required for maintainable advancement are supported. The benefactors are students, teachers, school managements and the parents.

Keywords: *Teaching, Constructivism, Secondary & Mathematics classroom*



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Digital Transformation Shapes Post-Covid-19 Geopolitics

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Abstract

The impact of the Covid-19 pandemic has changed the world's new political order with the emergence of several government policies. The Covid-19 pandemic has caused a weakening of the economy in almost all sectors. The Covid-19 pandemic has created a new lifestyle. Our society is getting used to using digital technology. The method used is qualitative with descriptive analysis and literature study. Geopolitics is used as a theory to analyze. The results of this study are that world geopolitics shifted, in the past traditional geopolitics seized an area and gave physical influence to shift along with the development of the era and triggered by covid-19 making the role of information technology strengthened to post covid-19 geopolitics. Digital technology is increasingly confirming the identity and strength of a country in the geopolitical arena of the world economy.

Keywords: Digital Transformation, Geopolitics, Post Covid-19, New World Order



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Cultural Hegemony in the Indian Subcontinent is a Barrier for Women's Emancipation: an Analysis of Arundhati Roy's The God of Small Things and Monika Ali's Brick Lane

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Abstract

The current study deals with the patriarchal oppression, the so-called family culture that exists on the Indian subcontinent, and how the female protagonists react to it. To achieve its goals, the study focuses on the extent of subjugated female characters in the patriarchal Indian subcontinent, particularly India and Bangladesh, and their sociocultural status. In order to achieve these goals, the present study analyses two novels from the Indian subcontinent in contemporary literature: The God of Small Things by Arundhati Roy and Brick Lane by Monika Ali. The inferior position and status of women in the Indian subcontinent's socio-cultural codes of power has forced them to accept their inferior position and content themselves with the inferior status accorded them since childhood. The selected novels are examined in the context of feminist theories. The underlying theories provide the nuances of light needed to achieve the study goals. Feminist theory emphasises patriarchal challenges, self-efficacy, and women's responses, and is closely related to radical



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feminist theory. Text analysis is used as the research method, and the research query mode is text analysis.

Keywords: Patriarchal Oppression, Indian Subcontinent, Family Culture, Subordinate Status

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CSR Initiatives and Corporate Image: Mediating Effect of Employee Trust

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ABSTRACT

The stakeholder approach to CSR is very useful in identifying the right kind of initiatives to address the prevailing needs amongst them. HR Managers play a pivotal role in framing the CSR policy of an organization. They act as catalyst in deploying the resources of the organization towards the CSR initiatives. They are also responsible to evaluate the impact of the CSR programs in many organisation. This paper focuses attention on trust which has been seen as an essential element for organisations to operate efficiently and for establishing their image. In the present context, the research also becomes important as the Indian Companies Act (2013) requires organisations to invest 2% of their income on CSR initiatives.

Keywords: CSR initiatives, employee trust, corporate image

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Influence of Knowledge Sharing on Social Capital Dimensions

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Abstract

The term "social capital" may appear to be a strange combination of terms as it would make one wonder as to how social could be equated with capital. Social capital as a concept is seen considered to be oversimplification of a complex social phenomena from a sociological perspective that somehow does not match well with the usual definition of capital (from an economic standpoint). Nonetheless, the word is a fascinating fusion of sociology and economics, as well as a significant conceptual invention for interdisciplinary integration. However, experts can make the concept of social capital sound almost magical, and for many people who are learning about it for the first time, it can be intimidating. Social capital theory can appear to be a fortress, impenetrable to all but those with the keys. Yet, because we are basically social beings, all people intuitively understand the concept of social capital. Research with respect to social capital offers connections to vast resources on the concept and theory of social capital, as well as has helped in finding answers to many of the most often asked questions concerning it.

Keywords: social capital, social phenomena, sociology

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Minimisation of Logistical Risks with Blockchain

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Abstract

The logistics sector is enormous and intricate. Controlling the distribution of commodities at different levels may be quite challenging since the process involves several locations and stages. Even worse, this industry requires a tonne of documentation and invoices, and if even one slip of paper disappears, the product delivery might be delayed. Companies in the logistics industry are looking for new technology that may streamline their current operations, save costs, and increase supply chain transparency. Blockchain technology has the potential to totally transform logistics and drastically help in reducing logistical risks.

Keywords: Logistics sector, logistical process, blockchain, logistical risks



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The Role of Meteorological and Geographic Specifications in Formation of Radioactive Precautions

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Abstract

The worldwide growing number of hazardous nuclear facilities and their wastes create a real danger to the populations of states where these facilities are located. When modelling radioactive contaminations and/or fallout, it is important to take into account factors, which are able to replacing wastes to neighboring territories and countries as well as the climatic and geographical patterns of the area under research.

For controlling radioactive wastes generated in a possible explosion of radioactive substances (RS) and other sources of ionizing radiation, it is necessary to develop a radiation safety service. This service will carry out radiation monitoring, which means a) monitoring a compliance with the radiation safety standards (RSS) and b) compliance with the health regulations.

The RS which fall on neighboring territories while the trans-border displacement of air masses have global character since can be replaced on very far distance. For ongoing and preventive detection of radioactive fallout, it is worthwhile to use remote methods and means of sensing/scanning the Earth's surface. This approach gives an opportunity to operatively monitoring the environment all over the world.

Keywords: climate, radionuclides, fallout, rain, clouds, turbulence, frost, remote sensing, radiological monitoring



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Female Employees' Commitment and Nigerian Deposit Money Banks' Performance

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Abstract

This study explores the impact of employees' commitment on non-financial performance (measured by competitiveness) female employee's commitment (measured by continuance commitment, affective commitment as well as normative commitment) of selected deposit money banks. The study used survey design; this was done by the administration of well-structured questionnaires on some selected female staff members of the selected banks in Nigeria. The survey included 36, 506 staff members of the four deposit money institutions selected. A 4-point-scale questionnaire of the Likert kind was given to 494 female staff employees of the selected banks. The findings revealed that continuance, affective and normative commitments had a significant combined influence on non-financial performance of deposit money banks ($F\text{-stat} = 81.37 * 0.000$). The adjusted R^2 suggests that 37.8 percent of the variation in non-financial performance of deposit money banks is accounted for by female employee commitment. The t-values demonstrate that the three independent variables all have individual significant effect on the non-financial performance



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of deposit money institutions. The study therefore suggests that the commitment of female employees improves the performance of deposit money banks in Nigeria. Thus the result suggests that employee commitment is critical to the competitiveness of deposit money banks.

Keywords: Affective Commitment, Competitiveness, Continuance Commitment, Deposit Money Banks, Female Employee Commitment, Non-Financial Performance, Normative Commitment



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Assessing the scope of Pro- Poor Tourism in India: A community-based approach for Poverty Alleviation

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Abstract

In developing nations, Pro-poor tourism that is intended to result in increased net benefits for poor-people. International programmes and national policies around the globe have considered tourism as appropriate tool for poverty alleviation and community development. In India there are so many debates going on poverty alleviation and community involvements in economic benefits, it is important to realise that pro-poor tourism discourse may be used to perform or facilitate this task. This paper presents an integrative research framework, multiple perspectives and can be used as an overarching guideline to stimulate and other future research works on Pro-poor tourism and community-based development.

Keywords: *Pro-poor Tourism, Poverty Alleviation, Local community participation, Tourism development*



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The Role of Storytelling in Fostering Children's Thinking and Participatory Learning

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Abstract

Among human capabilities are thinking, contemplation and learning. Participatory thinking, which means a rain of thoughts or a storm of thoughts; It has many advantages over individual thinking. In participatory thinking, children will gather ideas and points of view and achieve the desired results. Thus, through children's storytelling and participation, children gain respect and value for the thoughts of others and also promote interpersonal relationships with peers. On the other hand, participatory thinking has higher speed, more value and innovation than superior thinking, and also the maturity of participatory thinking is higher than individual thinking, because children alone do not have enough information in all areas. It is by utilizing such power that he learns and in this process uses the cooperation and participation of his fellow human beings; He learns from them and with them. The present study investigated the role of storytelling in fostering children's thinking and participatory learning. This article examines the theoretical foundations of storytelling and how it affects participatory thinking and learning. This article is a review and the information contained in it is extracted from library resources and databases such as Science Direct, Google Scholar, Iran Doc, Iran Medex, SID. According to this article, storytelling can be used to foster creativity, strengthen the power of understanding and expression, develop emotional maturity, create innovation, increase self-confidence and increase children's vocabulary, and other educational effects. Because storytelling is one of the ways to cultivate participatory thinking and participatory learning. Participatory stories can be used to increase the interest of children, who are still unable to read and write. Understanding participation and the confidence and competence to participate can be achieved gradually through practice. Participation motivates and this strengthens competence and in turn motivates future contributions. Active participation of children will mean a friendlier activity that develops skills and self-confidence. Participation provides an opportunity to shape children's social personalities.

Keywords: storytelling, participatory thinking, participatory learning



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Information Technology and its Effect on Mathematics Student's Academic Motivation

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Abstract

As classroom guidance and state administered testing depend all the more vigorously on innovation, educators should survey the adequacy of their innovative apparatuses. This study assessed the impacts of an on the information technology, standard-adjusted practice program on understudy inspiration and scholarly accomplishment in mathematics students comprehensive of mathematics knowledge. The outcomes demonstrate the way that technology could be a figure understudy scholarly accomplishment and inspiration to be at school. These discoveries are significant because of the mechanical shift that schools are presently confronting. With additional innovation openness for understudies and more expert advancement for educators to sharpen their recently obtained showing strategies, technology might be the impetus required for school locale to assist their understudies with accomplishing at more significant levels. As society depends more on innovation, understudies should have the option to involve innovation for critical thinking, learning in advanced education, prevailing in their future professions, and carrying on with their regular routines. As innovation has created and training has embraced mechanical instruments, custom curriculum has likewise adjusted to integrate new systems. The web additionally permits understudies to autonomously participate in important, coordinated, and streamlined research. Late patterns in science guidance depend on five principal parts: issue-based learning, understudy drove arrangements, risk-taking, having a good time, and cooperation. Viable math guidance utilizes a mix of every one of these features. It was asserted that "science is the language of the innovative world". Inside arithmetic guidance, execution of innovation has taken many structures. A few

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projects are comprehensive, giving intelligent exercises, examples, recordings, and evaluations. Designated programs give separation to battling understudies and permit understudies to work at their own speed. Innovation based arithmetic apparatuses are making math guidance progressively captivating. The benefactors are mathematics students, mathematics teachers and the education administrators.

Keywords: Information technology, Effects, Mathematics & Academics Motivation

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COVID 19: Digital Technologies Vs Socio Technological in the Fight Against

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Abstract

COVID-19 is a worldwide epidemic that has already claimed the lives of thousands of people, i.e., caused hundreds of thousands of infections and deaths, with several thousand more expected. COVID-19 has caused a global pandemic, a coronavirus disease detected in 2019. It has a genetic resemblance to the SARS coronavirus, which was responsible for the SARS outbreak in 2002; COVID-19 is caused by a virus known as SARS CoV-2, or severe acute respiratory syndrome coronavirus 2. In COVID-19, coronaviruses that were originally circulating among bats, a natural animal reservoir, changed and eventually started causing sickness in people. The pandemic started in China and has since spread throughout the globe. Covid-19 has changed healthcare delivery and the entire public-health strategy. At this point, the traditional healthcare system would be unable to function. By implementing numerous efforts internationally to reduce the lethality and transmissibility of the deadly virus throughout populations, technology has played an essential part in reducing the effects of this pandemic. New technologies were used for various goals, including prevention, contact tracing, surveillance, and medical support at home. The pandemic has an impact on socio-cultural, religious, and psychological realms. Technology has altered our social and professional lives, but it has also presented new problems. The current study examines the growing digital technologies used during the COVID-19 pandemic and its problems and drawbacks, using PubMed and Google Scholar databases. This paper's primary goal is to identify current technology and the issues they provide.

Keywords: pandemic, Covid-19, artificial intelligence, digital technology.



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Sustainable Tourism Development in Sam Mountain, Chau Doc City, Vietnam

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Abstract

Using 116 Likert questionnaires, this study analyzes residents' perspectives on sustainable tourist development principles in the Sam Mountains of Chau Doc City, Vietnam. The study assesses economic, social, environmental, hierarchical, and satisfaction levels using a 5-point scale. The Exploratory Factor Analysis (EFA) method is applied to identify four (4) province tourism development variables. Local governments will utilize the findings and recommendations of the study as a foundation for proposing ways to regulate tourism activities at Sam Mountain to achieve sustainable growth.

Keywords: Sam Mountain, Sustainable Tourism Development, An Giang province



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Conceptual Model for Unveiling the Causes of Inflation using Feedback Loops

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Abstract

Inflation is not a rise in prices reducing the buying power of the people and making the life of the people miserable. It is a complex and multi-facet phenomenon that creates the negative affect on the economy if it is not tapped with the financial measures and sustainable policies. There is a dire need to design the plausible policies to control the inflation and keep it at moderate level opting the various regulatory fiscal measures and currency exchange rate. This paper deals with the conceptual model to unveil the causes of inflation using feedback structures and to explore the regulatory policies in order to control the high inflation.

The objective of this paper is to identify the underlying structures and cognitive schemes of inflationary forces and suggest the policies for building the control in rising inflation. This paper examines the causal loop diagrams with the interacting variables of various determinants of inflation and keep on searching the control parameters to make the system better behaved.

Conceptual model is the proposed framework that provides the foundation to develop the block diagram and simulated system dynamics model for policy design using simulation software STELLA.

Keywords: Pakistan, inflation, feedback structures, system dynamics, policy design.



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Factor Affecting Perceived Benefits from Adoption of International Financial Reporting Standards (IFRS) in Textile Sectors of Pakistan

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Abstract

The adoption of International Financial Reporting Standards (IFRS) is an important issue around the world as companies seek consistency, reliability, and comparability in their financial reporting. In this regard, there is extensive literature on the adoption of IFRS in industrialized versus developing countries. Therefore, this study examines the factors influencing the IFRS implementation in the textile sector in Pakistan. To conduct this research, hypotheses were developed based on current research to determine whether factors such as level of education and training, cost of adopting IFRS, and professional bodies impact the perceived benefits of IFRS adoption. We used a sample of 122 textile enterprises in Pakistan. The results reveal that all criteria have a significant impact on the dependent variable, and should not be disregarded when applying such standards. Thus, it is suggested that related supervisory organisations provide adequate training, hold accessible lectures and workshops for staff, and lower the cost of hiring external specialists.

Keywords: IFRS, adoption, textile sector.



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Internal Communication and Social Performance: The Case of Moroccan Companies

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Abstract

Internal communication underpins organizational effectiveness as it contributes to positive internal relationships by enabling communication between senior managers and employees. This chapter presents a framework for thinking about structured, well-managed internal communication. It provides strategic communication managers with a new perspective from which to view internal communication on the one hand, and on the other, it addresses employee engagement and its impact on internal communication. Internal communication is regularly reported as a problem in small and medium-sized businesses where employees and managers often complain about poor communication within their organization. The stakeholder approach emphasizes ethical Management behaviors. Employee engagement is a concern for leaders and managers in organizations around the world; they recognize that it is a critical element that affects organizational effectiveness, innovation, and competitiveness. The pre-wave era is characterized by the recognition of the general need for employees to participate in their work and their organization.

Keywords: Internal communication, organization, strategic Management, theoretical foundations, dimensions, motivation, commitment



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The Study on the Emerging Trends of Social Media as a Platform for Retail Marketing with Reference to Flipkart in Mumbai City - India

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Abstract

With the Revolutionary changes taking place in the economy the importance of 24/7 operation of business, the retail store has undergone a drastic change across the world. Indian Retail Industry is expected to have a bright future & it will offer number of opportunities for development & growth. The factor which contribute to the growth of retail industry is urbanization, opportunities for investment in retail, brand conscious young population etc. As a result Indian Retail market is expected to witness a progressive trend in future as well.

Earlier Social Media was a source to interact with friends & family but now-a-days business uses social media as a communication tool to reach out customers. Globally there are more than 3 billion social media users out of them 90% are young generation who easily gets influenced by the emerging trends. Social Media has become a powerful tool for marketing due to high brand exposures. It opens an endless opportunities for brands & business to promote using social media.

Flipkart is an Indian E-Commerce based company. The company focuses on product categories such as Consumer Electronics, Apparels, Fashion, Home Essentials, Lifestyle Products etc. Flipkart uses its digital channel extensively to provide customers with best experience with their platform. The investment by flipkart in digital channel is very high as they have started working with celebrities & Influencers. They rely more on social media platform. The best part about this is that the advertising message is created in such a way that it can be used for TV Advertising as well as Online Advertising.

Keywords: Retail Industry, Social Media, Flipkart, Trends, Social Media Marketing

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Innovative Data Driven Analysis of Water Management for Effective Agricultural Practices

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Abstract

Objective – To measure, investigate, analyse variables and factors that influences water resources management as used in the agricultural sector, and how water management techniques, systems, decision making processes can be optimized for a more efficient and effective water-agriculture-food nexus.

Methods– Using current and historical real world data from validated open source data stores; analysis was carried out on agricultural, socio-economic, demographic, geo-climatic, gender, wireless technological factors and variables; that influence available and needed water capacity for farming (Wc) in selected African Countries and Globally. The methodical and data-driven analyses were carried out using Analytics, Machine Learning and Wireless Cooperative Communications algorithms.

Results – The available and needed water capacity for farming (Wc) was calculated and predicted using factors and independent variables of real world data that were shown to influence Wc, and that were statistically measured and analysed. Time based, qualitative, quantitative, predictive, simulative, clustering, statistical data analyses confirmed that available water resources, socio-economy, demography, agricultural factors, Gender diversity & inclusion, Climate Change and Wireless Communication technologies; can influence water availability and water management for agriculture.

Conclusion – Modern data-driven, cost effective analytical processes can be used to productively analyse and develop strategies, processes, systems and technologies for innovative, efficient and effective water management for improved agricultural practices and a sustainable environment

Keywords: Water management, Agriculture, Food Production, Data Analysis, Machine Learning, Wireless Cooperative Communication, Innovative, Women, Climate Change

Tools: MS Excel, R, Python, MATLAB.



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Contending the Border Interest and the Protection of Human Rights: Analysis of the European Union Role to the Migrants Crisis Issues at the Turkey Greece - Border In 2020

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Abstract

The wave of asylum seekers that anticipate to enter the European Union area from Greece border in response to the failure of the 2016 EU-Turkey agreement has led the Greek government supported by the European Union to take very tight and extreme security measures and worst cause violence for asylum seekers on the border. In this case, EU as European regional institution with its policy and regulation has the obligation to respond. Therefore, this paper will discuss the European Union position as regional institution in response towards the 2020 Greece-Turkey border crisis with an analysis of Human Rights and Liberal Institutionalism lenses. This paper also uses a qualitative approach with the type of descriptive analysis. The results of this analysis then reveal that in this case the position of the European Union prioritizes borders security because Greece border security became the EU member states interest rather than concern about protection of asylum seeker right in the border, so that the response in this crisis will lead to policies to support Greece.

Keywords: Greece-Turkey Crisis, Border, Human Rights, European Union (EU)

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Why Is It Control and Auditability So Important In Today's Virtual Environment?

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Abstract

Corporate and information processing management recognized that computers were key resources for competing in the business environment. Information technology in the last few years has developed very rapidly. Many changes have occurred due to the development of this technology. The role of the auditor is certainly more important when technology is used. Auditors must improve their audit skills and understand IT auditing to facilitate their performance. Because nowadays all transactions use computers, auditors must also use computers and other technological assistance to facilitate their work.

Keywords : IT Control, Audit IT, Auditability, Virtual Environment

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The Situation and The Problem with Computer-related Crimes

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Abstract

This study aims to determine various situations and problems computer related crimes. Information technology plays an important role, both in the present and future. Advances in information technology, especially in the fields of computers and the internet, have proven to have many positive impacts on the progress of human life. The rapid development of Information Technology has also resulted in significant changes to accounting. Utilization of Information Technology as a supporter of the achievement of organizational goals and objectives must be balanced with the effectiveness and efficiency of its management. However, every positive side must have a negative side. Indeed, the development of computer-based information technology that is connect to the internet often used as a means and a medium for committing crimes. This research is based on a Theoretical Study or Literature Review to analyze what the situation and problems regarding computer crime are related to accounting information systems are in the audit process. Based on the results of the study, it was found that the development of computer-based information technology has given rise to cyber-crimes by using data or information to the internet. Such as crimes by falsifying data on important documents.

Keywords: Computer, Internet.Crimes, Human Life



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Role of Asynchronous Transfer Method (ATM) on Corporate

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Abstract

This study aims to explain the unfamiliar term of “Asynchronous Transfer Mode” and its benefits in company. It is safe to say that companies nowadays depends on technology. And one of it is the asynchronous transfer mode that is a “special” network. This ATM is like a tool to boost the internet speed. But ATM can only be used to boost the internet speed if connected to some kind of signals like frame relay or SONET. ATM is also service-independent. All services (data, pictures, sound, etc) can be transmitted through ATM by setting some types of ATM Adaptation Layer (AAL). AAL changes the original format of information into the ATM format, so that the information can be transmitted. ATM works by dismembering, then recombining the varying types of information (voice, video, data, etc) in a 53-byte cell format through the same physical channel. That kind of process named statistical multiplexing. In short, ATM is a double-layered technology, that can be used by anyone, and also is a public network as well as internet, with a neatly managed addressing system that every device in a network can has a unique identity. ATM has such benefits as supporting services for all types of applications currently available and application developments in the future, providing very high utilization of network resources, reducing switching complexity, and so on. With that kind of benefits, ATM is a very useful tools for companies.

Keywords: Asynchronous transfer mode, company technologies, ATM layers.



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The Top Ten Reasons for the Start Up of IT Auditing?

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Abstract

As businesses increasingly we use all of facility from technology, use of technologies of all kinds. We use smart phones, smart TVs, smart applications, numerous and various types of informational technology applicable in all kinds of workloads. In the perspective of a worker and the company's manager, the use of informational technology has a great benefit because of some inherent advantages, such as easy access to information, reduction of working time, ease of work control and so on, and now to process accounting and auditing systems, auditors must gather critical information more efficiently. Such tools and techniques as electronic data interchange, the Internet and other modern technological subjects signal the end of the traditional audit. IT auditing involves assisting public or private organizations in ensuring that their information technologies and business systems are adequately protected and controlled. Consequently, IT auditing professionals need to have a solid grounding in information technology, information assurance, auditing process. In the future, paperless audits will become commonplace as audit clients increasingly shift to paperless systems and audit software is developed that allows auditors to complete most procedures on-line. To audit on-line systems, auditors will have to incorporate on-line audit software as their primary audit tool and gather evidence electronically. Assesses the current impact of technology on the audit process and discusses the future implications of technological trends for the auditing profession. and there're many reasons to start up IT auditing. The purpose of this paper is to find the top ten reasons for the build an IT auditing and how IT auditing is very Important nowadays.

Keywords: Technology, Information, Auditing, Auditor

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A Study and Analysis of Factors Affecting Chennai Port Operations

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Abstract

Today, the vast majority of non-bulk cargo is transported in Intermodal containers. The containers arrive at a port by truck, rail or another ship and are stacked in the port's storage area. When the ship that will be transporting them arrives, the containers that it is offloading are unloaded by a crane. The containers either leave the port by the truck or rail or are put in the storage area until they are put on another ship. Once a ship is offloaded, the container it is leaving with are brought to the dock by truck. A crane lifts the containers from the trucks into the ship. As the containers pile up in the ship, the workers connect them to ship and to each other. The jobs involved include the crane operators, the workers who connect the containers to the ship and each other, the truck drivers that transport the containers from the dock and storage area, the workers who track the containers in the storage as they are loaded and unloaded, as well as various supervisors. Those workers at the port who handle and move the containers are likely to be considering stevedores or longshoremen. Because they work outdoors in all types of weather, these workers adopted a type of cap that has a snug fit, is warm, and is easily put away in a pocket. Mainly for safety for dock workers and quick handling of cargos in less time and cost.

Keywords: Intermodal containers, cargo, Chennai Port Operations



Perception and Attitude of Employees Related to Training and Development in Bright Auto Plast Pvt Ltd, Chennai

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Abstract

Perception & Attitude is related to expectation and fulfillment is an extremely important and critical issue facing organizations in the complex business environment of today. The banking industry is, certainly not an exception to this premise. In fact, it has been widely held in financial institutions that employees satisfaction may be the most influential factor in the selection of a banking institution. Likewise, with all of the changes taking place in the financial marketplace and the increase in competition, it becomes apparent that more attention must be given to employees service and satisfaction. Perception and attitude of employees related to training and development in Bright Auto Plast Pvt Ltd is confined with the auto mobile companies only. The sample size is chosen as 30. Convenience Sampling is used and descriptive research is adopted. This study is mainly carried on in order to find the employees satisfaction level of Bright Auto Plast Pvt Ltd. The major factors that lead to employees satisfaction are product, pricing, quality and service. The study has found that the existing system in Bright Auto Plast is not adequate and can be modified accordingly to make it effective.

Keywords: Perception, Attitude, product, pricing, quality and service.



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A Study on the Production and Export of Mangoes from India

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&

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Abstract

Mango (*Mangifera indica* Linn) is the most important fruit of India and is known as “**King offruits**”. The fruit is cultivated in the largest area i.e. 2,312 thousand ha and the production is around 15.03 million tons, contributing 40.48% of the total world production of mango. The main mango producing states in India are Uttar Pradesh (23.86%), Andhra Pradesh (22.14%), Karnataka (11.71%), Bihar (8.79%), Gujarat (6.00%) and Tamil Nadu (5.09%). Total export of mangoes from India is 59.22 thousand tons, valuing Rs. 162.92 crores during 2010-11. India exports mango to over 40 countries worldwide. The major importing countries of India's Mangoes during the period of 2015-18 were UAE (61.79%), Bangladesh (11.41%), UK (8.92%), Saudi Arabia (3.79%), Kuwait (2.32%), and Bahrain (2.19%) respectively.

Keywords: *export, import, production, cultivation of mangoes*

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An Empirical study on Passenger's Perception to Fly before and during Covid-19 Pandemic – with Respect to Chennai Airport

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Abstract

The global aviation industry has experienced a reduction in passenger's demand due to the spread of COVID-19 pandemic. The study examines the passenger's perception towards flying during and after COVID-19 pandemic. The respondents for the study will be 100 passengers from the Chennai airport. The Likert five scale rating has been used for the study. Non-Probability sampling method was used for the study. Outcomes of this study could be useful in transport planning and policymaking during pandemics based on the travel needs of people. In particular, government authorities could utilize such knowledge for planning smart and partial lockdowns. Service providers, e.g., taxi companies and retailers, could use such information to better plan their services and operations.

Keyword: COVID-19, Passenger's perception, Passenger's mentality, Travelling behaviour, Chennai airport.



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Üst Yönetimin Karakteristik Özelliklerinin Büyüme Stratejine Etkisi

Meryem Yağmur

Aksaray Üniversitesi, Sağlık Yönetimi Bölümü Lisans Öğrencisi

Günümüz teknolojinin hızla gelişmesi ve küresel rekabetin hızla büyümesi örgütleri tedirgin etmektedir. Lider, örgütünü doğru zamanda, doğru yerde aldığı etkin karar ile kurumunu diğer kurumlar arasında büyüyen sektörün parlayanı yapacaktır. Örgütlerde bir avantaj elde etmek için kararların etkileşimini ve organizasyon üzerindeki etkisini anlama süreci olan stratejik karar alma sürecini doğru bir şekilde yürütmek son derece önemlidir. Örgüt veya stratejik iş birimi seviyesinde strateji analizi ve büyüme alternatiflerinin incelenmesi konusunda ilk kritik araştırma 1965 yılı da Carnegie Intitute of teknoloji öğretim üyelerinden Ansoff tarafından yapılmış ve Ansoff çalışmasında bir işletmenin büyüme yollarını biçimsel olarak tetkik etmiş ve ilk jenerik uygulanabilecek kalitede stratejilerin temelini oluşturmuştur (Ansoff, 1971). Rekabette kalabilmek için örgütler, kısa vadeli sonuçları en üst düzeye çıkaracak ve uzun vadeli riskleri en aza indirecek kararlar almalıdır. Bu araştırmanın odak noktası örgütün ilerlemesinde örgütün önüne çıkan engellerin üstesinden gelmenin yollarını ve üst yönetimin karakteristik özelliklerinin büyüme stratejine etkisini araştırmaktır.

Anahtar Kelimeler: lider,örgüt,stratejik karar verme, küresel rekabet

Kaynakça

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İnovasyona Yeni Arayışlar: İnovatif ve Matematiksel Okuryazarlık (New Searches for Innovation: Innovative and Mathematical Literacy)

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Özet

İnovasyon faaliyetlerinin karakteristiği oldukça karmaşıktır. İnovasyon stratejileri; ekonomi, matematiksel düşünme ve beşerî sermaye gibi mekanizmaları içermektedir. Araştırmanın amacı, bu stratejilerin inovasyona yeni bir bakış açısıyla inovatif okuryazarlık ve matematiksel okuryazarlık kavramlarıyla ilişkisini mevcut literatürün sistematik bir taraması yoluyla incelemektedir. Matematik okuryazarlık; düşünen, üreten ve sorgulayan bireylerin, karşılaşacağı problemlerin çözümünde matematiksel düşünme ve karar verme süreçlerini kullanarak çevresindeki dünyada matematiğin oynadığı rolü anlama ve tanıma kapasitesi olarak tanımlanmış, matematiksel ve teknolojik gelişmelerden ortaya çıkan toplumsal bir gereksinim haline gelmiştir. Bu sebeple toplumlar için matematik okuryazarı bireyler yetiştirmek son derece önem taşımaktadır. İnovatif okuryazarlığın, bireyin çevrede ve toplumda meydana gelen olayları anlamlandırma, teknolojik gelişmelerin düzeylerinin farkında olma ve inovasyonla ilgili tüm konuları anlama yeteneğinden yola çıkıldığında matematiksel okuryazarlığı inovatif bireyle bütünleştirmek kaçınılmaz olacaktır. Bu çalışma inovatif ve matematiksel okuryazarlığın inovasyon için önemine odaklanmaktadır.

Anahtar kelimeler: İnovasyon, inovatif okuryazarlık, matematiksel okuryazarlık, matematiksel modelleme.



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Abstract

The characteristic of innovation activities is quite complex. Innovation strategies; economics includes mechanisms such as mathematical thinking and human capital. The research aims to examine the relationship of these strategies with innovative and mathematical literacy concepts with a new perspective on innovation through a systematic review of the existing literature. Mathematical literacy; has been defined as the capacity of thinking, producing and questioning individuals to understand and recognise the role of mathematics in the world around them by using mathematical thinking and decision-making processes in solving the problems they will encounter. It has become a social need arising from mathematical and technological developments. For this reason, it is essential to raise mathematically literate individuals for societies. It will be inevitable to integrate mathematical literacy with an innovative individual when innovative literacy is based on the individual's ability to make sense of events occurring in the environment and society, to be aware of the level of technological developments and to understand all issues related to innovation. This study focuses on the importance of innovation and mathematical literacy for innovation.

Keywords: Innovation, innovative literacy, mathematical literacy, mathematical modelling.



A Study on Auditors' Perceptions of the Added Value of Independent Auditing

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Abstract

The purpose of this study is to ascertain the perspectives of active auditors in Diyarbakır on the elements that firms consider when determining the added value of independent auditing. The information was gathered by the distribution of a questionnaire to independent auditors active in Diyarbakır. The study's sample comprises of independent auditors since auditors are the most significant employees who can evaluate the performance of firms' internal control systems and their direct impact on the added value of independent audit operations. A face-to-face questionnaire was administered to the independent auditors in order to collect study data. As a result of the study, it was determined that the effectiveness of audit firms, the effectiveness of the internal control systems of the enterprises and the efforts to identify and prevent the risks in the enterprises had an impact on the added value of the independent audit. In particular, the effectiveness of audit firms causes auditors to carry out effective and efficient activities. In addition, audit firms can increase the value-added activities of auditors by providing support to the development of professional and technical knowledge of auditors. In the detection and prevention of risks in the enterprises, first the internal personnel and then the personnel responsible for the audit are of great importance. As can be seen in the study analysis, the effectiveness of the internal control systems of the enterprises has a great role in the detection and prevention of business risks. Both the effective and efficient operation of my internal control system and its effectiveness in identifying and preventing risks will cause added value in independent audit activities. Therefore, while businesses should attach importance to activities that increase the effectiveness and efficiency of internal control systems, it is also important that they receive professional support for the detection and prevention of risks. In addition, in transforming



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independent audit activities into value-added activities, it will be effective to increase the effectiveness of audit firms, to ensure the effectiveness of the internal control systems of enterprises, and to increase the effectiveness and efficiency in identifying and preventing risks in enterprises in this direction.

Keywords: *Auditor, Auditing, Independent Auditing, Added Value of Independent Auditing.*



The Role of Accounting Professionals in Creating Internal Control

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Abstract

This study was carried out to determine the role of professional accountants in ensuring the effectiveness of the internal control system. In the study, it was also tried to determine the differences in the perspectives of dependent and independent accounting professionals on internal control activities. For this purpose, a face-to-face survey was conducted with the accounting professionals operating in Diyarbakır. There are 34 statements about internal control components in the questionnaire. Mann-Whitney U test was applied because the obtained data did not show normal distribution. As a result of the study, a statistically significant difference was determined between the independent professionals and the dependent professionals in the control environment and risk assessment activities, which are components of internal control. When these two components are taken into consideration, they stated that the dependent professional accountants can take on more duties and responsibilities than independent accounting professionals. However, no statistically significant relationship was found between the independent and dependent accounting professionals in control activities, information and communication, and monitoring activities, which are among the components of internal control. Considering the overall study, when the expressions in all components of internal control are taken into account, it has been determined that the independent accounting professionals want to take an active role and responsibility in the creation of internal control compared to the independent accounting professionals.

Keywords: *Internal Control, Accountants, Internal Control Components, Effectiveness,*



Meslek Lisesi Öğrencilerinin Kariyer Seçimleri

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Özet

Meslek lisesi öğrencilerinin kariyer seçimlerinde öz değerlendirmelerinde yer alan ana unsurlar incelenmektedir. Ayrıca meslek lisesi öğrencilerinin kariyer seçimlerini etkileyen dış faktörler de ele alınarak bu faktörlerin meslek lisesi öğrencilerinin kariyer seçimlerini hangi açılarından etkilediği de tartışılmaktadır. Tüm bu etkenlerin bileşimi olarak ortaya çıkan sonuçlar neticesinde meslek lisesi öğrencilerinin kariyer algısı, kariyer seçimlerini etkileyen faktörlere bütünsel olarak bir yaklaşım sunulacaktır. Bu çalışmada meslek lisesi öğrencilerinin kariyer seçimlerini bu bütünsel yaklaşım içerisinde değerlendiren bir bakış açısının oluşumu hedeflenmektedir.

Anahtar Kelimeler: meslek lisesi, meslek lisesi öğrencileri, kariyer seçimleri

Career Choices of Vocational Students

Abstract

The main factors in the self-evaluation of vocational high school students in their career choices are examined. In addition, external factors affecting the career choices of vocational high school students are discussed and the aspects in which these factors affect the career choices of vocational high school students are also discussed. As a result of the results that emerge as a combination of all these factors, a holistic approach will be offered to the factors affecting the career perception and career choices of vocational high school students. In this study, it is aimed to establish a perspective that evaluates the career choices of vocational high school students within this holistic approach.

Keywords: vocational high school, vocational high school students, career choices



Triptych "Dedication to Agdam" In the Works of Arif Huseynov (In the Context of Iconographic Analysis)

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Abstract

Azerbaijani art reflects the processes occurring at all stages of history. On September 27, 2020, the Azerbaijani army fought to protect its territorial integrity as a result of Armenia's violation of the ceasefire again. The Azerbaijani army, who showed heroism for 44 days, won victory by raising our tricolor flag in our cultural capital Shusha on November 8. Agdam, which was occupied by the Armenian army on July 23, 1993, was returned without a war according to the agreement signed between Azerbaijan, Russia and Armenia on November 20, 2020. The theme of Victory is a leitmotif in the works of outstanding artists of Azerbaijani fine art. In this article, the triptych "Dedication to Agdam" created by Arif Huseynov is analyzed in the context of art criticism. .

Keywords: Azerbaijan, Victory, Karabakh, Agdam, Arif Huseynov



Arif Hüseynov Yaradıcılığında “Ağdama İthaf” Triptixi (İkonoqrafik Təhlil Kontekstində)

Özet

Azərbaycan incəsənəti tarixin bütün mərhələlərində baş verən prosesləri özündə əks etdirir. 2020-ci il 27 sentyabr tarixində Azərbaycan ordusu ermənistanın növbəti dəfə atəşkəsi pozması nəticəsində öz ərazi bütövlüyünü qorumaq üçün mübarizəyə qalxdı. 44 gün ərzində qəhrəmanlıq göstərən Azərbaycan ordusu 8 noyabrda mədəniyyət paytaxtımız Şuşada üçrəngli bayrağımızı ucaldaraq Zəfər qazandı. 23 iyul 1993-cü ildə ermənistan ordusu tərəfindən işğal edilən Ağdam, 2020-ci il 20 noyabr tarixində Azərbaycan, Rusiya və ermənistan arasında bağlanan müqaviləyə əsasən müharibəsiz geri qaytarılır. Azərbaycan təsviri sənətinin görkəmli rəssamlarının yaradıcılığında Zəfər mövzusu leytmotiv təşkil edir. Bu məqalədə Arif Hüseynov yaradıcılığında “Ağdama ithaf” triptixi sənətşünaslıq kontekstində təhlil edilmişdir.

Açar sözlər: Azərbaycan, Zəfər, Qarabağ, Ağdam, Arif Hüseynov



Okul Matematiği Müfredatının Odak Noktaları: Doküman İncelemesi

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Özet

Dünyanın önde gelen matematik kuruluşlarından biri olan Ulusal Matematik Öğretmenleri Konseyi (NCTM), Amerika’da matematik öğretimi konusunda bir tutarlılık sağlamak için “Anaokulundan 8. Sınıfa Kadar Matematik Müfredat Odak Noktaları” kitabını yayınlamıştır. Okulöncesinden 8. sınıfa kadar olan matematik müfredatlarında neyin önemli olduğuna dair ortak bir anlam oluşturma çabalarında, başlangıç noktası yaratmak ve daha tutarlı, odaklanmış bir müfredata doğru bir ilk adım olarak sunmak için hazırlanan bu kitap birçok ülkede matematikçiler tarafından ilgi görmüştür. Kitapta yer alan müfredat odak noktaları ilgili sınıf seviyeleri için önemli matematiksel konulardır. Bu öğretimsel vurgu alanları, sınıf seviyelerinde ve sınıflar arasında müfredat tasarımı ve öğretimi için organize yapılar olarak görülebilir. Ve birçok ülke müfredatının geliştirilmesi için yardımcı olabilir. Bu çalışmanın amacı, “Curriculum Focal Points for Prekindergarten through Grade 8 Mathematics” dokümanını analiz etmek ve sınıf düzeyi bağlamında müfredatın odak noktalarını net bir şekilde ortaya koymaktır. Araştırmada nitel araştırma yöntemlerinden doküman incelemesi kullanılmıştır. “Curriculum Focal Points for Prekindergarten through Grade 8 Mathematics” kitabının derin analizi, kod ve temaların belirlenmesi ve okuyucunun anlayacağı şekilde düzenlenmesi hedeflendiğinden doküman incelemesi deseninin kullanımının yerinde olacağı düşünülmüştür. Araştırmada kullanılan veri toplama aracı, araştırmacı tarafından geliştirilmiştir. Kodlanan veriler araştırmacı dışında bir öğretim üyesi tarafından da kontrol edilerek güvenilirlik sağlanmıştır. Kodlama formu kullanılarak toplanan veriler betimsel analize tabi tutulmuştur. Çalışmanın teorik çerçevesi olan “Curriculum Focal Points for Prekindergarten through Grade 8 Mathematics” dokümanında yer alan müfredatın odak noktaları betimsel analiz çerçevesi olarak tanımlanmıştır. Araştırma sonucunda “The Curriculum Focal Points for Kindergarten through Grade 8 Mathematics: A Quest for Coherence” adlı kılavuzun matematik müfredatlarının uygulanmasında standartizasyonu sağlamada katkı sunduğu ve problem çözme, akıl yürütme ve ispat, iletişim, modelleme gibi matematiksel süreçleri içerisine alan temalar altında toplandığı görüldü. Ulaşılan bu sonuçlara göre Türkiye’de kullanılan matematik öğretim programlarının incelenmesi matematik öğretiminin niteliğinin artırılması yönünde katkı sunacaktır.

Keywords: Matematik, müfredat, doküman incelemesi

Üniversite Öğrencilerinin Covid-19 Pandemi Sürecinde Yapmış Oldukları

Sosyal ve Fiziksel Aktivitelerin Belirlenmesi*

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Özet

Öğretmenler toplumda sosyal yönleri güçlü toplumlara eğitim ile yön veren örnek alınan bireylerdir. Öğretmenlerin sosyal yönlerini beslemeleri ve geliştirmeleri öğretmeni örnek kişilik olarak gören yeni nesillerin de düşünme becerilerini, sosyal kimliklerini, eleştirme ve analitik düşüncelerini, iletişim yeteneklerini, kendini tanıma, ne istediğini bilme, kendi kararlarını alıp buna uygun sorumluluğu üstlenebilen bireylerin yetişmesinde ve kendini gerçekleştirme basamaklarında ilerleme yolunda devamlılık sağlamaları açısından oldukça önemlidir. Öğretmenlerin fiziksel aktivite düzeylerinin de hayatlarında bulunması yine yetiştirmesi beklenen nesle bu bilinci aşılayacak böylece hem fikri hem de vücudu dinç bireyler yetişecek olup ruh ve vücut bütünlüğü olan sağlıklı bireyler yeni nesli oluşturacaktır. Covid-19' un etkisiyle üniversitede öğrenim gören bireylerde zaten az olan fiziksel aktivite yoğunluklarının daha da azaldığını eğitimin uzaktan olması gibi sebepleri de beraberinde getirerek sedanter yaşam tarzını arttırdığını gözler önüne sermiştir. Bu çalışmanın amacı öğretmen adaylarının dünyada özellikle 2020 ve 2021 yıllarında etkisini gösteren Covid-19 pandemi sürecinde günlük hayatlarındaki sosyal ve fiziksel aktivite türlerini belirlemeyi amaçlamaktadır. Bu çalışmada nitel araştırma modeli olan olgubilim araştırma deseni seçilmiştir. Bu araştırmanın çalışma grubunu Çanakkale Onsekiz Mart Üniversitesi Sınıf Öğretmenliği ve Okul Öncesi Öğretmenliği bölümünde öğrenim gören 1.,2.,3. ve 4. sınıf öğrencileri oluşturmaktadır. Çalışma grubunun belirlenmesinde kolay ulaşılabilir durum örnekleme çeşidi kullanılmıştır. Çalışmada veri toplama aracı olarak öğretmen adaylarıyla görüşmeler gerçekleştirilmiştir. Araştırmada elde edilen veriler içerik analizi yöntemi ile analiz edilmiştir. Öğretmen adaylarının verdiği cevaplar incelendiğinde öğretmen adaylarının Covid-19 pandemi sürecinde yapmış oldukları etkinlikleri ve gittikleri kursları genellikle bırakmış olduklarını evde telafisi yapılabilen veya online olarak devam edilebilen etkinlikleri sürdürmeye çalıştıkları görülmüştür. Bu sonuçlara yönelik eğitim fakültelerinde öğretmen adaylarının sosyal ve fiziksel aktivite seviyelerinin artması ve daha çok aktiviteye ulaşım sağlayabilmeleri için seçmeli ders niteliğinde çeşitli aktiviteleri yapabilecekleri dersler oluşturulması, üniversite bünyesindeki öğrenci toplulukları ile sosyal ve fiziksel aktivitelerin yaygınlaştırılması önerilmektedir.

Anahtar Kelimeler: Öğretmen adayı, sosyal aktivite, fiziksel aktivite, Covid -19, pandemi



* Bu çalışma “Üniversite Öğrencilerinin Covid-19 Pandemi Sürecinde Yapmış Oldukları Sosyal Aktivitelerin Belirlenmesi” isimli TÜBİTAK 2209-A Üniversite Öğrencileri Araştırma Projeleri Destekleme Programı tarafından 1919B012101423 numaralı proje kapsamında desteklenerek gerçekleştirilmiştir.

Determination of Social and Physical Activities of University Students During the Covid-19 Pandemic Process

Abstract

Teachers are exemplary individuals who shape societies with strong social aspects through education. Teachers nurture and develop their social aspects, and the new generations, who see the teacher as an exemplary personality, also have their thinking skills, social identities, critical and analytical thinking, communication skills, self-knowledge, knowing what they want, raising individuals who can take their own decisions and take responsibility accordingly, and are on the way to progress in the steps of self-realization. It is very important for their continuity. The physical activity levels of the teachers will also instill this awareness in the generation that is expected to raise, so that individuals who are both mentally and physically vigorous will be raised, and healthy individuals with soul and body integrity will form the new generation. With the effect of Covid-19, it has been revealed that the physical activity intensities, which are already low, decrease even more in individuals studying at university, and it increases the sedentary lifestyle by bringing reasons such as distance education. The aim of this study is to determine the types of social and physical activities in the daily life of pre-service teachers during the Covid-19 pandemic, which has an impact in the world, especially in 2020 and 2021. In this study, the phenomenology research design, which is a qualitative research model, was chosen. The study group of this research consists of 1., 2., 3. and 4th grade students. Easily accessible case sampling type was used to determine the study group. In the study, interviews were conducted with pre-service teachers as a data collection tool. The data obtained in the research were analyzed with the content analysis method. When the answers given by the pre-service teachers were examined, it was seen that the pre-service teachers generally left the activities and courses they attended during the Covid-19 pandemic, and they tried to continue the activities that could be made at home or continued online. For these results, it is recommended to create courses where teacher candidates can do various activities as elective courses in order to increase the social and physical activity levels of teacher candidates in education faculties, and to expand social and physical activities with student groups within the university.

Keywords: Teacher candidate, social activity, physical activity, Covid -19, pandemic

*This study was carried out with the support of TÜBİTAK 2209-A University Students Research Projects Support Program named "Determination of Social and Physical Activities of University Students During the Covid-19 Pandemic Process " within the scope of the project numbered 1919B012101423.



Zorunlu Örgütsel Vatandaşlık Davranışının İş-Aile Çatışması Üzerindeki Etkisinde Aile Dostu İş Programlarının Aracı Rolü

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Özet

Bu çalışma zorunlu örgütsel vatandaşlık davranışının iş-aile çatışması ve aile-iş çatışması arasındaki ilişkide aile dostu politikaların aracı etkisini belirlemeyi amaçlamaktadır. Araştırma kapsamında kamu ve özel sektörde 459 çalışana olasılığa dayalı olmayan kolayda örnekleme yöntemi ile anket uygulanmıştır. Anket sonuçları SPSS 24 ve AMOS 24 programları ile analiz edilmiştir. Analiz sonucunda zorunlu örgütsel vatandaşlık davranışının iş-aile çatışması ve aile-iş çatışması arasında pozitif, aile dostu politikalar ile negatif bir ilişki tespit edilmiştir. Bununla birlikte aile dostu politikaların iş-aile çatışması üzerinde negatif aile-iş çatışması arasında pozitif bir ilişki tespit edilmiştir. Aracılık etkisi kapsamında aile dostu politikaların iş-aile ve aile-iş çatışması arasında kısmi aracılık etkisi tespit edilmiştir.

Anahtar Kelimeler: Zorunlu örgütsel vatandaşlık davranışı, aile dostu politikalar, iş-aile çatışması, aile-iş çatışması



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The Mediating Role of Family-Friendly Work Programs in the Effect of Compulsory Organizational Citizenship Behavior on Work-Family Conflict

Abstract

This study aims to determine the mediating effect of family-friendly policies on the relationship between compulsory organizational citizenship behavior and work-family conflict and family-work conflict. Within the scope of the research, a questionnaire was applied to 459 employees in the public and private sectors with the convenience sampling method. Survey results were analyzed with SPSS 24 and AMOS 24 programs. As a result of the analysis, a positive relationship was found between compulsory organizational citizenship behavior and work-family conflict and family-work conflict, and a negative relationship with family-friendly policies. However, a positive relationship was found between family-friendly policies and negative family-work conflict on work-family conflict. Within the scope of mediation effect, partial mediation effect of family-friendly policies between work-family and family-work conflict has been determined.

Keywords: Compulsory organizational citizenship behavior, family friendly policies, work-family conflict, family-work conflict



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Değişen ve Gelişen Küresel Yaklaşımlar Odağında

Eğitim – Öğretim Platformunun Oluşturulması

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Özet

Ülkemizde eğitim-öğretimin fırsat eşitliğine, erişilebilirliğine ve gelişimine öncülük etmek için bazı çalışmalar yapılmıştır. Gelişen teknoloji çağında internet kullanımının artmasından dolayı öğrencilerin internette geçirecekleri zamanı eğitsel bir platforma yönlendirmek; öğretmenlerinin birbirleriyle yardımlaşmak için kullandıkları sosyal medya hesaplarındaki doküman, etkinlik paylaşımlarını sistematik bir şekilde paylaşılmasını sağlamak önem kazanmıştır. Uzaktan eğitimin hayatımıza getirmiş olduğu eğitim-öğretim platformlarından sonra değişen, gelişmiş ve kendini sürekli yenileyen bir platforma ihtiyaç duyulup duyulmadığı hakkında bir araştırma yapmanın gerekli olduğu gün yüzüne çıkmıştır. Bu sebeple çalışmanın amacı değişen ve gelişen küresel yaklaşımlar odağında eğitim öğretim platformunun oluşturulmasıdır. Bu çalışma nitel araştırma desenlerinden biri olan durum çalışmasıdır. Çalışmanın çalışma grubunu Türkiye'nin Güney Marmara bölgesinde bulunan devlet ilkokullarında öğretmenlik yapan sınıf öğretmenleri (16), devlet ilkokullarında öğrenim gören ilkokul öğrencileri (34), devlet okullarında öğrenim gören öğrencilerin velileri (22) ve devlet üniversitesinde sınıf eğitimi alan öğretmen adayları (40) oluşturmaktadır. Çalışmada sınıf öğretmenleri, sınıf öğretmen adayları, veliler ve ilkokul öğrencileriyle bireysel ve odak grup görüşmeleri gerçekleştirilmiştir. Araştırmada elde edilen veriler içerik analizi yöntemi ile analiz edilmiştir. Nitel araştırma verileri içerik analizi tekniğine uygun olarak çözümlenmiştir. Toplanan veriler ışığında eğitim platformunun



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oluşturulması sağlanmıştır. Araştırmanın sonucunda eğitim platformunun oluşturulmasında gelişen teknoloji çağının getirdikleriyle birlikte eğitimde yenilikçi ilerlemelere öncü olacağı ortaya çıkmıştır. Eğitim platformunun oluşturulması gelişen ve değişen teknoloji çağında öğretmen, öğretmen adayı, veli ve öğrenci koordinasyonunu sağlama konusunda yardımcı olabilecektir.

Anahtar Kelimeler: Çevrim içi öğrenme, eğitsel uygulama, küresel yaklaşımlar

**Bu çalışma “Değişen ve Gelişen Küresel Yaklaşımlar Odağında Öğretmen – Öğretmen Adayı Koordinasyonlu Eğitim – Öğretim Platformunun Oluşturulması” isimli TÜBİTAK 2209-A Üniversite Öğrencileri Araştırma Projeleri Destekleme Programı tarafından 1919BO12005896 numaralı proje kapsamında desteklenerek gerçekleştirilmiştir.*

Establishing an Education and Training Platform with a Focus on Changing and

Developing Global Approaches

Abstract

In our country, some studies have been carried out to lead the equality of opportunity, accessibility and development of education and training. To direct the time that students will spend on the internet to an educational platform due to the increase in internet usage in the age of developing technology; It has become important to ensure that the documents and activity shares in the social media accounts that teachers use to help each other are shared systematically. After the educational platforms that distance education has brought to our lives, it has come to light that it is necessary to conduct research on whether there is a need for a changing, developed and constantly renewing platform. For this reason, the aim of the study is to create an education and training platform in the focus of changing and developing global approaches. This study is a case study which is one of the qualitative research designs. The study group of the study consists of classroom teachers (16) teaching in public primary schools in the South Marmara region of Turkey, primary school students (34) studying in public primary schools, parents of students (22) studying in public schools and teacher candidates (40) receiving classroom education at a state university. In the study, individual and focus group interviews were conducted with classroom teachers, prospective classroom teachers, parents, and primary school

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students. The data obtained in the research were analyzed with the content analysis method. Qualitative research data were analyzed in accordance with the content analysis technique. In the light of the collected data, the training platform was created. As a result of the research, it has been revealed that it will be a pioneer in innovative advances in education with the advancement of technology in the creation of the education platform. The creation of an education platform will help to ensure the coordination of teachers, teacher candidates, parents, and students in the age of developing and changing technology.

Keywords: Online learning, educational practice, global approaches

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Reflective Diaries of a Primary School Teacher on Reading Difficulty of a Student with Mild Intellectual Disabled, Attention Deficit and Hyperactivity Disorder

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Abstract

Although not in all classes in education life, students who have deficiencies in many cognitive areas such as reading at different grade levels in different schools, learning difficulties and who are called inclusion, mild, moderate, severe disability, mild and inclusion students are together with students who do not have any disabilities in the classroom environment. is studying. A separate plan is prepared for these students, who differ from other students, and different studies are carried out in order to realize the achievements in the plan. It is beneficial for the teacher to keep reflective diaries in order to see the usefulness of the work done for these students. Thanks to the reflective diaries, besides seeing the beneficial aspects of the teacher, it can also enable the teacher to see the missing points, to eliminate the deficiencies and to improve himself, and to guide other teachers with students with the same characteristics. The aim of this study is to examine a third grade, ten years old student's with mental disability at low level, attention deficit hyperactivity disorder self evaluation on reading disability. For this purpose, the action research method was used which is frequently used in the qualitative research approach. The sample of this study is composed of a third grade primary school selected by means of critical case sampling. The data were obtained from the reflective diaries prepared by the class teacher for 8 weeks and the obtained data were analyzed by constant comparative analysis. As a result of the analyses, it was determined that the student had difficulty reading and attention deficit and that the motivation for reading was low. It has been observed that the method of neurological influence for reading difficulties, dialogic reading for reading motivation, and the activities prepared for attention deficit showed positive results. Throughout the support education process, it has been revealed that the teacher cooperates continuously with the family. Furthermore, the primary school teacher has experienced that students' reading motivation and the physical specialities of books to be read (the type style, type size and images of the books) are significant.

Keywords: Reflective practice, resource room, reading difficulty



Türk Bankacılık Sektöründe Katılım Bankacılığının Yeri ve Önemi

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Özet

Modern anlamda faizsiz bankacılık İslam Ülkeleri'nin kalkınmaya başlaması ve 1970'li yıllarda artan petrol fiyatları nedeniyle oluşan sermaye birikiminin sağlanmasıyla başlamıştır. Dini, ekonomik, politik ve sosyal amaçlar katılım bankacılığının doğuşunda etkili olmuştur. Dünyada faizsiz bankacılığın modern ve uluslararası örneği olan İslam Kalkınma Bankası (IDB), 1973'te Cidde'de kurulmuştur. Geleneksel bankacılık faaliyetlerinde bulunan; HSBC, Citibank, Commerzbank, Barclays Bank gibi bankalar katılım bankacılığı tarafında öncü kuruluşlardır. Dünya'da katılım bankacılığı yaklaşık 2 trilyon USD'lik bir büyüklüğe ulaşmıştır.

Türkiye'de özel finans kurumları olarak 1983 yılından itibaren katılım bankacılığı başlamıştır. 2006 yılına gelindiğinde Türkiye'de özel finans kurumları Bankacılık Kanunu'na tabi katılım bankaları olarak sınıflandırılmıştır.

Katılım bankaları ile mevduat bankaları fonksiyonel açıdan benzerdir. Her iki sistemde de şahıs ya da kuruluşlardan toplanan fonlar, bireylerin, tüccar ya da sanayi işletmelerinin harcama ve yatırımlarına finansman sağlar. Her iki kesimde ödemelerde aracılık, saklama ve transfer işlemlerini yapar, dış ticaret, teminat mektubu, çek, senet ve kredi kartı gibi diğer bankacılık faaliyetlerini gerçekleştirir.

Mevduat bankaları faiz karşılığı mevduat toplamakta ve faiz karşılığında kredi olarak ödünç para vermektedir. Katılım bankaları kâr ve zarara katılma yöntemiyle ortaklık esasına göre topladıkları fonları, ticaret, ortaklık, kiralama gibi şekillerde kullanmaktadır. Katılım bankacılığında; faiz yasağı yanı sıra belirsizlik yasağı, aşırı risk ve spekülasyon yasağı, mal ve hizmet satın alımında paranın müşteri yerine fatura karşılığında satıcıya ödenmesi, finansmanın mal veya hizmet karşılığında yapılması gibi mevduat bankalarından ayrılan uygulamalar bulunmaktadır.



Katılım bankacılığının başlıca faydaları ise; atıl vaziyette duran fonların ekonomiye kazandırılması, kayıt dışı ekonominin önlenmesi, reel sektörün finanse edilmesi, istihdamın artırılması, faize duyarlı yabancı sermayenin ülke içine transferinin sağlanması, ekonomide maliyetleri düşürücü katkılar sağlaması, sektörde rekabetin geliştirilmesine katkı sağlaması ve milli gelire katkı sağlaması olarak belirtilebilir.

Türkiye’de faaliyet gösteren toplam 6 adet katılım bankasının 2021 yılı itibariyle toplam aktifleri 717 milyar TL, toplanan fon tutarı 556 milyar TL, kullanılan fon tutarı 335 milyar TL’dir. Türk Bankacılık Sektörü ile kıyaslandığında her geçen yıl katılım bankalarının payını arttırdığı görülmektedir. 2021 yılı itibariyle katılım bankaları sektör rakamlarının Türk Bankacılık Sektörüne oranı aktif büyüklüğünde yüzde 7,8, toplanan fonlarda (mevduat) yüzde 10, kullanılan fonlarda (krediler) yüzde 6,4 seviyesindedir.

Anahtar Kelimeler: Aktif Büyüklüğü, Krediler, Mevduat, Katılım Bankacılığı, Türk Bankacılık Sektörü

The Place and Importance of Participation Banking in the Turkish Banking Sector

Abstract

An interest - free banking has temporarily begun with the development of Islamic countries and the domestic capital accumulation based upon increasing oil prices in the 1970s. Religious, economic, political and social purposes have impacted on the advent of participation banking. The Islamic Development Bank (IDB) being globally as a modern and international example of interest-free banking was established in Jeddah in 1973. Operating in conventional banking activities such as HSBC, Citibank, Commerzbank, and Barclays Bank are also leading institutions in the Participation Banking. The size of Participation Banking sector has globally reached an approximately 2 trillion USD.

The Participation Banking has begun as private finance institutions as of 1983 in Turkey. The Private Finance Institutions in Turkey were classified as participation banks subject to the Banking Law by 2006.

The Participation Banks and deposit banks are functionally similar. The funds collected from individuals or organizations provide financing for the expenditures and investments of individuals, tradesmen or industrial enterprises in both systems. Both sector carry out mediation in payments, custody, transfer transactions and perform other banking activities such as foreign trade, letters of guarantee, cheques, promissory notes and credit cards.



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Deposit banks collect deposits in return for interest and lend money as loans by charging interest. The participation Banks extend funds to customers as a trade, partnership, leasing etc. by means of collecting them on the basis of participation in profit or loss in regard with partnership principle. The Participation banking has practices such as prohibition of uncertainty and excessive risk and speculation, payment to the seller return for invoice in purchasing of goods and services as well as interest restriction that differ from deposit banks.

The primary benefits of participation banking can be stated as bringing the idle funds into the economy, preventing of the informal economy, financing the real sector, hiking employment, ensuring the transfer of interest-sensitive foreign capital into the country, providing cost-cutting contribution to the economy, tending to the development of competition in the sector and benefiting to national income.

The total assets of six participation banks operating in Turkey is 717 billion TL, the amount of funds collected is 556 billion TL, and the amount of loans extended is 335 billion TL as of 2021. Seen that the shares of the participation banks has boomed ever year comparing to the Turkish Banking Sector. The figures of participation banks showed that their shares in asset size is 7,8 percent, in deposit size is 10 percent and in loan size is 6,4 percent of the Turkish Banking Sector as of 2021.

Keywords: Asset Size, Loans, Deposits, Participation Banking, Turkish Banking Sector



Cultural Hegemony in the Indian Subcontinent is a Barrier for Women's Emancipation: an Analysis of Arundhati Roy's The God of Small Things and Monika Ali's Brick Lane

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Abstract

The current study deals with the patriarchal oppression, the so-called family culture that exists on the Indian subcontinent, and how the female protagonists react to it. To achieve its goals, the study focuses on the extent of subjugated female characters in the patriarchal Indian subcontinent, particularly India and Bangladesh, and their sociocultural status. In order to achieve these goals, the present study analyses two novels from the Indian subcontinent in contemporary literature: The God of Small Things by Arundhati Roy and Brick Lane by Monika Ali. The inferior position and status of women in the Indian subcontinent's socio-cultural codes of power has forced them to accept their inferior position and content themselves with the inferior status accorded them since childhood. The selected novels are examined in the context of feminist theories. The underlying theories provide the nuances of light needed to achieve the study goals. Feminist theory emphasises patriarchal challenges, self-efficacy, and women's responses, and is closely related to radical feminist theory. Text analysis is used as the research method, and the research query mode is text analysis.

Keywords: Patriarchal Oppression, Indian Subcontinent, Family Culture, Subordinate Status



Türkiye’de Sağlık Sektöründe Kullanılan Büyük Verinin Hasta Memnuniyetine Etkisi

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Büyük veri “tipik veri tabanı yazılım araçları ile yakalama, depolama, yönetme ve analiz etme yeteneğinin üstünde bir boyuta sahip olan veri kümeleri” olarak tanımlanır. Altındış & Kıranmorkoç’ a göre (2018), Sağlık hizmetlerinde üretilen muazzam miktarlardaki verinin başarıyla entegrasyonu, sağlık sisteminde yer alan hastalar başta olmak üzere tüm paydaşlar için büyük gelişmeler sağlayabilir (Herland, 2014:1). Büyük veri setlerinin iyi değerlendirilmesi sayesinde hastaların gereksinimleri daha iyi tespit edilebilir, halihazırdaki ürünleri ve hizmetleri optimize etmek ve yeni değerler katacak fikir ve düşünceleri geliştirmek söz konusu olabilir. Özellikle bilgisayarlarda gelişen ve ilerleyen teknoloji, hasta izleme sistemleri ve elektronik sağlık kayıt sistemlerinden hasta verilerinin elektronik ortama hızlı bir şekilde aktarımına olanak sağlamıştır. Neredeyse bütün sağlık hizmeti sunan kurumun hasta sonuçlarını iyileştirmesi, maliyetleri azaltması ve gelirlerini fazlaştırmaları, dolayısıyla hasta memnuniyetini üst düzeyde tutabilmek, hastalardan olumlu geri dönüşler alabilmek bu verileri etkin bir şekilde kullanabilme yeteneği ile orantılıdır. Karakoç ve Ceylan’ ın (2011) yoğun bakımda çalışan 147 katılımcı ile yaptıkları araştırmaya göre, katılımcıların yarısının YBÜ’de teletıp kullanmadığı belirtilmiştir. Katılımcıların sadece %5’inin teletıbbın hukuksal zemini olduğuna katıldıklarını ve %83,7 si kullanımı için eğitim verilmesi gerektiğini belirtmiştir (Karakoç & Ceylan, 2011).

Araştırmacı tarafından özel bir hastanede sağlık sektöründe büyük veri uygulamaları bağlamında e-reçete uygulamasına dair yapılan araştırmaya göre, hekimin kullandığı mobilin e-reçete ile entegre olmadığından sistemde hastaların ulaşmak istedikleri veriye ulaşamadıkları gözlemlenmiştir. Hastaların bu verilere ulaşması için hekimlerin kendi uygulamaları ile açmak istedikleri herhangi bir uygulamayı aynı anda kullanması gerekmekte ve dolayısıyla bu durum hem hasta memnuniyetsizliğine hem de gereksiz zaman kaybına neden olmaktadır.

Bu bağlamda sistemsal aksaklıkların kullanıcıya gerekli memnuniyeti vermediğini belirtebiliriz. Sistemin yeniden gözden geçirip doktor hasta arasındaki iletişimin sağlıklı sağlanması ve uygulamaya dair güvenliğin tekrar gözden geçirilmesi önerilebilir. Dolayısıyla kullanıcının kişisel verileri paylaşırken tedirginlik hissetmeyeceği ve memnuniyetin sağlanabileceği düşünülmektedir. Bunun içinde e- nabız uygulamasının güncellenerek hasta geri dönüşlerinin göz önünde bulundurulması son derece önem arz etmektedir. Özetle sağlık hizmetlerinde büyük verinin kullanımı ile sağlık kurum/kuruluşlarının zayıf yönlerinin belirlenmesi, çalışan-hasta ilişkilerinin güçlendirilmesi ve hasta memnuniyetinde büyük bir artış ve olumlu geri dönüşleri olacağı tahmin edilmektedir.



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Successful organizational business communication and its impact on business performance: An intra and inter-organizational perspective

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Abstract

Intra-firm communication is critical for building synergy amongst internal business units of a firm, where employees from various functional departments and ranks incorporate their decision-making, understanding of organizational objectives, as well as common norms and culture for better organizational effectiveness.

This study builds on and assesses a framework of the causes and consequences of effective communication in business interactions between customer and supplier firms, and also the path for efficient communication within a firm. The proposed study's structural equation modeling (SEM) analysis based on 352 sample responses collected from firm representatives at different job positions ranging from marketing to logistics operations, reveals that, in the frame of reference of intra-organizational communication, organization characteristics and shared values, top management support and style of leadership, as well as information technology, are all significantly related to communication effectiveness. Furthermore, the frequency and variety of interactions enhance the outcome of communication, that improves a company's performance.



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The results reveal that cultural factors are significantly related to communication effectiveness, as well as the shared beliefs and goals. In terms of organizational factors, leadership style, top management support and information technology are significant determinants of effective communication. Among the contextual factors, interaction frequency and diversity are found to be priority factors. This study also tests the relationship between supplier and supplier firm performance in the context of communication effectiveness, and finds that they are closely related, when trust and commitment is built between business partners. When firms do business in other multicultural contexts, language and shared values with destination country must be considered significant elements of communication process.

Keywords: Intra-firm communication, inter-firm communication, business performance