

INTERNATIONAL RESEARCH IN SOCIAL, HUMANITIES AND ADMINISTRATIVE SCIENCES



EDITOR

Prof. Dursun KOSE, Ph.D.



Platanus
Publishing®

**INTERNATIONAL
RESEARCH IN
SOCIAL,
HUMANITIES AND
ADMINISTRATIVE
SCIENCES**

EDITOR

Prof. Dursun KOSE, Ph.D.

İmtiyaz Sahibi
Platanus Publishing®

Editör
Prof. Dursun KOSE, Ph.D.

Kapak & Mizanpaj & Sosyal Medya
Platanus Yayın Grubu

Birinci Basım

Mart, 2023

Yayımcı Sertifika No
45813

Matbaa Sertifika No
47381

ISBN
978-625-6971-27-1

© copyright

Bu kitabın yayım hakkı Platanus Publishing'e aittir.
Kaynak gösterilmeden alıntı yapılamaz, izin
alınmadan hiçbir yolla çoğaltılamaz.

Platanus Publishing®

Adres: Natoyolu Cad. Fahri Korutürk Mah. 157/B,
06480, Mamak, Ankara, Türkiye.
Telefon: +90 312 390 1 118
web: www.platanuskıtap.com
e-mail: platanuskıtap@gmail.com



PLATANUS PUBLISHING®

CONTENTS

CHAPTER 1	7
Examining Nietzsche’s Notion of the Eternal Recurrence <i>Res. Asst. Aybüke AŞKAR</i>	
CHAPTER 2	23
Factors Affecting Profitability in the Banking Sector <i>Assoc. Prof. Dr. Arzu Alvan BOZDERELİ</i> <i>PhD. Candidate Zikrullah ZALAND</i>	
CHAPTER 3	39
Violence Exposure of Women Physicians and Their Perspectives on Individual Armament <i>Murat Bora GOKKAYA</i>	
CHAPTER 4	
Carrying Humankind to the Next Level: Cleaner Air For Sustainable Futures <i>Assist. Prof. Leman GİRESUNLU, Ph.D</i>	
CHAPTER 5	67
Celebrating Christmas, Through Selected Netflix Movies, During the 2022-2023 Season: The Mistletoe Versus the Social Media <i>Assist. Prof. Leman GİRESUNLU, Ph.D</i>	
CHAPTER 6	89
A Comparison of the Impact of International Marketing Mix Adaptation Strategies on the Export Performance of Domestic and Foreign Companies in the Jewelry Sector <i>Ahmet KARACA</i>	
CHAPTER 7	109
Strategic Management Process in Institutions; A Company Review <i>Dr. Filiz MIZRAK</i>	
CHAPTER 8	125
The Role and Importance of the Transportation Coordination Center (Ukome) in the Management of Urban Transportation <i>Assistant Prof. Ahmet YAMAN</i>	
CHAPTER 9	137
A Review on Academic Integrity and the Use of Artificial Intelligence in Education From 2012 to 2022 <i>Assist. Prof. Ceren Çubukçu ÇERASİ, Ph.D</i> <i>Dr. Yavuz Selim BALCIOĞLU</i>	

CHAPTER 10	151
Recreation Needs of Syrian Asylum Seekers in Turkey and the Possibility of Meeting Those Needs	
<i>Dr. Kayhan KAPLAN</i>	
CHAPTER 11	177
Air Pollution Study For Izmir: A Time Series Approach	
<i>Doç. Dr. Mesut BALIBEY</i>	
CHAPTER 12	193
“Anatolian Sisters”: Warrior, Manufacturer, and Sufi Women of Anatolia	
<i>Assist. Prof. Cennet Ceren ÇAVUŞ, Ph.D.</i>	
CHAPTER 13	207
Aircraft Rescue & Fire Fighting (Arff) Personnel Training Standards With the Scope of High Reach Extendable Turret (Hret) System Used in Aircraft Fire	
<i>Assist. Prof. Dr. Kaan KOÇALI</i>	
CHAPTER 14	225
Advertising and Marketing Strategies of Domestic Airlines in Turkey	
<i>Assist. Prof. Dr. Muhammed Talha NARCI</i>	
CHAPTER 15	253
Market Planning Implementation Model Offer for Food And Beverage Businesses	
<i>Dr. Şerif BALDIRAN</i>	
CHAPTER 16	271
Cigarette Tax Hikes and Cross-Border Shopping	
<i>Dr. Ali Umut Güler</i>	
CHAPTER 17	281
Employee Relationship Management as A Practice Area of Public Relations	
<i>Assist. Prof. Dr. Tuba KALÇIK ÜSTÜNDAĞ</i>	
CHAPTER 18	293
Science of Eating: Gastrophysics	
<i>Dr. Ceyhan UÇUK</i>	
CHAPTER 19	309
Giving A Voice To Dark Experiences: Black Women Writers on Being A Black Woman	
<i>Asst. Prof. Meltem UZUNOĞLU ERTEN</i>	

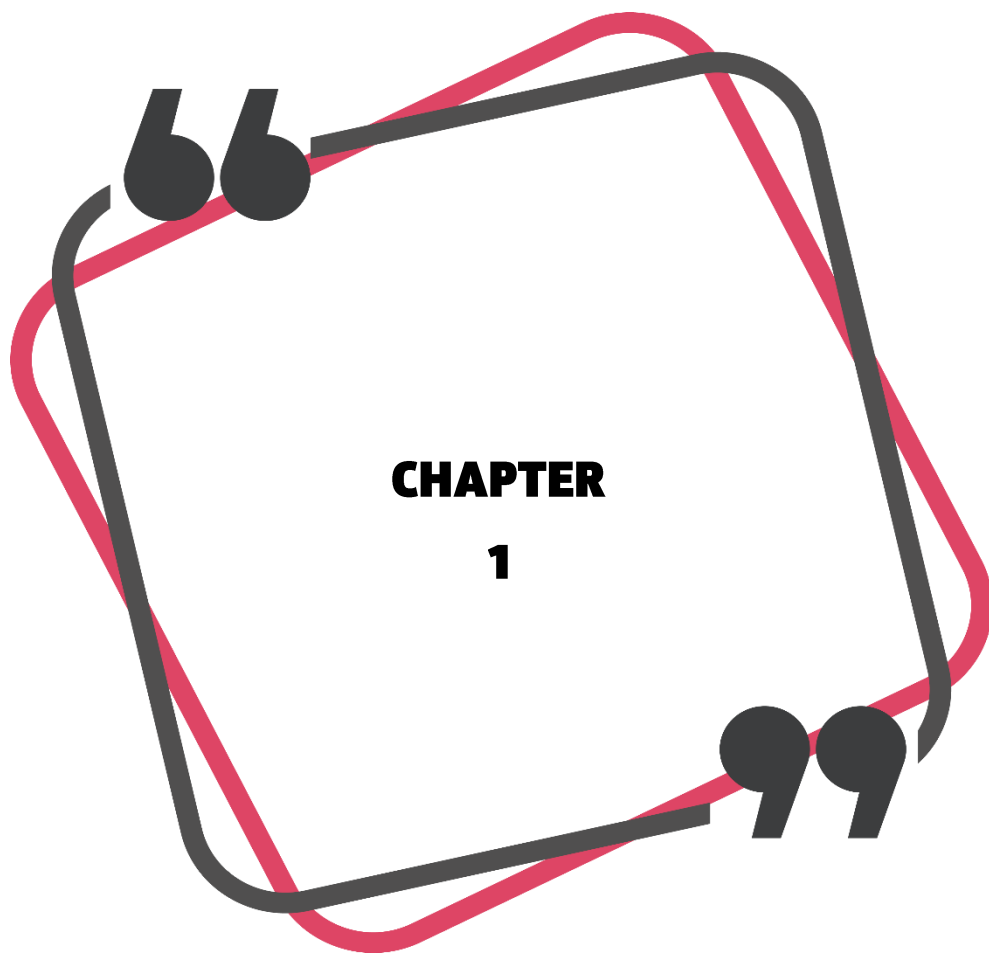
CHAPTER 20	345
On the Distribution of the E Sound(S) in Turkish: An Elemental and Constituent Structure Analysis	
<i>DR. Semra BATURAY MERAL</i>	
CHAPTER 21	377
Changing Consumption Behavior With Covid 19 and its Effects on Environmental Pollution	
<i>Assoc. Prof. Göknur EGE</i>	
CHAPTER 22	387
Digital Divide And Africa in the Upcoming Metaverse Era: A Study on the Examples of Chad And Djibouti	
<i>Assoc. Prof. Göknur EGE</i>	
<i>Mourad Meraneh YOUSOUF</i>	
<i>Djiro DARNADJI</i>	
CHAPTER 23	405
The Fundamental Factors Guiding Globalization	
<i>Assoc. Prof. Dr. Fatma Nur YORGANCILAR ATATOPRAK</i>	
CHAPTER 24	415
The Effect of Business Analytics on Decision Making: The Role of Learning Organization and Organizational Reputation	
<i>Dr. Günel AGHASOY</i>	
<i>Dr. Pınar KAZAZ</i>	
CHAPTER 25	441
Linearization Problems in Managerial Sciences	
<i>Prof. Münevver TURANLI, Ph.D.</i>	
<i>Kadir YILMAZ</i>	
CHAPTER 26	441
Short-Term Impact of the Pandemic on European Stocks	
<i>Dr. Emrah KELEŞ</i>	
CHAPTER 27	463
Understanding the Motivation of Generation Z Youth to Invest in Crypto Assets in Turkey: A Qualitative Research	
<i>Dr. Günel AGHASOY</i>	
<i>Dr. Pınar KAZAZ</i>	
CHAPTER 28	479
Systematic Structure Of Accommodation Tax	
<i>Arş. Gör. Dr. Yeliz Neslihan AKIN BASA</i>	

ISBN: 978-625-6971-27-1

CHAPTER 29 513

Legitimacy, Complexity and Motives for Political Action

Ass. Prof. Dr. Ali Demir



EXAMINING NIETZSCHE'S NOTION OF THE ETERNAL RECURRENCE

Res. Asst. Aybüke AŞKAR

Ankara Yıldırım Beyazıt University
Faculty of Humanities and Social Sciences
Department of Philosophy
ORCID: 0000-0002-9428-0634.

Introduction

Must not whatever can already have passed this way before? Must not whatever can happen, already have happened, been done, passed by before? [...] must we not return eternally? (Nietzsche, 2006, p. 126)

Among the many ideas of Nietzsche, the concept of 'Eternal Recurrence', i.e., 'Return' or 'Cycle', has encountered a lot of objections over the last century. It is probably one of the most popular and the most criticised topics of secondary literature (May, 1999; Clark, 1990). The reason for the popularity could be due to the fact that Nietzsche (2007a, p. 110) sees eternal return as a fundamental notion of the work of Zarathustra but "nothing Heraclitus could not have said too". He defines eternal recurrence or eternal return as the repetition of everything endlessly and its origin is based on Heraclitus and Stoics. However, unlike them, Nietzsche considers it without the effects of determinism (Hatab, 2005, p. 54). *The Gay Science*, written in 1882, is the first book of Nietzsche where the idea has occurred. According to section 341 of the book, the idea is introduced as the heaviest weight for humans by a demon's saying (Nietzsche, 2007b, p. 73):

This life as you now live it and have lived it you will have to live once again and innumerable times again; and there will be nothing new in it, but every pain and every joy and every thought and sigh and everything unspeakably small or great in your life must return to you, all in the same succession and sequence - even this spider and this moonlight between the trees, and even this moment and I myself. The eternal hourglass of existence is turned over again and again, and you with it, speck of dust!

Nietzsche considers this our heaviest weight because the answer given to the demon requires conceiving life as a phenomenon that endlessly repeats itself. Therefore, the possible answer should be considered from many angles which

include every success, failure, happiness, or sadness of a lifetime. The possible motives for Nietzsche to establish such an idea will be explained in the first part of this paper. In the second part, cosmological, i.e., metaphysical, hypothesis will be examined from different points of view. The answer to the question whether the concept of eternal recurrence is asserted as a possible true theory or not will be sought. Later, practical and psychological views will be investigated. Critics of both views will also be included in these parts. Finally, there will be an argument about the relationship between eternal recurrence and aesthetical phenomenon in terms of justifying and affirming the world.

Function

I beseech you, my brothers, remain faithful to the earth, and do not believe those who speak to you of extraterrestrial hopes! (Nietzsche, 2006, p. 6)

Although many theorists agree that the eternal cycle is central to Nietzsche's philosophy, there are different views on the function of it and the motives for Nietzsche to create such a concept. For instance, according to Lampert, eternal recurrence is needed for "new grounding of normative thinking" while for Thiele it is "the defining characteristic of a higher man" (May, 1999, p. 119). Hatab (2005) claims that like other problems of philosophy and culture, Nietzsche generates the idea of eternal recurrence to find a meaning to existence and finite world. On the other hand, according to Reginster (2008), the concept of eternal return is a thought experiment established to illustrate reactions towards life. For instance, reliving it eternally would determine one's attitude towards life, whether it is affirming or negating. However, it is not established to explain "the life to be affirmed" but to clarify "the nature of affirmation" (Reginster, 2008, p. 205).

Affirming life is an important concept in Nietzsche's philosophy because he tries to avoid meaningless suffering* and the ascetic ideals. According to him, the answer should be yes to life in spite of the strangest and most difficult problems, "the will to life, rejoicing over its own inexhaustibility in the sacrifice of its highest types" (Nietzsche, 2007a, p. 109). However, if willing is shaped by the ascetic ideals such as "hatred of human, horror of senses, fear of happiness", according

* There are arguments about how Nietzsche considers suffering; whether its meaninglessness is the problem, and a new meaning should be found because it is lost with the death of God, or meaninglessness of suffering should be accepted, and people should be strong enough to accept it not to disvalue life.

to Nietzsche (1989a, p. 163), then it is “a will to nothingness, an aversion to life”. But man “needs an aim and prefers to will nothingness than not will” (Nietzsche, 1989a, p. 97). Affirming life and existence is the remedy he finds for nihilism which lacks an aim and an answer to the question of “why” (Nietzsche, 1968, p. 9).

It also presents a counterpoint to the ascetic ideals. In *Thus Spoke Zarathustra*, Nietzsche (2006, p. 5) announces that “God is dead”. Our will to truth and its resultant scientific world view have made us incapable of believing in supernatural entities. Thus, he proclaims the overman, i.e., *übermensch* who raises himself to a position above others and animals “in order to be oneself the eternal joy of becoming, beyond all terror and pity- that joy which includes even joy in destroying” (Nietzsche, 1989b, p. 273), “not as the inevitable outcome of evolution” but by creating new norms (Kaufmann, 1977, p. 116). It can be seen that Nietzsche kills God in order to pave a way for humanity to leave religious dogmas behind and create new values in the face of ascetic ideals so as not to suffer from meaninglessness and to will the life again and again for innumerable times. Instead, he posits joy within relation to eternal recurrence. For instance, he writes “joy wants itself, wants eternity, wants recurrence, wants everything eternally the same” (Nietzsche, 2006, p. 262). Joy is a feature of higher man as he is capable affirming all by affirming himself, and thus, overman and the concept of eternal recurrence cannot be separated (Kaufmann, 1974, pp. 320-321). Hatab (2005: 55) also supports this view as he conceives overman as a possibility for affirming life and eternal cycle. It can be seen that higher man ideal holds a significant status within the theory.

However, “above all, counter ideal was lacking- until Zarathustra!” (Nietzsche, 1989b, p. 313). For this reason, Clark (1990, p. 253) sees eternal recurrence as the only alternative, counter ideal, to the ascetic ideal because it is “the only candidate that fits the bill”. So, affirming eternal recurrence means affirming life against the ascetic ideal. Since man, however, prefers ascetic ideals rather than nothing, an idea or a concept should be created to save humanity from falling into either of those situations, i.e., having ascetic ideals or suffering for nothing. On the other hand, May (1999) objects to this argument by claiming that eternal recurrence is not necessary or unique for the life-enhancers, as they can affirm it for other reasons such as fear of the final death, or they might need a sense of dissatisfaction to be able to create. It can be seen that it is possible for one to want eternal recurrence to be true, not only because of a great life affirmed to recur endlessly, but also because some psychological problems or beliefs which may make someone dependant on the truth of the doctrine. In such a situation, as May

described, eternal recurrence is not something to be demanded for affirmation of life but a means to avoid fear or increase creativity.

It is clear that function of the concept depends on how the idea is conceived, whether it is accepted as a truth or as a thought experiment. The way it is comprehended affects the position it is placed in, since seeing it as a cosmological hypothesis creates a distinct understanding and differs from accepting it as a symbol. It could lead one to be “gnash [...] teeth and curse the demon who spoke thus” or remain indifferent (Nietzsche, 2007b, p. 194). There are different arguments based on Nietzsche’s published and unpublished writings. Some claim that the writings imply a cosmological view as a truth, while others disagree with it and claim that Nietzsche does not constitute it as such but as a symbol to invoke psychological capacities to affirm existence meaningfully in the world. In the next section, these different views will be examined in two parts, namely, cosmological or metaphysical view and psychological or practical.

Cosmological/Metaphysical Hypothesis

This world: a monster of energy, without beginning, without end, that does not expend itself but only transforms itself... enclosed by "nothingness" as by a boundary... a sea of forces flowing and rushing together, eternally changing, eternally flooding back, with tremendous years of recurrence... (Nietzsche, 1968, p. 550)

Eternal recurrence is commonly interpreted as a scientific theory, especially as a cosmological view which means that everything happened has already happened many times before, in present cycle everything is happening again, and will happen as exactly the same, eternally, in a completely identical way (Nehamas, 1980; Reginster, 2008). There are few passages which support such a view in Nietzsche’s published material. For instance, in *Ecce Homo*, Nietzsche mentions it as a doctrine of “unconditional and infinitely repeated cycle of all things” (Nietzsche, 2007a, p. 110). Another one is in *Thus Spoke Zarathustra* as Nietzsche (2006, p. 178) states that:

Now I die and disappear [...] But the knot of causing which I am entangled recurs - it will create me again! I myself belong to the causes of the eternal recurrence. I will return, with this sun, with this earth, with this eagle, with this snake – not to a new life or a better life or a similar life.

Moreover, in sections 1057-1067 of *The Will to Power* which is collected from Nietzsche’s unpublished writings, he seems to be attempting to illustrate the point

scientifically in terms of fluctuating energy, transformation, and balance. He states that “the law of the conservation of energy demands *eternal recurrence*” (Nietzsche, 1968, p. 547). It can be understood that in that mechanistic view of Nietzsche, the world is finite as there is a certain amount of energy and there is a constant change from one side to the other. Once energy is consumed, the cycle repeats itself because time is infinite. However, as Clark (1990) points out, these arguments should be evaluated as *a priori* concerning time, force and so on. Moreover, it is known that Nietzsche was familiar with authors such as Heine, Schopenhauer and even Lucretius whose works bear striking resemblances to Nietzsche’s and offer similar hypotheses (Nehamas, 1980; Reginster, 2008). All in all, Nietzsche appears to attempt to establish a theory which may prompt humanity to overcome themselves and their ascetic ideals by reevaluating values and affirming their life from every aspect. Taking the above arguments into consideration, we might deduce that Nietzsche intended the doctrine of eternal recurrence as a cosmological hypothesis.

However, this assumption is criticised by many writers. To start with, some claims that none of the published writings actually refer to the cosmological view. For instance, Nehamas (1980) claims that neither section 341 of *The Gay Science*, nor *Ecce Homo* presuppose the cosmological view as a truth. Clark (1990) seems to agree with Nehamas, since she claims that Zarathustra never teaches a recurrence cosmology. When the courage of Zarathustra says “Was that life? Well then! One More Time!”, this is not a doctrine of cosmology, but “the affirmation of recurrence” and so, according to her, there is no motive for anyone to accept it as true (Clark, 1990, p. 256). She argues that Nietzsche might have generated Zarathustra to teach or clarify the aim of affirming eternal cycle so it might not be Nietzsche’s own teaching. Nevertheless, Clark and Nehamas point to the same conclusion for different reasons. Nehamas attempts to establish a metaphysical view which does not require the truth of cosmological hypothesis; thus, he suggests three assertions of life as cosmology, namely, unconditional assertion, conditional assertion, and assertion of a conditional. Respectively, “my life will recur in exactly identical fashion”, “my life may recur in exactly identical fashion” and “if my life were to recur, it would recur in exactly identical fashion” (Nehamas, 1980, p. 342). According to the last assertion of conditional, even if one thing recurs differently, then everything would be different. Zarathustra can be seen as pointing to the same assertion as he asks to the dwarf; “Are not all things firmly knotted together in such a way that this moment draws after it *all* things to come? Therefore - itself as well?” (Nietzsche, 2006, p. 126). The argument indicates that everything in the world, whether good or bad, must exist again, but this is just an

assertion rather than cosmological doctrine. What Nehamas does by suggesting the third of these conditionals, is to attribute more practical perspective to the view for the same purpose. This seems to save him from the requirement to prove the doctrine, but still, he successfully gives the perception which Zarathustra wants to illustrate.* It can be concluded that the last conditional removes the necessity of believing and saves the idea just by supposition.

On the other hand, there are ambiguities about whether Nietzsche (2006, p. 174) refers to eternal cycle, i.e., life exists within the repetitive recurrence of everything, when he uses the metaphor of “most abysmal thought”. Both Clark and Nehamas agree that it does not refer to eternal recurrence as that would support the cosmological view because, as it stated above, Zarathustra does not teach a cosmological eternal recurrence anywhere. Nehamas supposes that the thought refers to the “small man”. According to the structure he builds, one should also affirm small man as well because the next recurrence will be exactly the same and this situation creates nausea. Zarathustra seems to confirm that as he says “the eternal recurrence even of the smallest- that was my disgust with all existence. Alas! Nausea! Nausea! Nausea!” (Nietzsche, 2006, p. 174). However, Clark (1990) objects to the point, because, as she claims, it requires Zarathustra to believe the eternal return as a truth otherwise it cannot explain nausea.† She seems to interpret the doctrine as a ‘redemption theory’ without actually believing it, as similarly done by Nehamas. Nietzsche (2006, p. 110) calls redemption the act of recreating the past, “it was”, in the form of “thus I willed it”. As it was mentioned before, there is a tendency to see the eternal return as a cosmology to affirm life and this includes affirming past. However, as Nehamas and Clark argue, there is no need to believe in the eternal cycle for its redemption to occur.

Reginster finds Clark’s account insufficient in terms of capturing Nietzsche’s intentions. According to him, Clark tries to assert a theoretical position, but she loses the focus on nature affirmation. If Christian hope for eternal peace is considered, the concept takes a form of property of life to be affirmed. He also claims the cosmological proof for the eternal recurrence cannot be accepted because it is “fatally flawed” (Reginster, 2008, p. 205). Reginster points to Simmel’s three

* Nehamas’s claim that every property is an essential property might be seen as pretty controversial metaphysics. Although it saves the concept, some argues that it is a heavy price to pay to save the doctrine.

† It seems possible to object Clark’s point in terms of the strength of a reaction. Mere imagination may cause a strong reaction without believing the imagined thing is real. For instance, the thought of an insect may well lead nausea for some without actual presence of it.

cycle argument to illustrate where the mistake lies and then goes on to discuss fatalism and significance of the choices. This point will be explored further in the following chapter. So far, it can be concluded that unlike traditional interpreters, the idea of eternal recurrence cannot or does not have to be a cosmological one.

But is there a possibility that Nietzsche intended to build a cosmology? Misunderstandings of his ideas and thoughts are certainly possible. He has many notes that prove his attempt to work out the system as a cosmological one. There are more arguments on this issue which are against establishing the doctrine from a cosmological point of view. For instance, there are several writers who discuss the validity of the cosmological recurrence from a different position. Leiter (2002) claims that unpublished writings of Nietzsche, such as *The Will to Power* or *Nachlass*, should not be counted as a source to consult, while Reginster (2008) emphasises that unpublished material contains far more critical information than the published. Nevertheless, he insists that the unpublished work should be disregarded. In other words, Nietzsche's published writings related to the issue - most of them are given above - usually do not assume that it is a cosmology. Only the unpublished notes include attempts to provide proofs such as the equilibrium between high and low potencies or conservation of energy.

However, as Reginster claims, Nietzsche did not see them appropriate for publishing since some of them are inconsistent with the printed writings while others can only be seen as basic drafts. This can be seen as a parallel view to Nehamas's claim that Nietzsche may consider the cosmological theory as philosophically useless and for this reason he did not want to publish them. Leiter goes even further writing that it was against Nietzsche's will to publish those notes because he wanted his notes to be destroyed after his death. However, the editors ignored "Nietzsche's literary intentions" (Montinari, 1982 as cited in Leiter, 2002: XVII). Furthermore, Leiter finds the arguments, such as the scientific proof, in *The Will to Power* weak and unreasonable, and of no similar standard to his published materials. From this point of view, it seems wrong to depend on the unpublished material, but the question remains, whether Nietzsche would have published at least some of them or not. It can be assumed that since some are drafts of the published writings, the others could have also been drafts of new books which were to be published or they could have been ideas which he intended to develop further. However, since that is to remain unknown, the most sensible attitude would be to dismiss unpublished work of Nietzsche.

Practical/Psychological View

...the question in each and every thing, 'Do you want this again and innumerable times again?' would lie on your actions as the heaviest weight! Or how well disposed would you have to become to yourself and to life to long for nothing more fervently than for this ultimate eternal confirmation and seal? (Nietzsche, 2007b, pp. 194-195)

Although the traditional interpreters have not ignored the practical side of the doctrine, the recent trend of practical interpretation of recurrence, introduced by Soll, places a different emphasis. It renders the cosmological doctrine as completely irrelevant (Clark, 1990). Both interpretations suggest the same thing, i.e., affirming life to live it again for innumerable times; however, for the latter, there is no requirement for a basis to believe or accept it as a true doctrine, since it is not important for the psychological or practical consequences to occur. The action of adjusting one's psychology in accordance with the practical aspect of such an idea is more significant. According to Soll, Nietzsche simply seems interested not in the truth of the cosmological doctrine but in its psychological effects which renders human to answer to the demon with happiness rather than in despair to relive every single detail (Nehamas, 1980; Clark, 1990). By doing this, the attitude towards life becomes more significant than the truth of the doctrine itself.

Moreover, in this case, it is not necessary to prove it and he can also avoid the cosmological criticism. For Soll, the practical doctrine is a criterion to choose actions which are to be willed to repeat infinite times, since Nietzsche states that it can sufficiently motivate one to believe that the eternal recurrence is possible (Clark, 1990). Therefore, even if one is not interested in the truth of the doctrine itself, when the mere possibility is considered, it might be a great motive for him to put "the heaviest weight" on his actions as if he has to live it again eternally; or as Soll argues, that possibility should increase "our sense of the significance of the choices we make" (Reginster, 2008, p. 210). If the theory is proven as true, then human beings would consider every action in depth because they would not want to go wrong as they could never change the past and have to live it again for innumerable times bearing the full consequences of their actions. However, when it is seen just as a possibility, it is open to discussion that mere possibility would indeed create such a dramatic effect in people's lives.

It seems also possible to react to the doctrine, whether it is a possibility or a cosmology, with disappointment or despair. Another possibility is to become indifferent to the life. The idea that eternal recurrence can lead to a state of indifference or resignation has been argued by a number of scholars, such as Soll, Magnus (1978) and Löwith (1997) and interpreted variously (Reginster, 2008; Clark, 1990; Nehamas, 1980). According to Soll, the presumption of reliving eternally does not actually increase in significance because there is no psychological continuity between cycles. The second type of indifference is discussed by Danto (as cited in Nehamas, 1980, p. 340), who claims that:

It does not matter that we pass away and return and pass away again. What counts is what we eternally do, the joy of overcoming, whatever our task may be, and the meaning we give to our lives.

The former can be seen as one's being indifferent to the previous or next cycle, while the second version can be seen as an attitude to life, or actions. Only accepting the life as it is without thinking about it or attributing meanings to it, and enjoying it is sufficient. This can be accepted as a considerably positive view. Unlike the idea of "heaviest weight", it gives a lighter feeling because actions have turned into deeds in themselves. They should be undertaken for the sake of themselves instead of being assigned with the heavy burden of repeating eternally.

On the other hand, when the first one is considered, it seems also reasonable not to worry about the next cycle as there will be no memory of this one and everything has to be lived or experienced again, so this could indeed lead to being indifferent. Having no memory or link might create a thought that the previous or the next life person is not the same person in the present life. Failing to establish the link with the other selves, one's concern would not be more than one has for any other person (Clark, 1990). It would probably change the attitude of people if the doctrine was established on the continuity, but this would also create many other problems. Another possible version could be claiming that this life is the first we live, instead of suggesting it has already been lived infinite times. Such an idea may remove the argument of continuity, as the next life has not come yet so it is not known and assert it as a possibility which can affect people more. However, it might be better to examine these arguments in a further study.

The idea of reliving exactly the same lives may create another problem related to choices one makes. If it accepted as a "natural law", then the question of choice arises (Magnus, 1978, p. 112). As a reply to this problem, Löwith claims that the eternal return induces indifference, but he approaches the argument from a fatal-

istic point of view. His concerns are more on the issue of repetitive cycles occurring in the same fashion and thus in a fated manner. Therefore, by pointing out that it was Nietzsche's intention, he suggests a state of "will-lessness" that resembles "a condition in which the will no longer wills anything" which could be attained by *amor fati*, by "Loving the absolute or fatal necessity is no longer a willing" (Reginster, 2008, p. 207). This argument offers that one can affirm life by loving own fate and thus becomes indifferent to the life, so there is nothing left to will because everything is already determined by the previous lives. Reginster contradicts Löwith that previous cycles, no matter how many of them, do not imply fatalism because possible lives are not determined. In other words, it does not imply fatalism because although one can have the same life over and over again, one cannot know the content of one's life or the future possibilities; so, there is still ground for striving to lead a positive life. Reginster's objection is comprehensible and seems more plausible than Löwith's theory which might easily lead to pessimistic thought, despair or even meaninglessness even though the aim is the opposite.

On the other hand, Simmel and Magnus argue that if the theory was not based on the eternal recurrence, but assumed infinite duplicates of the identical people, it would create indifference on the personal level (Clark, 1990). Nehamas, with the third assertion mentioned above, "if my life were to recur, it would recur in exactly identical fashion", claims that he deals with the indifference problem on the psychological basis; however, according to Clark, the problem persists. Therefore, she tries to create a position which considers the practical doctrine as an ideal and helps people to perceive demon's words as divine, as Nietzsche intended. Clark (1990, p. 269) establishes her model by comparing demon's question with the common question: "if you had it to do all over, would you marry me again?". The answer to this question is supposed to reflect one's true feelings but she claims that it requires an unrealistic or contradictory model. To be able to make use of the eternal recurrence ideal, one should be willing to "play a game" by imagining recurrence without analysing or criticising the test. This kind of attitude should remove indifference and brings suffering or joy to the life (Clark, 1990). This seems coherent with Nehamas's claim that Nietzsche is not in favour of indifference as Zarathustra emphasise the idea of self-overcoming includes accepting the past: "I teach it to mankind: no longer bury your head in the sand of heavenly things, but bear it freely instead, an earthly head that creates a meaning for the earth!" with "a new will" which help people to live the life intentionally, not "blindly" (Nietzsche, 2006, p. 21).

Conclusion

I, the last disciple of the philosopher Dionysus, I, the teacher of eternal return... (Nietzsche, 2007c, p. 229)

From the quotation above, it can clearly be seen that Nietzsche announces his intention to teach eternal return. The reason he is concerned with affirming life, which can be seen as Nietzsche's main concern, could be explained by the *übermensch*, in other words overman. Nietzsche posits "overman" as an ideal for people "to enjoy endless process of overcoming" (Reginster, 2008, p. 245).^{*} Not the ideal itself is important, but the struggle of achieving it. However, the overcoming process requires affirming life, and Nietzsche posits eternal recurrence as one of the possible alternatives to achieve it.[†] Although there are many arguments on the function of the idea, it can simply be claimed that it is a means which Nietzsche puts forward to accept life. This notion is especially important in view of ascetic ideals which lead people to look for "otherworldly hopes" in order to avoid suffering by meaninglessness, rather than celebrating the life on earth. In other words, people are inclined to accept ascetic ideals which, they think, render their life meaningful although they have to despise and devalue their own life in this world in return. For this very reason, Nietzsche attempts to show them they do not need those ideals to avoid meaninglessness. They have the ideal of overman and striving towards that ideal justifies any struggle or suffering. Therefore, accepting the struggle with joy, one can render one's life meaningful so it can be willed for eternity.

As it is illustrated above, the idea of eternal recurrence has been interpreted in various ways. Some claim that Nietzsche actually meant a scientific cosmology while others suggests that it is rather a thought experiment. Although most of the published writings indicate a thought experiment, there is some evidence for a cosmological view in the unpublished material. Nietzsche might have actually believed in the cosmology, but although he tried, he seems to have failed to prove it. On the other hand, it is also possible that the only reason for him to posit such an idea is to save people from meaningless suffering and show them the way to transform from worm to man and finally to the overman, "the meaning of the earth" (Nietzsche, 2006, p. 6). Among the many interpretations and theories, Clark's model seems the most plausible one. Clark illustrates Nietzsche's points

^{*} See Reginster (2008) for the discussion for why Nietzsche's main concern is not the destination, but the struggle.

[†] It can be claimed that the other alternative for affirming life might be art.

well and avoids any unnecessary attempts to prove the theory. This is a very useful model. If we consider ordinary people, it is unlikely that they ask themselves questions about life as Nietzsche did.

On the other hand, people may probably wonder, whether they would marry the same person if given a second chance. By reflecting on this question, individuals may find their true intentions and feelings related to their lives. In turn, this would help to shape their future in a way that they would affirm. This is the aim of Nietzsche as he writes, “The last philosopher- it can be entire generations. He simply must help them attain *life*” (Nietzsche, 1999, p. 13). It is clear from many of his writings that Nietzsche believes he is this philosopher, and his desire is to lead people to affirm their life as it is the only way towards the overman. However, challenge remains for many to escape from otherworldly hopes or values that have been taught over centuries. Clark’s model might indeed open up ways to imagine and assess new values which eventually could lead to enhance the meaning of life. And perhaps the uncritical model of the doctrine of eternal recurrence offers after all the best illustration of Nietzsche’s concept of eternal recurrence.

Bibliography

- Clark, M. (1990). *Nietzsche on Truth and Philosophy*. Cambridge: Cambridge University Press.
- Hatab, L. J. (2005). *Nietzsche's Life Sentence Coming to Terms with Eternal Recurrence*. New York & London: Routledge Taylor & Francis Group.
- Kaufmann, W. (1974). *Nietzsche: Philosopher, Psychologist, Antichrist*. Princeton: Princeton University Press.
- Kaufmann, W. (1977). Editor's Note. In W. Kaufmann (Ed.), *The Portable Nietzsche* in (pp. 115-121). New York: Penguin Books.
- Leiter, B. (2002). *Routledge Philosophy Guidebook to Nietzsche on Morality*. London: Routledge.
- Löwith, K. (1997). *Nietzsche's Philosophy of the Eternal Recurrence of the Same*. (J. H. Lomax, Trans.) Berkeley: University of California Press.
- Magnus, B. (1978). *Nietzsche's Existential Imperative*. London: Indiana University Press.
- May, S. (1999). *Nietzsche's Ethics and his War on 'Morality'*. Oxford: Clarendon Press.
- Nehamas, A. (1980). The Eternal Recurrence. *The Philosophical Review*, 89(3), 331-356.
- Nietzsche, F. (1966). *Beyond Good and Evil: Prelude to a Philosophy of the Future*. New York: Vintage Books.
- Nietzsche, F. (1968). *The Will To Power*. (W. Kaufmann, Ed., W. Kaufmann, & R. J. Hollingdale, Trans.) New York: Vintage Books Edition.
- Nietzsche, F. (1989a). *On the Genealogy of Morals*. In W. Kaufmann (Ed.), *On the Genealogy of Morals, Ecce Homo* (W. Kaufmann, & R. J. Hollingdale, Trans., pp. 15-166). New York: Random House.
- Nietzsche, F. (1989b). *Ecce Homo*. In W. Kaufmann (Ed.), *On the Genealogy of Morals, Ecce Homo* (W. Kaufmann, Trans., pp. 217-338). New York: Random House.
- Nietzsche, F. (1999). *Unpublished Writings From the Period of Unfashionable Observations*. (R. T. Gray, Trans.) Stanford: Stanford University Press.

- Nietzsche, F. (2006). *Thus Spoke Zarathustra: A Book for All and None*. (A. Del Caro, R. B. Pippin, Eds., & A. Del Caro, Trans.) Cambridge: Cambridge University Press.
- Nietzsche, F. (2007a). *Ecce Homo*. In A. Ridley, & J. Norman (Eds.), *The Anti-Christ, Ecce Homo, Twilight of the Idols, and Other Writings* (J. Norman, Trans., pp. 69-152). Cambridge: Cambridge University Press.
- Nietzsche, F. (2007b). *The Gay Science*. (B. Williams, Ed., & J. Nauckhoff, Trans.) Cambridge: Cambridge University Press.
- Nietzsche, F. (2007c). *Twilight of the Idols*. In A. Ridley, & J. Norman (Eds.), *The Anti-Christ, Ecce Homo, Twilight of the Idols, and Other Writings* (J. Norman, Trans., pp. 153-230). Cambridge: Cambridge University Press.
- Reginster, B. (2008). *The Affirmation of Life: Nietzsche on Overcoming Nihilism*. Cambridge: Harvard University Press.

ISBN: 978-625-6971-27-1



**CHAPTER
2**

FACTORS AFFECTING PROFITABILITY IN THE BANKING SECTOR

Assoc. Prof. Dr. Arzu Alvan BOZDERELİ

Cyprus Science University, Girne

ORCID: 0000-0003-2183-0209

PhD. Candidate Zikrullah ZALAND

Cyprus Science University, Girne

ORCID: 0000-0001-9544-5341

Introduction

The banking sector, which is the backbone of the financial system, has an important role in economic activities. The banking sector, like a commercial firm, aims for the highest profit (Acaravci & Çalim, 2013). The regular and profitable functioning of the banking sector makes significant contributions to sustainability of the economy both at the microeconomic level and at the macroeconomic level. Liquidity is cash assets on the bank's balance sheet. Total Asset is the bank size. According to the results of many studies in the literature, the profitability of the bank increases as the size of the bank increases (Acaravci & Çalim, 2013; Pasiouras & Kosmidou, 2007). Therefore, if a bank has large assets, this can have a positive effect on profitability. This is a basic statistic that reflects the efficiency of bank management (Katircioglu, Ozatac, & Taspınar, 2020).

Foreign trade balance indirectly affects profitability in the banking sector. The surplus of the foreign trade balance has an increasing effect on the national income. This indirectly affects the banking sector profitability (ROA). The factor that plays a role in its indirect effect is the interest rate. If the interest rate has a positive effect on the balance of trade, it also has a positive effect on bank profitability. If the interest rate is high, people and merchants will be reluctant to borrow money from banks and exports and imports in the country will decrease and vice versa.

Inflation requires banks to adjust interest rates. In an anticipated inflation, banks can change interest rates regularly, the result showing that profit growth is faster than costs, which has a positive effect on profitability. On the other hand,

in the case of unanticipated inflation, banks may hesitate to adjust interest rates, resulting in a larger increase in bank expenses than bank profits.

The sectors that play a major role in the Turkish economy are services, industry and agriculture, as well as the banking sector. With its recent economic policies, Turkey has begun to limit the state's influence on international trade and investments; privatization efforts have become valuable tools for upgrading publicly owned sectors. While GDP growth was 5% in 2019, the trade balance in the fourth quarter of 2019 was -2824.978 million USD (TCMB, 2022). The economy of the Republic of Turkey is not sustainable until 2000 and if we look at the economy from 2002 to 2019, looking at the GDP, the quarterly growth was stable between 2002 and 2019, at this time the Republic of Turkey stepped into different crises in 2001 and 2008. The Republic of Turkey also survived the crises of 1999, 1994 and 1978 before 2001. All of these are the biggest economic crises in the history of the Republic of Turkey. High inflation, high interest rate, trade deficit, high public debt and fragile financial market are among the causes of these crises (Uygur, 2010).

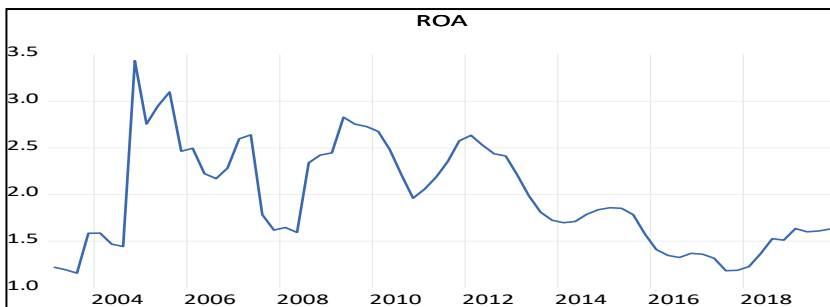
In a high loan interest rate environment, the level of borrowing decreases. This lowers the profit margin of banks. Businesses can use this information to plan borrowing, hiring, marketing, improvement and expansion plans. Inflation may seem to have a modest effect in the short future, but it can drastically destroy your money's purchasing power over the years and decades. Since the 1980s, inflation in Turkey has fluctuated and, starting in 1994, reached 138% in 1997. With a new economic program that switched to direct inflation targeting in 1998, Turkey took inflation under control to a large extent, and the average inflation rate between 1998 and 2019 was 8-9.7(Ermenek & Ener, 2022).

Exchange rates in developing countries are among the most researched subjects with the effect of internal and external shocks they face. The balance of trade relates to bank profitability as follows: when an importing and exporting firm have to decide to transact, they need a bank account, with this account they can do export and import trade, then the bank makes a profit. Therefore, if exports increase and imports decrease, banking profitability increases, if imports increase and exports decrease, bank profitability increases and also profitability increases by increasing imports and exports. The Turkish economy has been experiencing a foreign trade deficit problem for a long time. The trade balance in Turkey is generally negative. For example, the first quarter of 2003 (-1333,902) and the fourth quarter of 2019 (-2824,978) (Ari & Cergibozan, 2018).

The historical development of banking dates back to the 18th century BC. Although they were not called banks at the time, they had functions such as a safe where valuable commodity items were stored. Over time, as trade developed and the economic and social life brought about by urbanization began, banks became a part of life through trade, deposits, transactions and loans (Colvin, 2016). The banking sector in Turkey dates back to the 19th century during the Ottoman period. It was first established in 1847 as "Galata Bankers". Of the 35 banks established at that time, 3 were state banks, 15 were private banks and 17 were foreign banks (Atici & Gursoy, 2011). Over time, some banks have changed their names several times. For example, ING's banks were established as First National Bank of Boston in 1984, then this bank's name was changed to Turk Boston Bank in 1991 and Oyak Bank, which was purchased on behalf of ING Bank in 1996, was established on 7 July 2008. Also, JPMorgan Chase's bank, founded in 1984, and these banks changed its name from Chase Manhattan bank to Morgan Guaranty Private Bank in 2001, which became JPMorgan Chase and in 2005. These changes occurred as a result of the ownership structure (Akinci, Matousek, Radić, & Stewart, 2013).

The Turkish banking sector has gone through many crises in the last two decades, such as 2001 and 2008. The biggest problem of the Turkish banking sector was 2001 and certainly the 2008 global crisis (Repková & Stavárek, 2014). Since the subject of the study covers the years 2003-2019, it is useful to focus on the global financial crisis in 2008. The 2008 global financial crisis was triggered by excessive lending, which began in the United States and spread to many of the other economic countries affected by the crisis in Turkey. The trigger of the 2008 crisis, on the other hand, started with the collapse of the collaterals of the uncontrolled mortgage loans, which were overvalued in real estate prices (Bordo, 2008).

Figure 1. Turkish Banking Sector Profitability (ROA)(2003-2019)



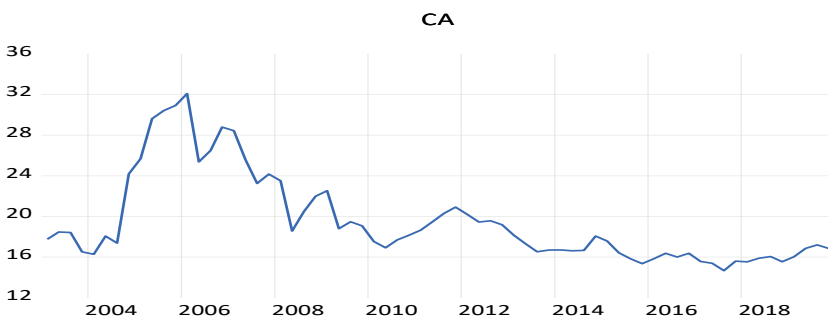
Source: <https://tradingeconomics.com/turkey/bank-return-on-assets-percent-after-tax-wb-data.html>

As can be seen in Figure 1, the profitability ratio in the Turkish banking sector is quite volatile in the period of analysis. If we look at the crisis periods and after, we can see that after the 2008 crisis, the profitability started to decrease and reached 2018 with a decreasing trend. Since the Turkish banking sector was in a very serious restructuring after the 2001 crisis, it remained as strong as possible during the crisis. He identified the steps the Central Bank took to prevent interest rates from rising overnight, such as lowering interest rates and narrowing the gap between lending rate and borrowing rate. During a crisis, the Central Bank lowered the reserve ratio from 6% to 5% to reduce intermediate costs and provide longer-term liquidity (Dincer, Gencer, Orhan, & Sahinbas, 2011).

The Turkish banking sector was unaffected by the crisis compared to US and European banks, as it has a solid track record in terms of capital adequacy. Overall the crisis, the Turkish banking sector has functioned properly to profit from the crisis, therefore, the number of employers and branches residing was taken into account, taking into account the fact that financial crises continue in other countries as well. In recent years, the Turkish banking sector has shown a greater growth compared to previous years (Aras, 2010).

The base of capital is in the banking sector (debt capital and equity). Therefore, in terms of finance theory, the capital relationship may be negative because financing equity carries higher payments than other financial instruments such as customer deposits and is included in long-term debt instruments and capital that will increase risk in the short term (Abdullah & Naser, 2015).

Figure 2. Turkish Banking Sector Capital Adequacy Ratio (CA) (2003-2019)

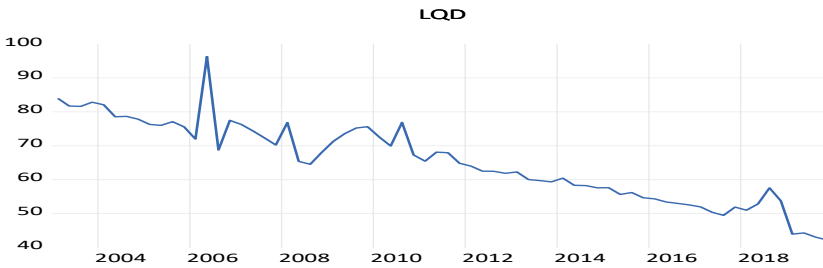


<https://www.ceicdata.com/en/indicator/turkey/capital-adequacy-ratio>

As seen in Figure 2, the capital adequacy ratio (CAR) of the Turkish Banking Sector (TBS) shows a general downward trend from 32% in 2006 to 17.1% as of December 2019.

In banking, the liquidity ratio is the currency or the balance of easily convertible assets and liabilities. Bordeleau and Graham, in their research using a group of US banks, emphasized that the profitability ratios of banks with high liquid assets are also high in the same parallel (Bordeleau & Graham, 2010). On the other hand, Lamberg and Valming concluded that liquid activities and their scope have no effect on bank profitability. Another finding of the study is that during the financial crisis, only liquidity forecasting and extended use of short-term lending had a positive impact on ROA (Lamberg & Vålming, 2009).

Figure 3. Turkish Banking Sector Liquidity Ratio (LQD) (2003-2019)

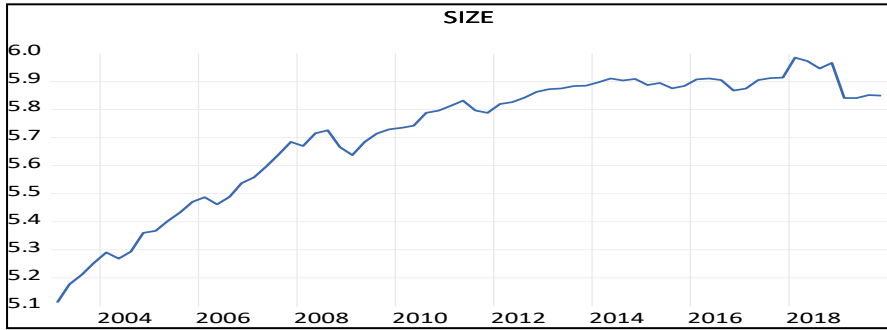


Source: <https://data.worldbank.org/indicator/FD.RES.LIQU.AS.ZS?locations=TR>

As can be seen in Figure 3, the liquidity ratio of the Turkish banking sector shows a continuous downward trend from 2003, which is the initial year, to 2019. The rate reached its highest value in 2006. The rate decreased from approximately 84 percent to 42 percent.

The size ratio is the logarithm of total assets, which explains the value of the banking sector for securities in a fund, and also explains how the asset affects supply, demand, and return on the bank. Thus, if the banking sector has increased its return, it has had a positive effect if it has increased the profitability of the banking sector, and if the banking sector has had to reduce its return, it has negatively affected the profitability of the banking sector. The studies that best explain the ratio of the size of the banking sector to its profitability are the studies of Pasiouras and Kosmidou (Pasiouras & Kosmidou, 2007) and Naceur and Omran (Naceur & Omran, 2011).

Figure 4. Turkish banking Sector Size (SIZE) (Bank Assets to GDP) (2003-2019)



Source: https://www.theglobaleconomy.com/Turkey/bank_assets_GDP/

In Figure 4, the size of the Turkish banking sector is given as the ratio of banking assets to GDP. It is clearly seen in Figure 4 that the ratio of the banking sector climbed from 5.1 percent to 5.9 percent in the period studied.

Table 1. List of Banks in Turkish Banking Sector

No	Banks	Groups	Date of Establish
1	Turkey Cumhuriyeti Ziraat Bank.	State Deposit Bank	1863
2	Turkey IS Bank.	Privately Deposit Bank	1924
3	Turkey Garanti Bank.	Privately Deposit Bank	1946
4	Akbank.T.	Privately Deposit Bank	1948
5	Yapi ve Kredi Bank	Privately Deposit Bank	1944
6	Turkey Vakıflar Bankası T.A.O.	State Deposit Bank	1954
7	Turkey Halk Bank	State Deposit Bank	1938
8	Finans Bank	Bank of Foreign	1987
9	Denizbank	Bank of Foreign	1997
10	Turkey Ekinomi Bank	Privately Deposit Bank	1927
11	HSBC Bank	Bank of Foreign	1990
12	ING Bank	Bank of Foreign	1984
13	Fortis Bank	Bank of Foreign	1964
14	Sekerbank T	Privately Deposit Bank	1953
15	İller bank	Bank of Investment and Development	1933
16	Türk Sınai Kalkınma bank	Bank of Investment and Development	1950
17	Türk Exim bank	Bank of Investment and Development	1987
18	Citi bank	Bank of Foreign	1980
19	Anadolu bank	Privately Deposit Bank	1996
20	Alternatif Bank	Privately Deposit Bank	1992
21	Euro bank Tekfen	Bank of Foreign	1992
22	Deutsche Bank	Bank of Foreign	1988
23	Tekstil Bank	Privately Deposit Bank	1986
24	Mellat Bank	Bank of Foreign	1982

Source:

<https://www.tbb.org.tr/en/banks-and-banking-sector-information/member-banks/url-list-of-banks/37>

Based on the above explanations, the purpose of this study is to investigate the relationship between the profitability of the banking sector and the internal factors of the sector and economic variables. For this, internal factors in the sector such as return on assets (ROA), capital adequacy ratio (CAR), liquidity ratio (LQD), size (SIZE), banking sector inefficiency (INEFF) and Gross Domestic Product (GDP) Between 2013 and 2019, it was examined whether there is a long-term

relationship with output (GDP), inflation rate (INF), interest rate (INT), exchange rate (EX) and trade balance (TB). Panel co-integration analysis was applied in the empirical part of the study. Briefly, the tests performed are panel unit root analysis, VECM analysis, and Granger Causality analysis.

Literature Review

Minetti et al. (2021), in which they analyzed the role of the banking sector and the financial sector with exports from 1997 to 2014, performed a random effect test. In the results of the study, they emphasized that they found a strong relationship between bank credit and the export sector and that this bank connects with exporters and gives credit to those who export, exports will affect a country's GDP (Minetti, Mulabdic, Ruta, & Zhu, 2021).

Katircioğlu et al. examined the relationship between banking profitability and oil price, inflation and growth in the ARDL Model between 1960 and 2015. According to the results of their study, they found that capital adequacy, liquidity, size, asset quality and inefficiency positively affect banking profitability (ROA) in the long run, and oil price has a negative and significant effect on ROA. That research was conducted in Turkey from 1960 to 2015 (Katircioğlu et al., 2020).

Analyzing the relationship of bank profitability and size to credit risk, Gross Domestic Product in Vietnam, Thi et al. found a negative correlation between profitability and bank size (Thi Thanh Tran & Phan, 2020). On the other hand, in the study examining the effect of bank structure on exports and imports, Claessens determined that besides the effect of bank structure on exports and imports, foreign banks are also effective. They found that foreign bank acceptance increased exports to the country of origin (Claessens & Van Horen, 2021).

Take İçelloğlu et al. they analyzed bank and foreign trade data in Turkey using linear regression, random effect and fixed effect model with the data they obtained between 2008-2018. According to the findings, the money provided by participation banks increases exports in Turkey. In terms of the Turkish economy and the value of the Turkish lira, it is critical to provide foreign currency inflows to the state through export (İçelloğlu & Öztürk, 2019). Batten et al. studied Vietnam's banking profitability between 2006 and 2014 using the linear regression model. In this research article, they found that the size ratio was negative and statistically significant with banking profitability, and the capital adequacy ratio was positive and statistically significant with banking profitability, while capital adequacy had a negative and significant relationship with banking profitability (Batten & Vo, 2019).

Al-Homaidi et al. analyzed banking profitability between 2008 and 2017 with the GMM model, using variables such as bank size, asset quality, capital adequacy, liquidity and operational efficiency. According to the findings of this study, bank assets, bank management ratios and bank size ratios have a positive and statistically significant relationship with bank profitability, while leverage ratio has a negative significant relationship with bank profitability and macroeconomic variables (Al-Homaidi, Tabash, Farhan, & Almaqtari, 2018). Petria et al. He determined banking profitability in the EU using fixed effect regression between 2004-2011. They analyzed that the banking sector profitability had no effect on size, and that capital adequacy had no statistically significant relationship with banking profitability (Petria, Capraru, & Ihnatov, 2015).

According to Sayılğan et al. According to the G research, the profitability of Turkish banks was analyzed using the micro solitary regression technique using monthly data and total balance sheets from 2002 to 2007. According to the regression results, the first difference in the ratio of inflation and off-balance sheet sales to total assets affects profitability factors. While the initial divergence in the ratio of INF and off-balance sheet transactions to total assets had a statistically significant negative effect on the effective performance according to the regression studies, the differences in macroeconomic factors at the beginning, the ratio of the budget balance to the sectoral production index, and the ratio of equity to total assets had positive effects on bank profitability indicators. has an effect (Sayılğan & Yildirim, 2009).

Data and Methodology

The 3-month values of the data used in the study in the 2003-2009 date range were used. Bank profitability is taken as the dependent variable (ROA), and the independent variables are capital adequacy ratio (CAR), liquidity ratio, inefficiency ratio, size, gross domestic product (GDP), inflation, exchange rate, interest rate, trade balance. The source of the data is basically the Banks Association of Turkey (www.tbb.org.tr) and the Central Bank of Turkey (www.tcmb.gov.tr), trading economics (www.tradingeconomics.com), the World Bank (www.worldbank.org) taken from websites.

Data

- i. Return on Assets (ROA) = [(Net Income/Total Assets) *100]: ROA measures the opportunity for management to integrate deposits at a reasonable price and use them in profitable assets.
- ii. Capital Adequacy Ratio (CAR) = {[(Tier1 Capital + Tier2 Capital) / Risk Weighted Assets] *100}: CAR is a measure that reflects a bank's adequate capital as a ratio of risk-weighted credit exposures. The CAR ratio, also known as the capital-risk-weighted asset ratio (CRAR), is used to defend depositors and support financial sector performance and stability.
- iii. Liquidity Ratio (LQD) = [(liquid assets/deposits)*100]: LQD ratios are a type of financial statistics that assess a borrower's capacity to repay current debt commitments without the need for outside capital.
- iv. Gross Domestic Product (GDP): GDP shows the Gross Domestic Product that has describe the total monetary or retail value of all goods and services produced within the boundaries of a country within a specific period.
- v. Inflation Rate (INF): INF is the gradual decline in the purchasing power of a currency. It is the percentage rise in the consumer price index (CPI).
- vi. Interest Rate (INT): It is the real interest rate.
- vii. Exchange Rate (EX): It is the real exchange rate.
- viii. Trade Balance (TB): When a country's imports surpass its exports for a considerable length of time, this is referred to as a trade deficit. This is commonly known as a negative trade balance. The opposite is the trade surplus.
- ix. Banking Sector Inefficiency (INEFF)
- x. Banking Size (SIZE)

Methodology

Panel data analysis is applied. The functional form of the model is:

$$ROA = f (CAR, LQD, INEFF, SIZE, GDP, EX, INF, INT, TB) \quad (1)$$

The econometric model is:

$$ROA_t = \beta_0 + \beta_1 CAR_t + \beta_2 SIZE_t + \beta_3 LQD_t + \beta_4 INEFF_t + \beta_5 GDP_t + \beta_6 INF_t + \beta_7 INT_t + \beta_8 EX_t + \beta_9 TB_t + \epsilon_t \quad (2)$$

All variables are converted into logarithms.

Findings

ADF and PP tests were used to evaluate the stationarity states of the variables. All factors were tested for unit root at level and baseline differences. It indicates that our data is stationary or non-stationary. It has been seen that the series of each variables has unit root in ADF unit root test at levels. It was observed that the series became stationary by testing at the intercept and trend at the first difference.

Table 2. Unit Root Test for the ADF in Level and 1st Difference Form

Variables	Model Specification	Level Prob.	Lag	1st diff. Prob.	Lag
LROA	Intercept and Trend	0.1016	4	0.005	10
LCAR	Intercept and Trend	0.2917	0	0.0001	1
LSIZE	Intercept and Trend	0.9628	4	0	3
LLQD	Intercept and Trend	0.0000	0	0	1
LINEFF	Intercept and Trend	0	0	0	1
LGDP	Intercept and Trend	0.662	4	0.0001	6
LINF	Intercept and Trend	0.1474	4	0	3
LINT	Intercept and Trend	0.5346	0	0	0
LEX	Intercept and Trend	0.5678	0	0	0
LTB	Intercept and Trend	0.0336	0	0	0

Source: Own calculations, Eviews 10.

In the Johansen Co-Integration Test, the first differences of the variables must be stationary. This test is necessary to measure the long-run relationship between

variables. All of the variables in the study are stationary at their first difference, that is, they are integrated in I(1).

Table 3. Panel Co-Integration Test Results

Unrestricted Cointegration Rank Test (Trace)

Hypothesized	Eigenvalue	Trance	0.05	
No. of CE(s)		Statistic	Critical Value	Prob.**
None *	0.73206	332.2286	239.235	0.0000
At Most 1 *	0.650989	246.6224	197.370	0.0000
At Most 2 *	0.571642	178.2000	159.5279	0.0032
3	0.409759	123.0932	125.615	0.0706
4	0.340770	88.82363	95.7536	0.1363

Trace test indicates 3 cointegrating eqn(s) at the 0.05 level

Source: Own calculations, Eviews 10.

Unrestricted Cointegration Rank Test (Maximum Eigenvalue)

Hypothesized		Max- Eigenvalue	0.05	
No. of CE(s)	Eigenvalue	Statistic	Critical Value	Prob.*
None *	0.732067	85.60626	64.5047	0.0002
At most 1 *	0.650989	68.42242	58.4335	0.0040
At most 2 *	0.571642	55.10673	52.3626	0.0255
3	0.409759	34.26961	46.2314	0.5072
4	0.340770	27.08439	40.0775	0.6270

Max-eigenvalue test indicates 3 cointegrating eqn(s) at the 0.05 level

According to the cointegration test results, both the trace and max eigenvalue tests statistics probability values are greater than the critical value at 5%. The null hypothesis of no co-integration can therefore be rejected at this level. Therefore,

we can say that there is a long-term interaction between bank profitability and independent variables in Turkey. On the other hand, there is a risk of losing some important information due to the lag levels taken while estimating the long-term relationship. For this reason, the vector error correction model (VECM) is recommended.

Panel VECM is to examine short-run and long-run dynamics.

Long-run cointegrating regression model:

-Co-integrating equation:

$$ROA_{t-1} = -164.86 - 1.2CAR_{t-1} + 7.05SIZE_{t-1} + 1.17E-05LQD_{t-1} - 2.84E-05INEFF_{t-1} + 0.156GDP_{t-1} + 16.36INF_{t-1} + 22.66INT_{t-1} - 7.62EX_{t-1} + 4.36TB_{t-1}$$

-Error Correction Model: The coefficient of the ECT(-1) which is the long-run component of the co-integrating equation is (-)

0.033 and its probability value is 0.0024 which is less than 0.05. This means that short run coefficients of the cointegrating variables are converging to equilibrium in the long run. That is they are granger causes the bank profitability (ROA) in the long-run. Together with this if the short-run components are statistically significant they infer short-run causality. In order to see if the short run coefficients are granger causes the bank profitability (ROA) in the short-run we run Wald test. According to the results of Wald test, Capital adequacy ratio (CAR), inflation rate (INF) and exchange rate (EX) are granger causing bank profitability in the short-run others are not.

Concluding Remarks

In this study, long-term and short-term relationships of banking sector profitability with bank control factors and external factors were evaluated.

According to the co-integration test results, the independent variables used in the study, CAR, SIZE, LQD, INEFF, INF, INT, EX and GDP, affect banking profitability in the long run. Short-run and long-run dynamics were examined with the vector error correction model. According to the results, the coefficient of ECT (-1), which is the error correction term, is negative (-0.033) and its probability (0.0024) is less than 0.05, that is, significant. That is, the coefficients of the variables come to equilibrium in the long run. and banking profitability. On the other hand, only capital adequacy ratio (CAR), inflation rate (INF) and exchange rate (EX) affect banking profitability in the short run.

References

- Abdullah, A.-M., & Naser, K. (2015). Determinants of capital structure of banking sector in GCC: an empirical investigation. *Asian Economic and Financial Review*, 5(7), 959-972.
- Acaravci, S. K., & Çalim, A. E. (2013). Turkish banking sector's profitability factors. *International Journal of Economics and Financial Issues*, 3(1), 27-41.
- Akinci, D. A., Matousek, R., Radić, N., & Stewart, C. (2013). Monetary policy and the banking sector in Turkey. *Journal of International Financial Markets, Institutions and Money*, 27, 269-285.
- Al-Homaidi, E. A., Tabash, M. I., Farhan, N. H., & Almaqtari, F. A. (2018). Bank-specific and macro-economic determinants of profitability of Indian commercial banks: A panel data approach. *Cogent Economics & Finance*, 6(1), 1548072.
- Aras, O. N. (2010). Effects of the global economic crisis on Turkish banking sector. *International Journal of Economics and Finance Studies*, 2(1), 113-120.
- Ari, A., & Cergibozan, R. (2018). Currency crises in Turkey: An empirical assessment. *Research in International Business and Finance*, 46, 281-293.
- Atici, G., & Gursoy, G. (2011). Financial crises and capital buffer: evidence from the Turkish banking sector. *Business Perspectives, Banks and Bank Systems International Research Journal*, 6(1).
- Batten, J., & Vo, X. V. (2019). Determinants of bank profitability—Evidence from Vietnam. *Emerging Markets Finance and Trade*, 55(6), 1417-1428.
- Bordeleau, É., & Graham, C. (2010). *The impact of liquidity on bank profitability*. Retrieved from
- Bordo, M. D. (2008). *An historical perspective on the crisis of 2007-2008*. Retrieved from
- Claessens, S., & Van Horen, N. (2021). Foreign banks and trade. *Journal of Financial Intermediation*, 45, 100856.
- Colvin, C. L. (2016). The past, present and future of banking history. In *The Routledge companion to business history* (pp. 103-120): Routledge.
- Dincer, H., Gencer, G., Orhan, N., & Sahinbas, K. (2011). A performance evaluation of the Turkish banking sector after the global crisis via CAMELS ratios. *Procedia-Social and Behavioral Sciences*, 24, 1530-1545.
- Ermenek, I., & Ener, M. A. (2022). Evaluation and Opinions on the World Bank's 2019-2020 Turkey Report on Resolving Insolvency and Doing Business. *Inonu UL Rev.*, 13, 29.
- İçellioglu, C. Ş., & Öztürk, M. B. E. (2019). The Contribution of Participation Banks to the International Trade in Turkey: A Panel Data Analysis. *Procedia Computer Science*, 158, 964-970.

- Katircioglu, S., Ozatac, N., & Taspınar, N. (2020). The role of oil prices, growth and inflation in bank profitability. *The Service Industries Journal*, 40(7-8), 565-584.
- Lamberg, S., & Vålming, S. (2009). Impact of Liquidity Management on Profitability: A study of the adaption of liquidity strategies in a financial crisis. In.
- Minetti, R., Mulabdic, A., Ruta, M., & Zhu, S. C. (2021). Financial structures, banking regulations, and export dynamics. *Journal of Banking & Finance*, 124, 106056.
- Naceur, S. B., & Omran, M. (2011). The effects of bank regulations, competition, and financial reforms on banks' performance. *Emerging markets review*, 12(1), 1-20.
- Pasiouras, F., & Kosmidou, K. (2007). Factors influencing the profitability of domestic and foreign commercial banks in the European Union. *Research in International Business and Finance*, 21(2), 222-237.
- Petria, N., Capraru, B., & Ihnatov, I. (2015). Determinants of banks' profitability: evidence from EU 27 banking systems. *Procedia economics and finance*, 20, 518-524.
- Repková, I., & Stavárek, D. (2014). Concentration and competition in the banking sector of Turkey. *Amfiteatru Economic*, 16(36), 625.
- Sayilgan, G., & Yildirim, O. (2009). Determinants of profitability in Turkish banking sector: 2002-2007. *International Research Journal of Finance and Economics*, 28, 207-214.
- TCMB. (2022). *Makroekonomik Görünüm*. Retrieved from
- Thi Thanh Tran, D., & Phan, H. T. T. (2020). Bank size, credit risk and bank profitability in Vietnam. *Malaysian Journal of Economic Studies*, 57(2), 233-251.
- Uygur, E. (2010). *The global crisis and the Turkish economy*. Retrieved from



CHAPTER
3

VIOLENCE EXPOSURE OF WOMEN PHYSICIANS AND THEIR PERSPECTIVES ON INDIVIDUAL ARMAMENT

Murat Bora GOKKAYA

Ted Atakent High School

Introduction

"Violence; the intentional use or threat of physical force or power directed against a person, a group or society that results in or is likely to result in injury, death, psychological harm, maldevelopment or deprivation" (1). This definition of violence has been the base of the fight against violence in many countries of the world.

The phenomenon of violence and aggression, which encompasses all areas of social life in Turkey, as in many countries, is mostly encountered in the health care sector when the workplace environment is taken as the base of comparison. Violence perpetrated by patients and their relatives against healthcare professionals, by healthcare professionals to patients and their relatives, and even by healthcare professionals to each other; especially in recent years, it is frequently on the agenda of Turkey since it is constantly on the rise.

Worldwide, between 8% and 38% of healthcare workers experience some form of violence at some point in their career (2). In addition, the prevalence of physical aggression varies between 35-93%, 71%, and the prevalence of non-physical violence varies between 38-90% (3).

The International Labor Organization (ILO) and the International Council of Nurses (ICN) prepared a joint report in 2002 for the World Health Organization (WHO) titled "Workplace Violence in the Health Sector." This report indicated that more than half of health care workers reported physical or psychological violence at least once during their previous year of work (physical violence: 75.8% Bulgaria, 67.2% Australia, 61% South Africa, 60% Portugal, 54% Thailand, 46.7% Brazil)(4).

Although workplace violence is a global problem, recent studies have reported a higher magnitude of violence in low and middle-income countries (5-8). Severe understaffing for healthcare (9), overworking in overcrowded hospitals and consequent feeling of burnout (10), lack of adequate facilities and logistics to provide healthcare (9,11), pre-existing socio-behavioral problems of patients and healthcare providers. problems (6,9,12), critical factors such as high cost of accessing healthcare (13,14), lack of appropriate safety precautions (15,16), and many more have been associated with workplace violence in resource-constrained contexts.

An individual's need or desire to be armed dates back to the start of human history, with the influence of the social environment as well as the natural environment. People and the governments had to take the necessary measures to ensure the safety of themselves, their relatives and their fellow citizens. In discussions about individual armament, those who advocate the idea that the individual can best protect himself/herself see individual armament as legitimate, while those who demand the prohibition of individual armament argue that it increases the tendency to crime and therefore negatively affects the rule of law and want it to be banned. While there is high levels of contradiction on the subject, the attitudes of states are the determinant factor (17).

The aim of this study is to evaluate the perspective of female physicians on violence and to investigate their thoughts on individual armament, with the recent increase in violence against physicians.

Methods

An online cross-sectional questionnaire was applied to female physicians between 15.12.2022 and 25.12.2022. The questionnaire was sent to the volunteer participants via WhatsApp messages and their personal information was excluded. Data were collected from various hospitals and healthcare centers in Turkey. Sample size strength was determined using <http://sampsizе.sourceforge.net/iface/>. The power analysis gave an estimated power of 0.95, indicating that the estimated sample size was sufficient (n=203).

Informed consent was obtained from all participants after informing them about the study based on the provisions of the Declaration of Helsinki regarding research on human subjects.

SPSS 22.0 Windows version program was used for statistical analyses. Chi-squared tests were used to describe bivariate relationships between the independent variables.

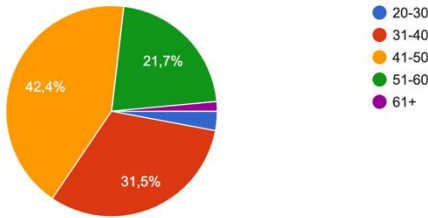
Results

Excluding 2 participants who provided incomplete or insufficient information, the final sample consisted of 203 female physicians aged 20-60+.

Figure-1: Demographic Features of Physicians (Age, Experience)

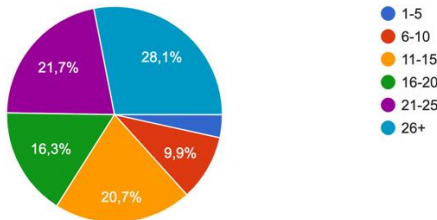
1. Yaşınız ?

203 yanıt



2. Kaç yıldır doktorsunuz?

203 yanıt



The highest age range of female physicians was 41-50 (42.4%). 28.1% have more than 26 years of clinical experience; 21.7% have 21-25 years of clinical experience; 3.4% have 1-5 years of clinical experience (**Figure-1**).

Table-1: Specialized Professions (%)

EMERGENCY MEDICINE	3.9
FAMILY MEDICINE	15.8
ANESTHESIOLOGY	6.4
BRAIN SURGERY	1.5
PEDIATRIC DISEASE	5.4
INTERNAL MEDICINE	1
DERMATOLOGY	1
DENTIST	9.4
SPECIALIAZED DENTIST	8.9
PHYSICAL MEDICINE&REHABILITATION	4.9
PULMONARY DISEASE	1.5
OPHTHALMOLOGY	2.5
OBSTETRICS & GYNECOLOGY	3.4
CARDIOLOGY	0.5
EAR, NOSE AND THROAT	2
NEUROLOGY	6.4
ONCOLOGY	0.5
PSYCHIATRY	4.9
RADIOLOGY	3
OTHERS	17.1

Between specializations of physicians; 32(15.8%) were family medics, 19(9.4%) were dentists, 18(8.9%) were specialized dentists and 13(6.4%) were neurologists and 13(6.4%) were anesthesiologist. The number of female physicians in the branch of Cardiology and Oncology is the lowest with only 1 participant making (0.5%) of the total sample size. There are no female physician participants in the branches of urology, cardiovascular surgery, aesthetic and plastic surgery, orthopedics and traumatology (Table-1). The rates of exposure to verbal violence among emergency physicians and family physicians are 100% and 97% and the rate of exposure to physical violence is 62.5% and 16%, respectively. The rate of exposure to verbal violence for psychiatrists is 90%, and the rate of exposure to physical violence is 70%.

Although 20.2% of the physicians experienced physical violence, 91.6% stated that they experienced verbal violence. In addition, 70.9% of them said that they do not feel safe in their workplaces. However, while 8.9% of the physicians had individual weapons, 61.6% stated that they were considering purchasing individual weapons. While 48.3% of them were planning to buy pepper spray, 12.8% of them stated that they were planning to buy electroshock devices, 3.9% of them were planning to buy guns and 1% of them were planning to buy batons. The answers to the question of “Do you think that the state should make the necessary legal arrangements and give individual armament permission to physicians?” was “Yes” 50.7% and “No” 49.3%. “Do you think that the state has made adequate legal arrangements and taken necessary practices to prevent violence against physicians?” The answer to the question was 3.4% yes and 96.6% no. (Table-2).

Table-2: Opinions of female physicians on violence and individual armament

Have you ever been exposed to physical violence during your % employment?

YES	20.2
NO	79.8

Have you ever been exposed to verbal violence during your employment?

YES	91.6
NO	8.4

Do you feel safe at your workplace?

YES	29.1
NO	70.9

Do you have an individual weapon?

YES	8.9
NO	91.1

Do you think of acquiring any individual weapon?

(Pepper spray, electroshock device, gun, etc.)

YES	61.6
NO	38.4

Do you think that government should make the necessary legal arrangements and give individual armament permission to physicians?

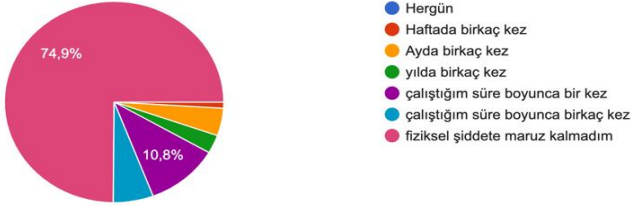
YES	50.7
NO	49.3

Do you think that government has made adequate legal arrangements and necessary practices to prevent violence against physicians?

YES	3.4
NO	96.6

Figure-2: Female Physicians Responses of How Often They Exposure Physical and Verbal Violence

6. Ne kadar sıklıkla fiziksel şiddete maruz kaldınız?
203 yanıt



7. Ne kadar sıklıkla sözlü, psikolojik şiddete maruz kaldınız?
203 yanıt



10.8% of the female physicians were exposed to physical violence once during their employment, 5.9% of them faced physical violence several times during their working time, 4.4% several times a month, 3% several times a year, 1% several times a week; 74.9% of them were not exposed to physical violence before in their career. In addition, 85% of physicians who have 1-5 years of work

experience faced verbal violence several times a week; 28.3% of 26+ year old physicians have been exposed to verbal violence several times during their employment. However, 2.5% of the physicians said that they have not been exposed to verbal violence. 24.1% said that they faced verbal violence several times during their work; 22.7% several times a month; 19.7% several times a week and 15.8% stated that they were exposed to verbal violence several times a year. (Figure-2).

Table-3: Comparisons of the relationships between individual armament, exposure to violence, feeling safe, and thinking whether the state takes precautions.

		Have an individual weapon		P
		YES	NO	
		n(%)	n(%)	
Exposed to physical violence	YES	1 (5.6)	41 (22.2)	0.060
	NO	17 (94.4)	144 (77.8)	
Exposed to verbal violence	YES	18 (100)	168 (90.8)	0.069
	NO	0 (0)	17 (9.2)	

		Feel safe at workplace		P
		YES	NO	
		n(%)	n(%)	
Exposed to physical violence	YES	10 (16.9)	32 (22.2)	0.400
	NO	49 (83.1)	112 (77.8)	
Exposed to verbal violence	YES	45 (76.3)	141 (97.9)	0.001*
	NO	14 (23.7)	3 (2.1)	

		Planning to acquire any individual weapon		P
		YES	NO	
		n(%)	n(%)	
Exposed to physical violence	YES	35 (28)	7 (9)	0.001*
	NO	90 (72)	71 (91)	
Exposed to verbal violence	YES	118 (94.4)	68 (87.2)	0.071
	NO	7 (5.6)	10 (12.8)	

		Government should make the necessary legal arrangements		P
		YES	NO	
		n(%)	n(%)	
Have an individual weapon	YES	1 (14.3)	17 (8.7)	0.633
	NO	6 (85.7)	179 (91.3)	
Planning to acquire any individual weapon	YES	4 (57.1)	121 (61.7)	0.807
	NO	3 (42.9)	75 (38.3)	
Feel safe at workplace	YES	3 (42.9)	56 (28.6)	0.433
	NO	4 (57.1)	140 (71.4)	

* $p < 0.05$ is significant, Chi-square test

There was a statistically significant relationship between being exposed to verbal/physical violence and not feeling safe at workplace; resulting in a demand for acquiring any individual weapons ($p=0,001$) ($p < 0.05$) (Table-3).

DISCUSSION

Workplace violence against healthcare workers is a pervasive and persistent public health problem worldwide (1) and it is an occupational hazard that is often under-reported and continues to worsen (18).

The concept of individual armament is different from other types of armament in terms of content and purpose, and it occurs when civilians want to ensure their own security other than ideological purposes, procure and keep weapons for socio-cultural and psychological reasons (19).

According to the research conducted by Small Arms Survey, Turkey ranks tenth (10th) in terms of the number of guns per capita when those who own guns legally or illegally are taken into account (20).

In the study of Bairy et al. (2007), 89.8% of the participants stated that they were junior doctors, 57.9% of them were under the age of 30, and these groups were exposed to violence more than senior doctors. In our study results, it was found that experienced older doctors were exposed to less verbal violence.

Gascon et al. (2013) said that 11% of health workers were exposed to physical violence at least once in their lives, and 5% of them were exposed to physical violence more than once in their lives, in line with the findings they obtained as a result of the survey in which 1826 participants participated in Spain. It has been determined that 64% of healthcare workers are faced with threats, intimidation and insults. It was observed that 34% of them were exposed to intimidation and insult at least once, 23.8% of them more than once, 35% of them at least once and 24.3% of them constantly insulted. It has been underlined that these rates are mostly realized in fully equipped hospitals and emergency and psychiatry departments. In our study, it was determined that emergency physicians, family physicians and psychiatrists were exposed to verbal and physical violence at a high rate.

Khan et al. (2021) applied a questionnaire to 842 health workers in their study and doctors were found to be the group exposed to violence by 24% (104) among health workers. It was found that the rate of exposure to violence by health personnel 2-5 times during the year was 55%, and most of the attacks occurred in the emergency room (34%). In our study, the rate of exposure to physical and verbal violence was observed as 3% several times a year and 15.8% several times a year, respectively.

167 doctors participated in the survey conducted by Hamzaoglu and Türk, and 40.7% of them were exposed to physical violence; 94.6% stated that they were

exposed to verbal violence. Many participants who were victims of physical violence or verbal abuse as a result of their work did not report the incidents because they thought it would not bring any benefit; They stated that regulations on effective communication training, changes in workplace conditions and effective implementation of violence prevention procedures can help reduce the rates of verbal abuse and physical violence in the health sector. In our study, most of the participants stated that they were exposed to verbal violence, that they did not feel safe in their work environment, and that they did not think that the state had taken adequate measures to prevent violence.

CONCLUSION

Our study is the first study on female physicians' measuring their level of being exposed to physical/verbal violence, their feelings of safety, their will to own/not own a gun in the face of increasing violence today. Between being exposed to physical violence and thinking about acquiring an individual armament; a significant relationship was found between exposure to verbal violence and feeling safe. In the long-term, we think that physicians may have individual armament demands in health care institutions, different and strict regulations may be needed in order to be able to work with confidence and to prevent violence.

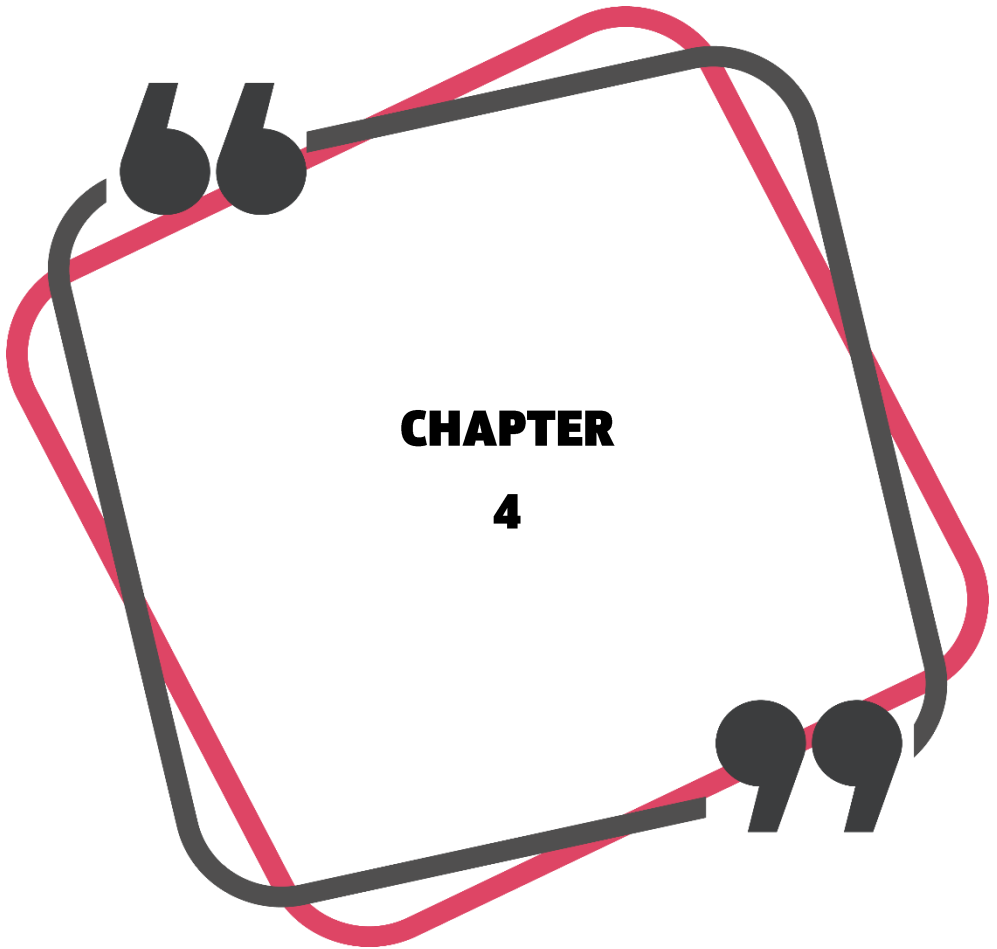
REFERENCES

1. World Health Organization (WHO) Report (2002/4), Violence and Health: Summary, Geneva.
2. World Health Organization (WHO). Violence against health workers. *WHO*. 2018. https://www.who.int/violence_injury_prevention/violence/workplace/en/. Accessed August 24, 2019.
3. Magnavita N, Heponiemi T. Violence towards health care workers in a Public Health Care Facility in Italy: a repeated cross-sectional study. *BMC Health Serv Res*. 2012;12:108. doi:10.1186/1472-6963-12-108.
4. Keser ON, Bilgin H. Türkiye’de Sağlık Çalışanlarına Yönelik Şiddet: Sistemik Derleme. *Turkiye Klin J Med Sci*. 2011;31(6):1442–1456.
5. Cheung T, Lee PH, Yip PSF. The association between workplace violence and physicians’ and nurses’ job satisfaction in Macau. *PLoS One*. 2018;13(12):e0207577. doi:10.1371/journal.pone.0207577.
6. Zafar W, Siddiqui E, Ejaz K, et al. Health care personnel and workplace violence in the emergency departments of a volatile metropolis: results from Karachi, Pakistan. *J Emerg Med*. 2013;45(5):761-772. doi:10.1016/j.jemermed.2013.04.049.
7. Feijó FR, Gräf DD, Pearce N, Fassa AG. Risk Factors for Workplace Bullying: A Systematic Review. *Int J Environ Res Public Health*. 2019;16(11). doi:10.3390/ijerph16111945.
8. Fang H, Zhao X, Yang H, et al. Depressive symptoms and workplace-violence-related risk factors among otorhinolaryngology nurses and physicians in Northern China: a cross-sectional study. *BMJ Open*. 2018;8(1):e019514. doi:10.1136/bmjopen-2017-019514.
9. ALBashtawy M, Al-Azzam M, Rawashda A, Batiha A-M, Bashaireh I, Sulaiman M. Workplace violence toward emergency department staff in Jordanian hospitals: a cross-sectional study. *J Nurs Res*. 2015;23(1):75-81. doi:10.1097/jnr.0000000000000075.
10. Duan X, Ni X, Shi L, et al. The impact of workplace violence on job satisfaction, job burnout, and turnover intention: the mediating role of social support. *Health Qual Life Outcomes*. 2019;17(1):93. doi:10.1186/s12955-019-1164-3.

11. Hamdan M, Abu Hamra A. Workplace violence towards workers in the emergency departments of Palestinian hospitals: a cross-sectional study. *Hum Resour Health*. 2015;13(1):28. doi:10.1186/s12960-015-0018-2.
12. Pekurinen V, Willman L, Virtanen M, Kivimäki M, Vahtera J, Välimäki M. Patient Aggression and the Wellbeing of Nurses: A Cross-Sectional Survey Study in Psychiatric and Non-Psychiatric Settings. *Int J Environ Res Public Health*. 2017;14(10):1245. doi:10.3390/ijerph14101245.
13. d’Ettorre G, Pellicani V. Workplace Violence Toward Mental Healthcare Workers Employed in Psychiatric Wards. *Saf Health Work*. 2017;8(4):337-342. doi:10.1016/j.shaw.2017.01.004.
14. Cai W, Deng L, Liu M, Yu M. Antecedents of medical workplace violence in South China. *J Interpers Violence* 2011;26(2):312-327. doi:10.1177/0886260510362885.
15. Jafree SR. Workplace violence against women nurses working in two public sector hospitals of Lahore, Pakistan. *Nurs Outlook*. 2017;65(4):420-427. doi:10.1016/j.outlook.2017.01.008.
16. Bayram B, Çetin M, Çolak Oray N, Can İÖ. Workplace violence against physicians in Turkey’s emergency departments: a cross-sectional survey. *BMJ Open*. 2017;7(6):e013568. doi:10.1136/bmjopen-2016-013568.
17. Tuncel G, Acar A. Türkiye’de Siyasi Partilerin Bireysel Silahlanmaya Bakışı. *Dicle Üniversitesi İktisadi ve İdari Bilimler Fakültesi Dergisi* 2021; 12(23): 335-57.
18. Richardson SK, Grainger PC, Ardagh MW, Morrison R. Violence and aggression in the emergency department is under-reported and under-appreciated. *N Z Med J* 2018;131(1476):50–58.
19. Kaya P. Güvenli yaşam için hukuk. *Umut Vakfı*, 2012; 1-9.
20. Karp A. Estimating global civilian-held fire arms numbers. Geneva: Small Arms Survey, 2018.
21. Bairy K, Thirumalaikolundusubramanian P, Sivagnanam G, Saraswathi S, Sachidananda A, Shalini A. Bullying among trainee doctors in Southern India: A questionnaire study. *J Postgrad Med*. 2007;53(2):87-91. doi:10.4103/0022-3859.32206

22. Gascón S, Martínez-Jarreta B, González-Andrade JF, Santed MA, Casallo Y, Rueda MA. Aggression Towards Health Care Workers in Spain: A Multi-facility Study to Evaluate the Distribution of Growing Violence Among Professionals, Health Facilities and Departments. *Int J Occupational and Environmental Health* 2009; 15(1):29-35.
23. Khan MN, Haq ZU, Khan M, Wali S, Baddia F, Rasul S, Khan S, Polkowski M, Ramirez-Mendoza YJ. Prevalence and determinants of violence against health care in the metropolitan city of Peshawar: a cross sectional study. *BMC Public Health* 2021; 21: 330 <https://doi.org/10.1186/s12889-021-10243-8>.
24. Hamzaoglu N, Turk B. Prevalence of Physical and Verbal Violence Against Health Care Workers in Turkey. *International Journal of Health Services* 2019;49(4):844–61.

ISBN: 978-625-6971-27-1



CARRYING HUMANKIND TO THE NEXT LEVEL: CLEANER AIR FOR SUSTAINABLE FUTURES*

Assist. Prof. Leman GİRESUNLU, Ph.D

Dokuz Eylül Üniversitesi

ORCID ID: 0000-0002-1352-1361

1. INTRODUCTION

Coal had been a prime mover in energy supply, from the Industrial Revolution (Britannica, 27 October 2022) onwards, generating extensive wealth, and prosperity worldwide. Needless to say, its detrimental aspects in nature's desecration have always been acknowledged. Much recently activists manifesting against the expansion of a coal mine, on a German village was news; and amidst the detainee Greta Thunberg was located:

According to a report from the Associated Press (AP), Thunberg joined thousands of protesters who gathered in the western German village of Luetzerath over the weekend in protest of the government reaching a deal with a utility company to demolish the town in order to expand the coal mine. On Saturday, protesters who attempted to get close to the edge of the mine were pushed back by police, who used water cannons and batons to control the crowd, reported AP.(Lewis, 17 January 2023).

To get their concern heard, Greta Thunberg, and her companions manifest in an already developed country. However obviously the need for potent energy in industrial use, necessitates harvesting the "lignite mine" nearby in Luetzerath, despite its potential environmental inconveniences. Although these arrestations

* This current study is developed from a former presentation already made at ASEAD 10. Uluslararası Sosyal Bilimler Sempozyumu/EJSER 10th International Symposium on Social Sciences 19-21 Kasım/November 2022 TÜRKİYE/TURKEY, under the title: *In the Wake of Space Mining, "How Green is My Valley"?* and its abstract is already published at the Bildiri Özet Kitabı/Conference Abstracts Book, on November 30th 2022 in Ankara (p.7) ISBN: 978-625-8045-83-3

were later deemed to be fake, and said to be enacted as a media event, the activists' message obviously reaches its destination. The right for proper air to breathe, and proper water to drink, should be every human being's right on this planet. Meanwhile atrocious quantities of pollutants have already accumulated and started to be collected from the oceans.

Over the matter of air pollution, already in the World Health Organization (WHO) web site, a news article released through Copenhagen, and Geneva, titled:

“New WHO Global Air Quality Guidelines aim to save millions of lives from air pollution,” lists air pollution related adverse medical effects over human health, highlighting the necessity for proper air quality to breath (Organization, 22 September 2021). On the same site, the fact sheets, and measures listed, provide appropriate steps in maintaining proper air quality. Once adhered properly, such measures in pollution prevention can already help reverse adverse, life threatening conditions.

Nonetheless fossil fuel use in developing countries is still rampant; especially for the energy it provides, and its relatively low cost, compared to many others. Especially where alternative energy infrastructures are still missing or underdeveloped, and housing insulation measures are below standards or even missing, devastating air pollution results maybe hardly prevented. Let alone where household energy production is not even existent. Sadly however, in areas with almost 365 days sunshine fully radiating, households still burning coal, wood or else the least for warming hot water in a kettle, let alone for heating, provide sufficient pollution into that common air for everybody else, to breathe.

Additionally, the unusually warm air temperatures in wintertime, leave most households and or gas providing centrals in limbo. Stoves running on coal or wood for heating, even natural gas transmission related emission, in such lukewarm winter days, due to atmospheric air pressure hanging low, and loaded with harmful particles over cities, find its way back through non insulated window, and door sills, polluting the indoor air people hope to breathe.

2. From Reality to Fiction: Towards a Way out from Air Pollution

In a 1970s dystopic novel, science fiction, movie and Tv serial, titled: *Logan's Run*, developed from the dystopic novel by William F. Nolan, and George Clayton Johnson published in 1967 (William F. Nolan, 1967), the story portrays a community in a distant future, in 2116; with the members' life span, planned not

to exceed 21 years of age. They would have to be exterminated once the flashing crystal inside their palm transforms from red to black. However some would discover a possibility to escape from extermination, in order to live longer. To keep the system functioning intact, an extermination squad called: “deep sleep operatives a.k.a. sandmen,” were appointed to capture, and kill all those who would try to escape, a.k.a. the “runners.”

This dystopic population living sequestered inside a dome-like structure would be unaware of the life outside. As they were allowed to live until 21 years old, neither knowing about old age. With a few brave people venturing out, the narrative would unravel. Especially with the movie, Tv sequels; and with further novels published over the same theme, new adventures would be cherished by spectators, and readers (Baak, 4 December 2019). Surely, such dystopic stories emanating fantastic lives and technologies, until transformed into reality are safe for viewing at a distance.

Yet at its earliest phase the industrial revolution, with meager means to devise its amenities, had people suffer of its extremes. Thus the era had also made people read poems such as William Blake’s *The Chimney Sweeper: When my mother died I was very young* (Blake, 1789). The poem was known to be published as part of Blake’s *Songs of Innocence*, published in, 1789 and *Songs of Experience* in 1794 as an interchangeable challenge between the conceptions of Innocence and Experience, which the Oxford Anthology of English Literature Volume II explains in the following:

Since Innocence and Experience are states of the soul through which we pass, neither is a finality, both are necessary, and neither is wholly preferable to the other. Not only are they satires upon one another, but they exist in a cyclic relation as well. Blake does not intend us to see Innocence as belonging to childhood and Experience to adulthood, which they would be not only untrue but also uninteresting.

The relation of the pairs of poems, where they exist does not appear to be schematic, but varies from instance to instance. The matching of “The Divine Image” and “The Human Abstract” seems to be the crucial one, since it shows the widest possibilities of relationships, and demonstrates vividly what readers are too likely to forget, which is that Innocence satirizes Experience just as intensely as it itself is satirized by Experience, and also that any song of either satire also a kind of satire upon itself (Hollander, 1973, pp.,18).

Thus to put it briefly the poem *The Chimney Sweeper: When my mother died I was very young* (Blake, 1789) which depicts small children’s abuse in chimney

cleaning jobs, for their stature permitting such tasks: with poverty stricken parents, giving away their children to such desecration at such tender ages for labor. Criticism obviously falls upon those that are more experienced undermining the rights of the innocents. Thus being the case, the issue is not new, neither unbeknownst to any. At every stage of human development, industrial means and ends do compete testing the limits of human endurance.

Cecelia Tichi's renown book *Technology, Literature, Culture in Modernist America* (Tichi, 1987) provides a comprehensive overview of major opinions, and sentiments prevalent in American Culture, from the turn of the century until the 1950s. Foremost, Tichi takes into consideration, "human beings as designers of machinery," facilitating human lives, not only in material terms but symbolically as well. For this, Tichi focuses upon the "gear and girder" technology, from the turn of the century up until the 1950s roughly. She is especially bringing into the fore, values and concepts central to the production process, as, "progress," "instability," "waste and efficiency":

Gear-and-girder technology defined human beings as designers in a world of machines. It fostered belief that the material world was a congeries of machines and structures made up of component parts. The structures and machines, whether products of nature or of humankind, were thought to function with varying degrees of efficiency. This dominant technology encouraged the idea that human beings, as designers, could improve the strength and efficiency of the material world. On the face of it, this technology is one of unfettered optimism. It supports the idea of continual progress, at least in the material world. It implies the potential for progressive improvement in human affairs. To achieve this progress, it suggests, human beings need only press on in their role as designers. Their ingenuity can achieve new and better machinery in every area of nature and culture. But so optimistic an outlook rested on—in fact, apparently sprang from—a far more somber worldview. For the gear-and-girder world existed in a dialectic relation to another, much darker world in which nature and civilization were subject to flux and upheaval. This was the world of instability, proclaimed by novelists, psychologists, and sociologists. This world was defined by the constant changes, shiftings, destabilizing movements of the material world, including those in the realm of civilization and of the human organism itself. Thus the gear-and girder world was thought to cohabit another domain, one which presupposed sudden, dreadful fluctuations and changes (Tichi, 1987).

Currently heightened awareness in environmental concerns, are becoming globally visible at levels of activism with Greta Thunberg, starting from late 2019

(NA, 9 August 2022). Her popular initiatives helped towards establishing grounds of negotiations in several venues (2019 UN Climate Action Summit in New York, the 2019 United Nations Climate Change Conference in Santiago, Chile and elsewhere) in lowering carbon emission levels to achieve eventually a state of “Carbon neutrality”(NA, 5 December 2022,) where “net-zero carbon dioxide emissions” need be obtained worldwide. Based upon the need to reduce carbon emission, several measures went to practice from preventive measure in deforestation, as in Brazil and elsewhere, to “sustainable development” evolving from a buzz word to a common terminology, almost the zeitgeist defining our era.

Meanwhile coal extraction, alongside other fossil fuels, continue to be a major energy supply for countries’ needs. Yet, developments in the sciences need not be underestimated: such as innovative studies in robotics engineering on coal extraction in China (Kexue Zhang, 12 Jan 2022). For under given measures to meet “net-zero carbon dioxide emissions” such advanced study in coal extraction via robotics, may need be approached with caution.

While seemingly applicable to everyday coal extraction methods to do away with human casualties in the mines, such projects maybe applicable unless gas emission into the atmosphere is neutralized. Any other resources from “shale gas,” and or “tight oil” all fall under fossil fuels, to put it rather simply (NA, 2 December 2022). Nevertheless expert opinion is in need in this regard.

3. Creative Designs in Saving the Planet: Daan Roosegaarde’s example

Unless the atmosphere in any habitable zone will be rendered favorable for humans to live by in the long run, gas emissions need to meet “net-zero” levels as explained by experts. In this regard, although to cleans air in local communities may appear to be rather fancy, it still appears worth the try, as in the project designed by Daan Roosegaarde who describes it in his web site, in the following:

World's first smog vacuum cleaner which creates clean air parks.
SMOG FREE PROJECT is a campaign for clean air led by Daan Roosegaarde to reduce air pollution and provide an inspirational experience of a clean future. The project includes a series of urban innovations, such as, the SMOG FREE TOWER which provides a local solution of clean air in public spaces. It is combined with workshops with governments, students and the clean-tech industry to work together and make a whole city smog free. SMOG FREE PROJECT campaigns launched in South Korea, China, the Netherlands, Mexico, and

Poland. Daan Roosegaarde: "We are on a mission for clean air." (Roosegaarde, 2015)

The Project first displayed in Rotterdam in the Netherlands on September 5, 2015 is a winner of several awards. The Specifications, and description of the project explains in the following:

SMOG FREE TOWER is a 7 meter tall aluminium tower using only 1170 watts of green electricity and positive ionisation technology. The functioning of the SMOG FREE TOWER has been validated by professor Dr. Bert Blocken of the Eindhoven University of Technology and is successfully implemented in South Korea, China, the Netherlands and Poland (Roosegaarde, 2015).

The SMOG FREE PROJECT is a long term campaign for clean air in which Daan Roosegaarde and his team of experts have created the world's first smog vacuum cleaner. The 7-meter tall SMOG FREE TOWER uses patented positive ionisation technology to produce smog free air in public spaces, allowing people to breathe and experience clean air for free. It is equipped with environment-friendly technology, cleans 30,000 m³ per hour and uses a small amount of green electricity. The SMOG FREE TOWER provides a local solution for clean air such as in parks. The function of the SMOG FREE TOWER has been validated by results compiled by the Eindhoven University of Technology. (Roosegaarde, 2015).

Daan Roosegaarde along this line also introduces other projects such as SMOG EATING BILLBOARD in his web site.

Yet certain people might still approach with caution to such smart inventions as for the rampant irony, and critical sentiment that already caters into it in popular culture. For one, the latest highly ironic Netflix series in nine episodes, the dark comedy *Man vs. Bee* (2021) deemed to be: "Quirky, Goofy," starring Rowan Atkinson, a.k.a. Mr. Bean (Atkinson, 2022) which puns over smart houses challenging human capacities as nuisance.

Cecelia Tichi, within the context of *Technology, Literature, Culture in Modernist America* (Tichi, 1987) elaborates upon times of change with their changing measures underway, to maintain that delicate balance of production and positive thinking with various imbalances in nature, was the key. From the turn of the century, people had managed to make use of machines for their ends, yet when was time to implement regulations for human survival, so it was the case to introduce, and operate through concepts such as, efficiency and waste.

In current times therefore where “net-zero carbon dioxide emissions” which has become the ultimate necessity, to prevent people from suffocating under smog, until more effective energy production measures will be implemented, need be recognized worldwide. Otherwise that would be rendering hospitals inoperable, especially in a moment in time where production, and the supply chain has ceased to function properly since the Covid 19 Pandemic. Although by small steps, local precautions need be implemented swiftly.

For one, worldwide preventive measures have already been rehearsed during the Covid 19 Pandemic: with vaccine production, distribution, digital pass production, public hygiene instructions as effective behavior patterns preventive against further contamination. Thus the next best move would be disseminating global awareness for fresh air, and lung care. Not only for us as individuals, but also for the generations to follow; for fetuses developing in their mothers’ womb; for babies strolling in their perambulators; for kids playing in playgrounds; for athletes exercising and competing; for workers laboring outdoors under extreme conditions: such immediate examples can be increased. For we have no place else to go, and it would be too early to die at 21 years of age as in the dystopic story of *Logan’s Run*; due to breathing polluted air in our real lives in the 21st century.

The latest news announced by the U.S. Department of Energy (Energy.gov, 13 December 2022) over ongoing “fusion energy” experiments’ success (Pearl, 13 December 2022) arrived as a last minute new year gift to the entire world community on Monday December 5th 2022 (Energy, 13 December, 2022). Yet scientists are to reveal its applicability, and practicality for sure. Although certain countries such as Luxembourg collaborating with the European Space Agency are taking the lead (Bloomberg, 2021), it is still a long run, until new frontiers in space, are to be harvested in supplementing our planet’s energy needs.

We are currently witnessing at awe, SpaceX missions with reusable Falcon rockets, carrying “payloads” to earth orbit, and returning in ultimate precision to their launching pads. This is the latest technological miracle our era can witness right in Florida, USA. Viewing those Falcon rockets’ multiple take off and landings via Twitter alerts, in the comfort of our homes, is “more than science fiction,” as Elon Musk mentions in the *Countdown Inspiration4 Mission to Space* documentary (Hehir, 2021); a five episodes miniseries in Netflix. The documentary narrates four regular individuals’ dream coming true in going at outer space, while helping not only raise the stakes one step above the ISS (International Space Station) border, closer towards space travel, aboard SpaceX Dragon Mission, but also to fundraise for St Jude Children’s Hospital, in the USA.

SpaceX Dragon Mission members' selection process involves a symbolism. Each member for the mission was selected for a particular value they represented in life: Astronaut, Chris for "Generosity"; Astronaut Sian for "Prosperity"; Astronaut Jared for "Leadership", and Astronaut Hayley for "Hope" (Hehir, 2021) (17:20 mins.). Therefore this was not only a mission to accomplish some space related technical advancement, but it would help regular people other than professional astronauts, or wealthy individuals, to accomplish their dreams in going outer space. For family and friends they were not only heroes on their way to a risky personal endeavor, but they were also contributing to their community on earth, by helping fundraise for a Children's Hospital. One of the members, a cancer survivor, was treated at the very same St. Jude Hospital when a child. Later as an adult, and a professional, she had contributed immensely for the wellbeing of other patients. Her presence in the SpaceX Dragon Mission would also provide the mission crew with her medical expertise. Meanwhile, other members of the crew would cater to the mission with other skills form entrepreneurial expertise to piloting and else.

However, "in an address to the United Nations General Assembly Sept. 21, (2021) Secretary-General António Guterres singled out "billionaires joyriding to space" as one of the symptoms of growing mistrust the world's population has toward governments and other institutions" (Foust, 24 September, 2021).

Yet the start of the SpaceX Mission owes much to the last Atlantis vehicle's retirement at its final depot; thus the completion of the Nasa space program. Consequently, the Obama administration would ignite the space program's future, to take humanity to outer space and at Mars as an eventual target. Although many tears were shed for the United States not having accomplished much in the space race with Russia and China, times seemed right when Elon Musk took the lead in starting and perfecting with his crew of engineers the SpaceX Mission for reusable rockets, that could land safely other rounds of missions (Jimmy Chin, 7 April 2022).

4. Conclusion

Thus, at a time in history, when space missions have become more than fiction, and to observe lay people already rejoicing in becoming part of such endeavors with a cause, as in the case of SpaceX Dragon Mission, involves extraordinary sensations. The space mission was neither to be envisioned at the turn of the century from where Cecelia Tichi has started to review, and conceptualize the American culture and literature within the context of science and technology.

To put it briefly, inferring from technological achievements in American history, including space technology, despite the latest Covid 19 Pandemic scare, hampering all routines, it is obvious that nothing can stop our humanity from evolving and excelling at its best. Not only with the SpaceX Dragon Mission, but also with each individual SpaceX Missions placing communications satellites into earth's orbit, deserves admiration.

While such high tech achievements are underway, it is truly despicable however to witness the world atmosphere deteriorating with excessive pollutants emitted out of our industrialized world, which neither seems to give up from its priorities. While "fusion energy" stands as a true competitor to any potential energy resources on earth, harvesting resources in space appears to be a long shot in years to come.

However with just practical systematic moves comparable to preventive contamination measures taken and experienced globally during the Covid 19 Pandemic, local air pollution also may need be taken under control worldwide, in due time. In that respect, although inspirational, sending local astronauts with "symbolic character traits," to outer space in funding hospitals for various illnesses, and cancer research, would rather be extravagant. Nevertheless there can still be much to accomplish with careful, and effective planning in the short run, until effective clean, and safer energy resources would be granted to industrial, and public use; such as funding projects cleansing the air outdoors as Daan Roosegaarde's the "Smog Free Project."

One single move to be made at the United Nations or the world Health Organization should suffice, at least in establishing drastic measures, towards cleansing the air everybody else is breathing; locally and globally, wherever pollutants do prevail. Having major organizations' web sites explaining these preventive measures is already valuable for researchers and governments alike, however people may need to experience such measures' implementation in their daily lives in a faster pace.

Since this planet we live in, and our health, is too precious to give up.

Works Cited

- Baak, J. (4 December 2019). *Everything you need to know about Logan's Run* (1976). https://www.youtube.com/watch?v=INU_aIUQg0I
- Blake, W. (1789). *The Chimney Sweeper: When my mother died I was very young* <https://www.poetryfoundation.org/poems/43654/the-chimneysweeper-when-my-mother-died-i-was-very-young>
- Bloomberg Quicktake Originals. (16 December 2021). *Space Mining is Here, Led by this tiny Country*. Retrieved on November 19, 2022 from
- Britannica, T. E. o. E. (27 October 2022). *Industrial Revolution*. in Encyclopedia Britannica.
- Foust, J. (24 September, 2021). UN secretary-general criticizes “billionaires joyriding to space” *Spacenews*. <https://spacenews.com/un-secretary-general-criticizes-billionaires-joyriding-to-space/>
- Hehir, J. (2021). *Countdown Inspiration4 Mission to Space* T. S. K. W. P. J. Films;Netflix. <https://www.netflix.com/watch/81462385?trackId=14170286>
- Hollander, F. K. a. J. (1973). *The Oxford Anthology of English Literature* (Vol. II).
- Kexue Zhang, L. K., Xuexi Chen, Manchao He, Chun Zhu and Dong Li. (12 Jan 2022). A Review of Intelligent Unmanned Mining Current Situation and Development Trend. *Energies* 2022, 15(2), 513. <https://doi.org/> <https://doi.org/10.3390/en15020513>
- NA. (2 December 2022). Shale Gas. In *Wikipedia, the free encyclopedia*.
- NA. (5 December 2022). Carbon Neutrality. In *Wikipedia, the free encyclopedia*.
- NA. (9 August 2022). Transatlantic Voyages of Greta Thunberg. In *Wikipedia, the free encyclopedia*.
- NA. (2010-2023). *The Pulp Magazines Project: Amazing Stories*. Retrieved on January 21, 2023 from <https://www.pulpmags.org/content/info/amazing-stories.html>

ISBN: 978-625-6971-27-1

Roosegaard, D. (2015). *Smog Free Tower World's first smog vacuum cleaner which creates clean air parks*. Retrieved on January 21, 2023 from <https://www.studioroosegaard.net/project/smog-free-tower>

Tichi, C. (1987). *Technology, Literature, Culture in Modernist America*. The University of North Carolina Press



**CHAPTER
5**

CELEBRATING CHRISTMAS, THROUGH SELECTED NETFLIX MOVIES, DURING THE 2022-2023 SEASON: THE MISTLETOE VERSUS THE SOCIAL MEDIA

Assist. Prof. Leman GİRESUNLU, Ph.D

Dokuz Eylül Üniversitesi

ORCID ID: 0000-0002-1352-1361

1. Introduction

In selected Christmas themed movies of the years 2022 and 2021, women with high profile jobs or a potential for it, help support, save from emotional deprivation, financial bankruptcy, or help prosper their partner, and their communities during the holiday season. These movies include *Christmas on Mistletoe Farm* (Isitt, 2022), *A Noel Diary* (Shyer, 2022), *I Believe in Santa* (Ranarivelo, 2022), *Falling for Christmas* (Damian, 2022), *Christmas with You* (Tagliavini, 2022) and *A Castle for Christmas* (Lambert, 2021).

However these Christmas themed movies' successful female heroines, yet sometimes male heroes as well, undergo ordeals with technology through cell phones, the social media, Wi-Fi connections, and various other virtual media. These personae often affiliated through their romantic partners or their business entanglements, may undergo their worst nightmares with such technology. Eventually these female protagonists, and occasionally some men, through their interactions with these technological devices, may become victorious over conflicting situations. Thus narrative conflicts get to be resolved, reconciled for the better or worse. Meanwhile, the Grinch-like spirit (Dr. Seuss, 1957) prevailing metaphorically in these movies, through an oppositional, critical attitude, mischievously interrupts all interpersonal communications in the Christmas season. This Grinch-like rebellious attitude, identified in either of the partners' disgust from anything related with Christmas, despite been rationalized at times, would make its presence felt throughout narratives.

Nevertheless, highly abusive, and profiteering partners or current managers with excessive social media engagements, still would manage to become an inspiration to their successful partners, in making use of the social media for beneficial ends. Interestingly in these selected narratives, abuse and manipulation triggered through technology's presence, would eventually transform those who have

been subject to it, in generating standalone success stories. In a competitive world, while those materialistically prone Grinch-like types try to become victorious, those embracing the ultimate Christmas spirit, may appear like losers: that is, they would be those who can do with less, or tend to overdo, out of mere obsessiveness, meanwhile winning over the hearts of the less fortunate.

The initially manipulated and victimized, yet recovering partners list in the following: Belmont hotel owner's daughter, Sierra, in *Falling for Christmas* (Damian, 2022); the popstar celebrity, Angelina Costa, in *Christmas with You* (Tagliavini, 2022); bestselling author, Sophie Brown McGuinty, blatantly deemed to be "good for business," in *A Castle for Christmas* (Lambert, 2021); Mr. Cunningham the new estate owner, in *Christmas on Mistletoe Farm* (Isitt, 2022), the Christmas celebration buff dad, in *I Believe in Santa* (Ranarivelo, 2022); a former African-American nanny, and current St. Percy hospital nurse Noel Hayden with her diary, her daughter Rachel Campbell, and Ellie, the Turner family's talented painter neighbor in *A Noel Diary* (Shyer, 2022) are among the women and partners in question who strive to get into a better position in life, yet various conditions in their lives set them back.

In these Christmas themed movies, partners with serious technological entanglements initially get into these women's and or their partners' way. In response to those highly obsessive technologically oriented partners, those women struggle, fight, and undergo quite a lot of stress to get over such obstacles in their lives.

Thus, the holiday season which puts everything into perspective stands out to become that very context, in which conflicts, and personal differences gets to be negotiated, in the betterment of the community and individuals.

2. Christmas on Mistletoe Farm (Shyer, 2022)

In this respect due to the mistletoe which gives to this study its title, we should reiterate that *Christmas on Mistletoe Farm* (Shyer, 2022) has more to say about community values, wining over the individual in making a compromise, within the context of Christmas celebrations, in the age of virtual communications.

The protagonist of the movie Mr. Cunningham, a widower father to five children, upon inheritance of the family estate from his father, in a rural village called, Cobbleton in England, visits the location in the Christmas season, to stay over briefly with his kids. However the house would have no Wi-Fi connection. Therefore, already pressed with time in producing the best pitch for his company,

Mr. Cunningham would undergo quite an ordeal, in taking crucial life decisions. His boss Miss. Fletcher, said to be a “Cruella Deville” type woman (in reference to the *1001 Dalmatians*), manages to contact him by all means, through his cellphone continuously. She pressures him to have that crucial speech done for the company, just in time before Christmas. For company conditions would not be cognizant of any Christmas, family obligations, nor would be concerned of the well-being of their employee’s children. Thus, the boss acting as the villain in the movie, would repeat continuously on each occasion her motto: “children and business do not mix” (Isitt, 2022) (44:42 mins.). Unto which he would later apologize to his kids, Miss Fletcher’s venomous motto would also infuse into Mr. Cunningham’s psyche at moments of distress.

However as a widower, Mr. Cunningham, while maintaining a good standing in his job, also has to make the ends meet in his London abode with his five children. However Cobbleton’s rural environment, mesmerizes his children; with all the farm works and animals around. Additionally their new schoolteacher, and the Cobbleton community’s outstanding efforts would be contributing in a non-traditional way, to their education.

Yet this new environment quite immersed with farm life, also becomes Mr. Cunningham’s ultimate nightmare, including with the caretaker, and farm hand, Beano running all over the place. Although quite an entertaining figure for the kids, Beano’s reference to the movie the *Shining* (a psychological horror movie), by Stanley Kubrick, subtly enhances the horror effect (Kubrick, 1980), while extrapolating Mr. Cunningham’s psyche, in such a stressful environment.

That old fashion rural setting with its knitting circles; and their obsessively overdone Christmas celebration rituals, contrast in an unimaginable way with Mr. Cunningham’s highly competitive company environment. So much so that the townspeople trying to overtake Mr. Cunningham’s personal workspace, would impose their overdone Christmas celebration ritual practices unto him. Eventually Mr. Cunningham has the postman to leave for the same reasons telling him that he is about to have a virtual meeting online. Unto which the postman responds: “We have real friends around here Mr. Cunningham, not virtual ones” (Isitt, 2022) (41:45 mins). Yet another virtual communication intervention occurs during the sheep’s birthing in the barn, when Mr. Cunningham’s colleague from work, and Miss Fletcher the boss, call him insistently. These overlapping scenes cater into the sharp contrast between both worlds (Isitt, 2022) (44:42 mins).

Furthermore, unto Mr. Cunningham's anxiety to meet his job's requirements until the Christmas eve, and his confusion over this new life's chaotic atmosphere, also adds the schoolteacher's life lessons (1:21:53 mins). Meanwhile this stressful scene contrasts with a burgeoning romantic love affair between Mr. Cunningham, and the town's veterinary Miss. Ashley (1:29:40, 1:36:16 mins). To gather from the movie's title, the estate is well known for its deemed "magical" mistletoe cultivation, which eventually makes its magic come true, in a fairy tale like atmosphere. Thus apparently Mr. Cunningham and Miss. Ashley unite in a fantastic manner, through the mistletoe magic to the delight of the kids; thus they cherish Miss Ashley, in place of their long gone beloved mother.

In the movie, the Christmas magic is not limited to the mistletoe induced love affair, but also provides an opportunity for an ultimate meeting between the estranged Mr. Cunningham, and his dad. First disguised as the town crier, and later the Santa Claus; the dad apparently had conspired with the town people to reunite with his long estranged son. For his dad had once traveled to the United States, and never to come back for a long time period. Although young Mr. Cunningham intends to sell the estate, to the dismay of the towns' people, eventually the sale gets to be canceled, due to a ban placed by the father, long time ago. Amidst confusions to do away with the incoming real estate developers, and with Miss Fletcher's arrival to the farm adding further into the chaos, Mr. Cunningham gets convinced that he finally has lost his job. In the absence of Wi-Fi in the farm, and his computer crashing, Mr. Cunningham's already handwritten pitch; in half-eaten condition by goat and sheep, gets to be brought to the company right on time, by Beano; thus helping him save his job.

Amidst a hullabaloo of the professional environment's real, and virtual pressures conveyed through cellphones and pc; lacking Wi-Fi connections, and the computer crashing; the handwritten pitch, half-eaten by goat and sheep, eventually gets to be read at the company thus helping mend all previous issues. Meanwhile Mr. Cunningham arrives at a decision. Despite that disgust over the chaotic rural environment, exaggerated Christmas celebrations, the father's shocking reappearance and that faked rehearsed "community spirit," Mr. Cunningham becomes convinced to stay in the Cobbledon estate. Surely his romantic engagement to the veterinary Miss. Ashley, magically wins him over, to never return to London again.

In this British movie, with the "Hoedown Snowdown," (1:36:57 mins), an American style barn dancing, which is danced on every Christmas eve in Cobbledon, by the towns people, Christmas celebrations reach its apex. Thus the movie as part of the Christmas celebration context connects British, and American

cultures. Meanwhile disgust felt over rural life standards, excessive Christmas celebration customs, and all technological nuisance that are subtly interpreted as part of Stanley Kubrick's the *Shining* (Kubrick, 1980) horror movie context, is to be fantastically resolved to the benefit of the community, through that "mistletoe" magic. Meanwhile Mr. Cunningham, a successful company employee, struggling to have the ends meet in the city, yields into the family estate life in rural Cobbleton, and its promising ruling class amenities. Thus a competitive company employee's technologically entrenched career, magically transposes at a regal, feudal lifestyle, for the rest of his time.

3. The Noel Diary (Shyer, 2022)

If "inherited estate" is a cue that helps build a narrative in *Christmas on Mistletoe Farm* (Shyer, 2022), so it is in the movie *The Noel Diary* (Shyer, 2022). A bestselling male author Mr. Turner, who inherits his mother's house, gets to meet his estranged father years later, thanks to an African-American woman Rachel Campbell, who is in search of a mother long lost. Later in the movie she gets to know about her mother, a former African-American nanny, who is the current St. Percy hospital nurse Noel Hayden. Strangely enough, we don't see them reunite in the movie, similar to Mr. Cunningham's bittersweet response to meeting his dad, engaged in a series of disguises, conspiracies with the townspeople to reunite with his son in *Christmas on Mistletoe Farm* (Shyer, 2022).

Moments of bitterness in Christmas themed movies, stand as an antithesis to other rather heartwarming ones, as also mentioned in this study.

The Noel Diary (Shyer, 2022) is described as yet another "Charming, Heartfelt, Feel-Good" Movie rated PG 13+ from Netflix, from the 2022 season. It is based on a best-selling novelist, Richard Paul Evans' novel *The Noel Diary*. However to watch drama on screen during the Christmas season, although would be the least one would expect, is full of familiar popular culture formulas: the quest motif for one; uplifting mottos such as "Guess life's all about the chase" (56.31 mins.); "The universe really does reward the brave" (57.22 mins) are repeated several times. Not to mention all these beautiful snow filled towns, and tall snowy pine trees that maybe cherished by nature lovers in wintertime. Family reunion for those who fell apart for long years, is yet another Christmas value connecting people in warmth, amidst eyes full of tears.

The equilibrium in Jack Turner's life shifts with a letter he receives about an inheritance from her recently deceased mother: their family house. Their next

door neighbor Ellie knows everything about the Turner family. She is also lucky enough to acquire an online date early on in Christmas time, thanks to Jack's profile writing skills among others; for he is a bestselling author.

This Christmas, to Jack Turner's lot falls Rachel Campbell with whom he will share the bittersweet trouble to clear his family house from clutter, while helping her find the traces of her long estranged mother Noel, who had named her Angelica in birth (54:35 mins.), as mentioned in her diary.

Eleanor a.k.a. Ellie, the Turner family neighbor will guide them to learn more about long time estranged family members. She guides Jake in finding his father Scott Turner, a social worker at the VA who lives alone in a well off cabin, in the midst of woods at Cornwall Bridge, in Vermont. As a note "VA social workers are responsible for ensuring continuity of care through the admission, evaluation, treatment and follow-up processes. This includes coordinating discharge planning and providing case management based on the Veteran's needs and available resources." Says U.S. Department of Veterans Affairs (NA, 2022).

Mr. Scott Turner a man, unfortunately with bad parenting skills, out of neglect loses his little son, who was trying to hang a Christmas ornament at the highest branch of a slippery tree, snowed in at the heaviest snowstorm, "two days before Christmas." Amidst family drama he leaves his wife, thus communication cease between him and Jake Turner, for years to come. Out of hundreds of Grinch-like types who stole Christmas, years later Scott Turner asks for a reconciliation with his son Jake, who brings in Rachell Campbell with him, in search of a clue for her long estranged mother, Noel. However she becomes part of the sad Turner family story which had left little Benji slip, and fall to his death from a tree, right at Christmas time.

Scott Turner immediately after meeting with Jake, retells that sad story in the middle of that Hallmark perfect cabin he used to live for some time. Yet, in the next scene, he does not fall short from pressing his wishes to decorate the Christmas tree. He brings in boxes full of ornaments he had purchased years back, after he had abandoned Jake and his mother, and moved into this cabin.

Meanwhile, Rachel Campbell, and the dog Ava keep waiting for Jake inside his Jeep on that cold winter. One wishes after all to see at least the dog could take a break outside. Way too much pressure over a woman and a dog waiting in the cold inside a Jeep. A similar waiting scene under the snow will recur this time with Jake waiting for a response from Rachel, while talking on the cellphone to her. Strange ways of making people suffer under strange circumstances appear to be a repetitive motif in the movie.

The scene indoor the cabin continues with that family drama reiterated while Jake and Scott together decorate the freshly cut Christmas tree while the good old Christmas Carol “I’ll be Home for Christmas” is heard in the background (1.07 mins). The story drags with Scott telling about having sent Jake letters for thirty five years, that have never reached its destination; speaking to Jake about reading couple of his books, and having listened to the rest of his works as audiobooks, for poor eyesight. Eventually the two men complete the lighting of the tree as night falls in, and finally Rachel, and the dog Ava are out and peeking in from the window. At that moment Scott Turner remembers there is a woman out there in the cold, waiting!

Yet ironically Rachel does not appear bothered from the long wait outside. For she would be also the first person at the table trying that chilli dish, which Scott worries about its tasting. After tasting it, she declares it is safe to eat! Rachel an African-American nanny’s estranged daughter acts as a food taster in Christmas time.

Then Scott Turner brings into the dinner table, Noel’s long kept letter that was received on November 16, 2003 by the postal service at Cornwall Bridge, Vermont. The letter appeared to be sent from Ridgefield Connecticut, and included Noel’s wedding invitation to a certain Mr. Charles Hayden, on Saturday January 6, 2004 in Ridgefield, CT.

Jake Turner and Rachel Campbell, after parting with Scott Turner, following a quite long ride, arrive at Ridgefield, Connecticut to celebrate Rachel’s birthday at a hotel they could lodge at night (1.16 mins) with the Christmas song “Merry Christmas Darling” sung and played by the Uniques. Throughout the movie, a Jazzy background music always alternates with traditional Christmas Carols, or some reference to vintage Christmas memoranda such as the 1941 Franc Capra movie “It’s a Wonderful Life,” starring James Steward, Dona Reed and Lionel Barrymore (Capra, 1946).

The night after they lodge together, Angelina departs in the morning, leaving a thank you note inside her mother, Noel’s diary. In her note Rachel expresses the confusion she experiences, to Jake: knowing her mother’s love for her would suffice; implying her refusal to meet with Noel, in the final destination of their voyage together.

The following scene brings Jake into the St. Percy Hospital, where Noel Hayden works as a nurse. Instead of Rachel, Jake makes all the talk with Noel. Amidst tears, Noel the nurse, receives her diary back from Jake, who says Merry Christmas to her. After all that trip to Vermont and back to Connecticut, and

apparently sleeping over night with Jake, Rachel declares her fiancée is awaiting her. Thus more drama is to be experienced, through Rachel. She unites with her foster parents; an Asian Looking mother, and a white Caucasian father who have made her a gold necklace with diamonds, finishing it up late, until two am in the morning. Both parents ask her about Alan, her fiancée, while Jake Turner under Rachel's window calls her over his cell phone pleading to reunite in that cold snowy winter night. Meanwhile Rachel's soon to be rejected fiancée just pulls over his car into her parking lot. That dramatic scene full of expectations, and rejection experienced over a cell phone conversation, is another antithetical condition within the Christmas Celebrations context. Rachel refuses amidst tears Jake's proposal, and tells him that she does not love him. Strangely enough Rachel's fiancée Alan's attitude as earlier revealed, appears to be quite materialistic; who gifts her a cigar band as an engagement ring.

Amidst a series of upsetting meetings, including Jake's reconciliation efforts with his dad, and Rachel evading a meeting with her mother, the motto that runs all through the movie goes as follows: "The universe really does reward the brave." While Jake takes over all the bravery, to one's dismay Rachel is made acting rather cowardly.

"Ribbons and Bows are Scattered on the Floor" is just another Christmas song overheard the radio playing, while Jake gathers the final memorabilia left from her mother's house, notes, cards, his father's letters that his mom kept unopened for years; and his own former typewriter (1:29 mins). Meanwhile, the neighbor Eleanor arrives at the Turner home with her new beaux she met through a dating application, wishing Jake a Merry Christmas. She asks about Jake's excursion to his father's house, and Rachel's situation with her mom.

Jake responds in Jack Kerouack's words saying, "it all ends in tears anyway." The inclusion of yet another well-known American author's line in the movie script, builds continuity through novelists highlighting melodramatic aspects of romantic relationships. Elli's Christmas gift to Jake is a painting of their house (1:31 mins). The moment Jake is to leave, he notices Rachel looking at him from across the street just as in the beginning when they first noticed each other, with snow falling over her, and the movie comes at an end (1:32 mins).

Eventually all the talk about that diary discovered among inherited items; personal letters missing their destination; misleading online maps; a cellphone call made at a confused, hesitant lover; online dating applications that may bring lucky people together unless their profiles were written by some professional

author in Christmas time; the mentioning of Jake Turner's books within the context of wealth and class; Ellie's gifting of the sad memories' Turner House painting to Jake, involve much drama, suspense and confusion. All these occasions consist of intermediaries, technological items that supposedly should bring people together, however, potentially fails to do so. For one, while Rachel and Jake travel in car to find out his father Scott Turner's place, Jake utters a problematic issue concerning virtual maps. His ultimate goal he tells Rachel, would be to contextualize this event in a novel, he will write in the future. So there again, within that Christmas theme positivity, ironically all virtual media expected to benefit people, to facilitate their lives, or to bring them joy, would involve problematic issues. Therefore that topic would be relegated at a future discussion, within a novel's context. Thus, where real moments should count in life, virtual intermediaries, gets postponed to future discussion.

Further into the next movie, *I Believe in Santa* (Ranarivelo, 2022) is inclusive of quite the know how about Christmas celebration rituals, triggering an eventual dosage of drama, and excitement, that almost challenges one's sense of reality and the virtual.

4. I Believe in Santa (Ranarivelo, 2022)

Christmas themed Netflix movies fashionably decked the halls, as the year 2022 gradually reached its apex. Respectively, the Movie *I Believe in Santa* (Ranarivelo, 2022) is an ultimate Christmas know how, or a Christmas 101 session, for newbies. It is almost scripted as a traditional Santa versus Grinch competition: as a challenge between fiction versus fact, or myth versus reality. Here one man's obsessive Christmas ritual mongering (Tom) gets to be contested by his realistic, romantic love interest (Lisa). Interestingly, already not fond of the topic, Lisa is appointed to author an article upon Christmas for her job. Despite Tom's insistence to fully indulge into the Christmas celebrations, Lisa's resists to her new beau overdoing it. She had met him during the Fourth of July, Independence Day festivities. Meanwhile Lisa's office mate, Sharon reminds her that she just fell into the right place for that much needed inspiration in completing the task of writing an article on Christmas celebrations, for her job. In spite of all the benefits, Lisa resists Tom's offers to follow the advent calendar festivities punctually. Foremost Lisa gets ticked off by him trying to convince her daughter Ella, that Santa is not myth, but reality. Her maternal instincts encourage Lisa to reveal Tom, that she needs to protect her child.

Incidentally one remembers that Tom, is a lawyer, a man of “reason,” and Lisa’s earlier cliché upon his profession’s “creepiness” resonates within the context of child abduction (For Lisa jokes about Tom’s benevolence in saving Ella from getting lost, during the Fourth of July festivities) (11:31 mins). Meanwhile this context also fixates Tom into his profession’s stereotypical domain in the popular mindset. For stereotypes are Popular Culture’s domain in the first place.

Despite such popular clichés, both Lisa and Tom appear to have well-integrated with Sharon the African American office mate, and Tom with his buddy Hassan, of Middle Eastern origin, parading fittingly to the Fourth of July spirit in the land of the free.

Yet Lisa, in her article about the Independence Day celebrations, more than engaging into the celebrations’ spirit, she appears to have a critical attitude towards all of them, except maybe for the Halloween. For she is rather delving into the material aspect of all celebrations; that is their economical aspect. She prefers the Fourth of July celebrations to the Thanksgiving celebrations’ hassle in its cooking practices; the long travel hours to reach home for Christmas.

Interestingly Lisa makes no comments for Halloween: just a few trick or treating scenes appear in the movie; with a rather grim and distant dinner table with Tom, Ella and Lisa seated. That same Halloween evening terminates with I Love you kisses of the couple at each other replicated by the half asleep Ella, onto her mother’s cheek, which is received to be odd by the parents.

Ironically the 25 days to Christmas creates almost a tidal wave in Lisa’s life: starting with that huge inflatable Santa doll bumping into her, carried by an African American man. Thus in the following scenes, Tom’s Christmas decorations, and celebrations extravaganza unfolds gradually. Firstly Lisa gets to be introduced into Tom’s indoors Christmas decorations, followed by his plans to catch up with all the advent calendar festivities. He expects Lisa to fully participate in his faith in Santa.

4.1. The Social Media and the Christmas Spirit in *I Believe in Santa* (Ranarivelo, 2022)

During Tom’s Christmas celebrations extravaganza, following Ella’s requests for an iPhone from a Santa impersonator next, Lisa and Tom visit an Irish pub, which hosts a Christmas trivia event conjoint with its proper cellphone application. Tom participates in the Christmas trivia fully: both the real life one, and the

one in the application. Meanwhile to the astonishment of Lisa, he tries to convince her that Santa is alive. She asks him the following: “But if you can’t prove it, then why believe in him?”(49:52 mins). Tom responds: “It’s because you can’t prove it that you have to believe”(50:03 mins)...“It takes faith to believe in the unknowable...I guess I’d rather be wrong having faith in something wonderful than wrong because I didn’t have any faith” (50:20 mins). Meanwhile the trivia response to the question is as follows: “What are Santa’s three rules for making a great garden?” is “Ho...ho...ho!” the application proves Tom to be the winner! And leads the trivia by 88 points. Thus social media’s manifestation within the context of Christmas celebrations edge with Tom pushing the boundaries of belief and disbelief, in the movie *I believe in Santa* (Ranarivelo, 2022).

The 11th day of the advent calendar marks cookie preparation, and Tom’s overdoing of the task, annoys Lisa. When she starts telling him that he “needs a break” (58:17 mins) from following every single advent festivity, his response is as follows: “Christmas is a break. This is when we get to be the better versions of ourselves”(58:40 mins). Then Lisa realizes that Tom was not even making time from his work to create “Christmassy things” for her, and Ella, but he was making time for “Santa” (59:09 mins) instead. Towards Tom’s rationalization of his deeds within the context of “celebration,” Lisa’s opinion is not positive, and she responds in the following: for Christmas and its celebrations “isn’t just joy and fun and rainbows...To some of us, it is empty rituals and broken promises...and sometimes it doesn’t really feel good” (59: 39 mins).

In this scene, Lisa adorned in dark eye makeup, clarifies these “broken promises,” through her childhood recollections. She refers at her punishment when she was seven years old by her parents, for having revealed the Christmas gift, a barbie doll, they had wished to gift at her. The gift had ended up being returned to the store, as a punishment for her ungraciousness, ruining her own Christmas.” Thus no Santa was to ever arrive for Lisa again. The grown up Lisa confesses at Tom that her parents “had put their precious rituals ahead of that little girl’s feelings” (1:00 mins). Put another way, Lisa had not kept “secrets” intact, and by revealing them in an untimely manner, she had done away with the “magic” effect bestowed upon Christmas.

Thus the movie *I believe in Santa* (Ranarivelo, 2022) also subtly reveals Lisa’s incapacity for making any sense of this childhood trauma, within its own meaningful universe. At which point, Tom’s obsessive childish overindulgence in keeping up with the Christmas celebrations, and his utter willingness in spreading the word about it, appear to be equivalent to parental teachings setting their

course again, especially for a Lisa who had missed the train to the land of magic in the first place, when she was seven years old.

Thus Lisa ironically heals from her childhood trauma into accepting not only the Christmas celebrations the way they are, but also a life with Tom. From being resistant to Christmas celebrations due to its potential wastefulness and economic expenses, ironically she transforms into accepting them. Here the role of social media and communication devices in the movie are crucial. For Lisa's daughter, Ella her ultimate request from Santa was an iPhone. Therefore, no Santa would mean no iPhone, and therefore Santa had to be better real. Thus Tom's Belief in Santa had proven to be true!

5. Falling for Christmas (Damian, 2022)

Falling for Christmas (Damian, 2022) is yet another typical Christmas movie, a "heartfelt" romantic comedy, debuted on Netflix, in November 2022, right at the nick of time. The spectacular setting is a ski resort amidst snowy mountains. However, the movie's selected "picture perfect Hallmark locations" include multiple places; from Utah to several sceneries of well-known European winter resorts (Moon, 2022).

Tad craves at transforming himself into the son in law to the Belmonts in matrimony to the lavish Belmont hotel owner Beauregard Belmont's daughter Sierra. Meanwhile, the British accented Grinch-like Tad's social media "influencer" opportunism, and Sierra's taste for "home, family and tradition," proves to be no match at each other. Neither the enchanting glitzy engagement ring that Tad offers at Sierra helps to unite them. For Tad's only selfish interest in this instance is to boost the trending of his social media appearances, and his related stories.

To the rescue of both Sierra and Tad, arrives a Biblical fall of all times, taking each of them to their own wonderlands, that even Lewis Carrol's Alice, from *Alice in Wonderland* would envy. Literally, during a selfie taken, while Tad offers Sierra the engagement ring (18:14 mins.), they both fall from some snowy heights. However in a fairy-tale like setting, Christmas' golden magic which is in the air would eventually bring a handsome suitor into Sierra's rescue (20:48 mins.). His name is Jake Russell, a fast skier, hardworking, youthful blond widower, with a half-Mexican daughter called Avy's. The young Avy's Christmas wishes and the bearded Hallmark Santa's magical smile, would eventually lead the couple's life towards a loving union in Christmas time.

Sierra who would not recalling her name after the fall, would be renamed by Avy after her doll's name, as Sarah, (29:54 mins.). Why would she be called Sarah in the movie amidst many other name choices? To put it briefly, in the well-known Genesis story "Sarah embodies the themes of fear and doubt, and Abraham those of faith and hope. Her doubt drives Sarah to devise her own way of realizing the promise"(Britannica, 2022). Surely in the movie *Falling for Christmas*, Sierra renamed as Sarah, magically survives the fall from the snowy cliff as dressed in her ski attire, in the aftermath of a selfie photoshoot with her pretentious fiancée. Later she not only meets the love of her life Jake Russell who rescues her, but also acquires the friendship and trust of a minor, the half Mexican Avy. Thus Sierra would acquire a child in her old age, just as the Biblical childless Sarah.

Sierra a.k.a. Sarah born into the Belmont Hotel opulence, described by Jack Russell to have a quality equivalent at SpaceX (5:50 mins.), acts like a princess, a doll as of her looks, and her clumsy attitudes in real life! Before the fall from the snowy heights, Sierra would refuse at her dad's job offer, for the position of a "Vice President for Atmosphere." Just as Sarah's doubtfulness in the Biblical story of Genesis, Sierra was "fearful," and doubting of this job's genuine worth for her own expectations (2:50 mins).

After that actual fall from the snowy cliff, while in full recovery, the amnesiac Sierra, wakes up into a simpler, cozier and authentic environment where "Christmas" is celebrated for its true value. While hoping to regain her memory back, she clumsily experiences real life chores new to her, at Jake Russell's North Lodge.

At this point to draw a similarity between *Falling for Christmas* (Damian, 2022) and *Christmas on Mistletoe Farm* (Shyer, 2022) within the theme of Christmas celebrations, both Sierra, and Mr. Cunningham prefer simplicity in place of complexity. Both are highly disturbed by social media, internet technologies, real jobs' and partners' expectations from them, and they eventually find new lovers, and willingly fall for simpler lives.

Just as "God promised Abraham that [Sarah] would be "a mother of nations" (Genesis 17:16)" (Britannica, 2022), Sierra a.k.a. Sarah eventually saves the North Lodge from bankruptcy, for a new start. Meanwhile, as Sierra's orders had been strictly followed by the Belmont Hotel personnel in maintaining her privacy, thus her whereabouts have been kept on hold, until the very ending of the movie, allowing for the narrative to fulfill rather smoothly.

Sierra a.k.a. Sarah's fall from the snowy cliff, and her subsequent memory loss may also imply the need for healing, after all dreadful life experiences that need be forgotten. For the Covid-19 Pandemic was a moment in history when all hopes had withered. As the pandemic scare has relatively lifted off from upon nations during the 2022 holiday and Christmas season, a free fall into the movie *Falling for Christmas* (Damian, 2022)'s winter wonderland therefore appears to herald a time off, from all "fear and doubt," and an occasion in reestablishing "faith and hope," to heal past wounds for all believers, and Christmas movie buffs alike.

This is truly a movie for healing past wounds, and cheering up for new opportunities, and success. Sierra's Belmont Hotel family connection, her fair use of social media networking advice to set up a Christmas party at North Lodge not only uplifts business, but also strengthens the Christmas spirit of giving, and sharing. By this means all donations collected in return for Jake Russell's previous charity works, help him out of bankruptcy. Meanwhile, regardless of Sierra's former fiancée Tad's pretentiousness, and the tediousness of his social media overindulgence, and networking habits, the example he provides pays off as a pattern for efficient business. For Tad's examples constitute an inspiration to Sarah, in helping Jake Russell reclaim his business for good. Not only, Sierra a.k.a. Sarah and Jake Russell's collaboration strengthens the bond between them, and Jake's close family members, as well as having Avy acquire a lovely stepmother.

Meanwhile Tad, after his equally rough landing out into the wilds, finds his own inspiration in the old fisherman Ralph, almost an Arthurian Legend type savior as the "Fisher King" (Currin, 2022). He introduces Tad at a life he had never known before out in the wild forest. Ironically however that encounter later evolves into another surprise holiday date; maybe a life choice for the social media influencer. After all "everybody is waiting for the man with the bag" as the movie's theme song heralds a Santa who brings each and all the gifts they hoped to receive (Hall Stanley, 2021). The theme song surely is a persuader into gifting, sharing and returning old dues back at their rightful owners.

6. Christmas with You (Tagliavini, 2022)

The year 2022 Holiday season hosts yet another Netflix charmer romantic

"feel good" comedy rated PG 7+ titled: *Christmas with You* (Tagliavini, 2022), with Aimee Garcia and Freddie Prinze Jr.. Aimee Garcia plays a popstar celebrity Angelina Costa who has been caught up in the whirlpool of the industry

since her early teens, and with no time celebrating her “quinceañera”: a Spanish rite of passage to womanhood in their fifteen years of age (Britannica, 5 January, 2023). Already pitted against an emerging Popstar wannabe with “a top ten single,” Cherie, and dissed by a condescending showbiz reporter for her “outdated” (2.15 mins) performance at a TikTok post, the popstar Angelina Costa during a desperate search for a Christmas song inspiration, to keep her at the top of the music charts, runs across a fan page with a teenage singing her song, who is wishing to meet Angelina, the Popstar.

Both Barry, Angelina’s label owner, who thinks of a Christmas song to be good for “business,” and Ricardo, Angelina’s current telenovela beaux, are similar in attitude and character to the Tad of *Falling for Christmas* (Damian, 2022) acting just as undercover Grinches, working to steal the Christmas spirit, and make everybody else miserable. Thus Angelina, with her dependable, African-American assistant Monique, start their journey by visiting teenage fan Christina at her school, and home environment. This “magical” encounter with Christina, and her song writing, and guitar playing talented music teacher father Miguel Torres, makes not only a fresh restart in Angelina’s professional advancement, but also brings in new joy to her life, in terms of finding the love of her life, in the Christmas season.

Thus the popstar Angelina Costa’s creative imagination process gets to be completely replenished by the environment she lives; be it the city lights, or a winter wonderland’s artificial magic unto which her new beaux Miguel Torres introduces. The genuine aspect of the environment and conditions add more into Angelina’s creativity while enhancing her fans’ sincere followership. The fake and competitive world of the lime lights: including Pop star wannabees’ bickering, name callings; the managers’ greed mongering, irresponsible attitudes towards artists, contrasts with genuine feelings and attitudes.

Additionally another theme running throughout the movie constitutes of the losses families have endured in life. Angelina and Christina’s yearnings for their long lost mothers connect them to each other. Another connective yet also divisive element in the movie surely is the social media. On a lonesome night while seeking for an inspiration to write new songs, Angelina looks up at her mother’s picture on her laptop (Apple), then switches to her Instagram account. She notices Christina’s entry to her fan page. In the video recorded, Christina sings a song by Angelina Costa (Tagliavini, 2022, 7:22 mins) as a tribute to her own mother. She also expresses her admiration at Angelina the Popstar: for she sings “I will always keep you with me/ An I will always have a place in my heart/Where you stay.” Christina declares in her movie clip, that she and her mom

“used to listen to that song a lot together” (8:17 mins). Christina hopes that she will sing that song in her “quinceañera” the following week in order to feel closer to her deceased mother. Meanwhile we also learn that Christina’s Christmas birthday wish is to meet one day the Pop star Angelina Costa, and to “take a selfie with her.” Thus she also wishes to honor the popstar by telling her “how much the song means to her” (8:44 mins).

6.1. The Social Media in *Christmas with You* (Tagliavini, 2022)

Regarding the social media, while TikTok is labeled divisive, Instagram via Angelina’s fan page, unites people to each other, in the movie *Christmas with You* (Tagliavini, 2022). Through the Instagram fan page Christina’s admiration for the Popstar celebrity results in Angelina’s immediate acceptance into the family environment, as the father Miguel Torres’ new romantic attachment, leaving aside any potential drama to brew.

Angelina Costa is a Popstar with 15 million followers in the movie, and her telenovela beau Ricardo, acknowledges their followers to be “hungry for content” (9:47 mins). Ricardo’s greed and opportunism disrespectful of privacy, results in him barging into Angelina’s studio without prior notice and filming her behind the scenes appearance without even telling her, saying: “Baby you know I can’t resist this? You know, the behind -the-scenes content always lights people up” (10:05 mins). Tad in *Falling for Christmas* (Damian, 2022) acts the same: He drags Sierra on the snowy hilltop during an engagement proposal with a glitzy ring. However his hopes would be of increasing his own social media trending by a selfie of the occasion. Eventually they both fall off the cliff: thus Sierra’s brain concussion results in her amnesia, and the unfurling of following events.

Thus, just as Tad in *Falling for Christmas* (Damian, 2022), Ricardo is as greedy as he can be. For Angelina’s charity gala event planning is not of any concern for Ricardo, he rather collects that footage with Angelina Costa to promote their brand. He neither respects her collaboration with Miguel Torres, and he blatantly disses him, telling him outright that he is no match for Angelina due to her class position, as a star (55:52 mins.).

Meanwhile Miguel Torres’ Mexican mother who happens to be a diehard fan of the telenovela star Ricardo, watches the entire situation as yet another telenovela enactment becoming alive right in her own house. As new romantic situations develop between Angelina and Miguel, Ricardo will gradually disappear from view, while Angelina would rise up to shine as her prospective daughter in

law. In this context, the elderly woman's virtual telenovela romance obviously gets to be caricatured, while her son's happiness is crowned! Such twists in the script, receive no dramatic response from those who end up losing their virtual or real former connections.

That is, the grandmom shows almost no sign of surprise to Ricardo's effacement from Angelina's life, neither as a tabloid celebrity. Similarly when Christina's dream to meet Angelina comes true, and she gradually acquires a stepmom in the house, this real life shift in the household generates almost no emotional response from her either. Christina's Christmas and birthday wishes come true in her encounter with the popstar, and she appears quite happy for her personal success. Not only, she gets to be invited to Angelina's gala in a glitzy yet kitsch attire, where the Angelina and Miguel couple perform the song they composed together. Later on the popstar Angelina at an unexpected moment, even performs at Christina's "quinceañera." Therefore it can be said that while the Christmas spirit is in the air, any changing circumstance concerning the family, seem to be smoothed, fending off any potential drama.

In that respect the movie *Christmas with You* (Tagliavini, 2022) which includes flat and cartoonish depictions, contrasts visibly with *A Noel Diary* (Shyer, 2022), where interpersonal relationships are enacted with much drama.

In a cutthroat competitive world, in such Christmas themed movies that are entrenched with social media presence and intrusion, protagonists give up their professional world behind easily, once they think they find true meaning in life. Angelina lets down the Saturday Night Live presentation at Cherie Bibi her competitor. This selfless attitude in the movie *Christmas with You* (Tagliavini, 2022) maybe explained in the following: choosing to stay close to one's own heart; to personal love attachments; the deceased mother's memory; honoring the Mexican tradition of the "quinceañera"; honoring the teenage girl, who had given her so much though her social media broadcast of the Popstar's song in her own voice.

Giving up so fast the amenities of a competitive world in the Christmas season runs similar in *Falling for Christmas* (Damian, 2022), as seen in Sierra abandoning his father's top notch Belmont Hotel job, and her position as its future heiress.

Thus while greed and money mongering through social media are being attributed with those pesky Grinchy social media trend setters, women and some men with potentials to excel in the professional world cave into simpler lives in such movies with Christmas theme.

Here there is certainly a hierarchy of things is being minded. Social media can be tedious as in *Falling for Christmas* (Damian, 2022), with the influencer Tad's greedy manners in catching up with the trending ratings of his social media, thus trespassing others' limits of tolerance. Yet social media may as well help in "world building" as in the case of the North Lodge's advertising that helps in the lodge's rooms to be sold out right in Christmas time. Similarly in *Christmas with You* (Tagliavini, 2022), Christina's social media use, as a teenage not only helps create new business in the entertainment world, but also procures into romantic and family partnerships.

7. A Castle for Christmas (Lambert, 2021)

In *A Castle for Christmas* (Lambert, 2021) Sophie Brown or Sophie McGuinty an American author with Scottish origins, upon negative receptions of her latest novel in the media, she desperately searches for recovery, and inspiration in her roots. Thus she heads for Scotland, to the Dun Dunbar Castle. The picture depicting her dad's childhood in front of the castle, and a mischievous clue he had left there, helps prove to the Duke that her parents used to live in the abode. In this romantic comedy from 2021, Sophie's encounter with the Duke, with his estate in need of maintenance; the knitting community's supportive attitudes, coupled with her search for inspiration, turns out to be rewarding for her next novel to appear. With her public relations skills, she helps the Dun Dunbar Castle to become a major tourist attraction.

In conversation with Claire, Sophie's manager pressures her for the continuation of the Emma Gale book series, a four-book deal Harpers' has been requesting her to prepare, additionally the morning Tv shows. Yet Claire also notices Sophie's potential as a future Duchess which would help "rebrand" her, and make forget the former "fiasco" she had generated in public with her latest novel (1.03.15-1.04.15 mins.).

Interestingly, Sophie Brown McGuinty's interviewer during her Tv show appearance acted by Drew Barrymore, the Miss. Sierra Belmont of the movie *Falling for Christmas* (Damian, 2022) makes an early appearance in *A Castle for Christmas* (Lambert, 2021). This Christmas themed movie's setting moved into the Scotch soil, offers a cross cultural view of Christmas celebrations and traditional values, unlike in *Christmas on a Mistletoe Farm* (Shyer, 2022) cottage setting, this time at an actual medieval castle. Where Mr. Cunningham settles in the family estate in rural Cobbleton farm, Sophie Brown McGuinty's prospect

lies in her professional life in the States, yet she seems to further her life in Scotland as well.

Sophie Brown McGuinty's ordeal against the odds of professionalism and celebrityhood, receives much pressure through phone lines, and the internet, as much the Christmas themed movies we have analyzed in this study revealed. Amidst such stressful conditions, including the duke's initial arrogance, Sophie Brown McGuinty's search for inspiration for her next novel becomes a success, while her relationship with the duke culminates in a romantic union.

The author's online video chats with her manager although stressful initially, later with her daughter living in the United states, becomes a life saver, healing her from the boredom in the castle. Also to her surprise, her daughter is made flown over to Scotland, for the Christmas celebrations from the United States, by the duke. Thus she witnesses her mother's union with the Duke, right after witnessing her own dad's with her new stepmother at home, in the United States. Thus families at home and abroad, as well as those long estranged, unite during Christmas time through such long distance connections. With relative stress, yet full of charm and elegance *A Castle for Christmas* (Lambert, 2021) amidst the pressures of virtual connections makes the successful author regain her reputation at home while becoming victorious in her private life.

8. Conclusion

Movies analyzed in this study included: *Christmas on Mistletoe Farm* (Isitt, 2022), *A Noel Diary* (Shyer, 2022), *I Believe in Santa* (Ranarivelo, 2022), *Falling for Christmas* (Damian, 2022), *Christmas with You* (Tagliavini, 2022) and *A Castle for Christmas* (Lambert, 2021).

In these above mentioned Christmas themed movies, during Christmas celebrations, families and individuals at home and abroad, as well as those long estranged, are connected through virtual links: these can be listed as diaries, letters, uploaded social media Instagram videos, Tik Tok trending stories, and long distance video conferences.

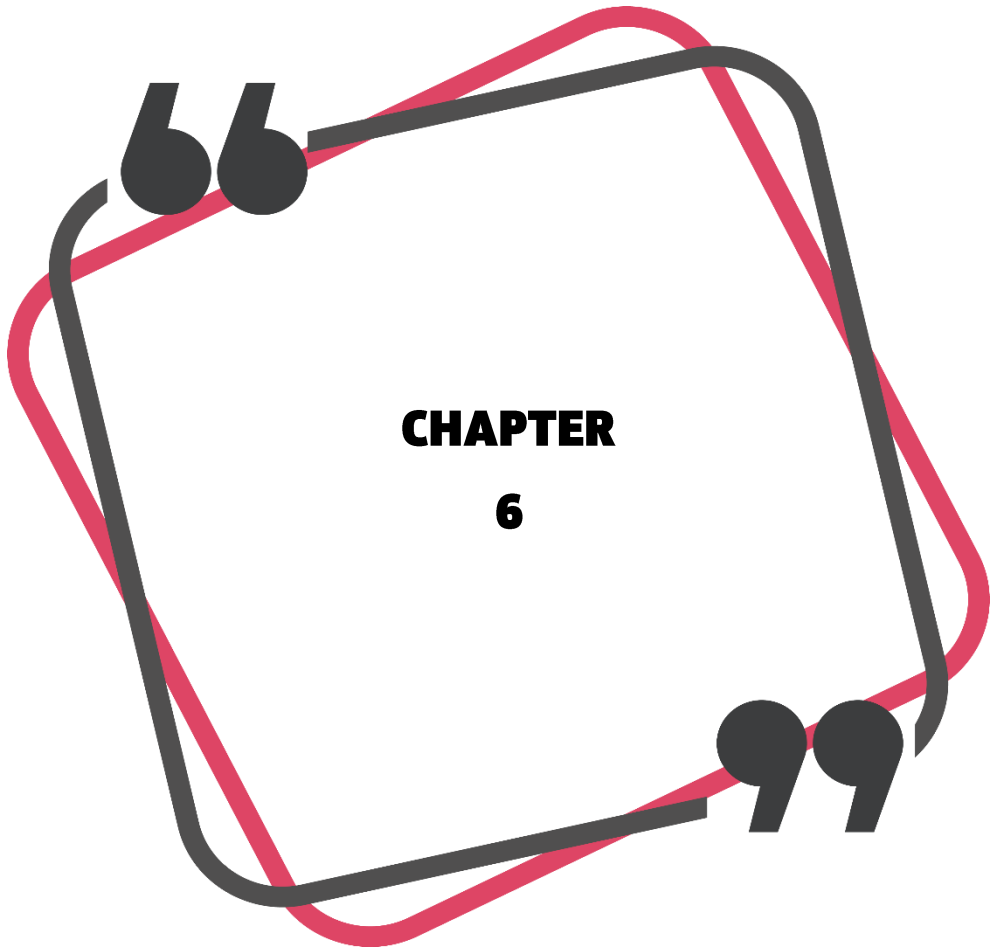
The competitive professional world and mindset often referred to as a nuisance in Christmas time, get to be conveyed metaphorically, through that Grinch-like spirit of Dr. Seuss's famous character, who aims to steal Christmas this time, via all social media, and virtual engagements available out there, in the real world.

Interestingly however, some of these movies cited in this study, also come with individuals who have problems with celebrating Christmas. As in *I believe in Santa* (Ranarivelo, 2022), the protagonist's Santa phobia once explained, she gets to be normalized, and she joins again the lines of all Santa Believers. Although by staying away from wastefulness she adheres at that sentiment for sustainability, Lisa gets convinced in the Christmas spirit, celebrations in the traditional way, and in Santa. Afterall Santa had to be real, as it would bring in, real gifts as the iPhone to everybody expecting it.

Thus in Christmas time, social media and all virtual means as a nuisance and or an inspiration to all parties involved, shines as a magical wand, in hands with the know-how, and spirit, under the mistletoe.

Works Cited

- Britannica, T. E. o. E. (5 January, 2023). Quinceañera. In *Encyclopedia Britannica*.
- Britannica, T. E. o. E. (2022). Sarah. In (Vol. 2022). *Encyclopedia Britannica*.
- Capra, F. (1946). *It's a Wonderful Life* Retrieved November 30, 2022 from <https://www.imdb.com/title/tt0038650/>
- Kubrick, S. (1980). *The Shining*. Retrieved 19 January, 2023 from <https://www.imdb.com/title/tt0081505/>
- Lambert, M. (2021). *A Castle for Christmas* Netflix. [https:// www.netflix.com/](https://www.netflix.com/)
- Moon, R. (2022). *Where was Falling For Christmas filmed? The Belmont Summit Resort Location*. Retrieved 23November , 2022 from <https://www.atlasofwonders.com/2022/11/where-was-falling-forchristmas-filmed.html>
- NA. (2022, 25 October, 2022). *U.S. Department of Veterans Affairs*. Retrieved 30 November, 2022 from <https://www.socialwork.va.gov/socialworkers.asp#:~:text=VA%20social%20workers%20are%20responsible,Veteran's%20needs%20and%20available%20resources>.
- Ranarivelo, A. (2022). *I Believe in Santa* Netflix. <https://www.netflix.com/browse?jbv=81477797>
- Shyer, C. (2022). *The Noel Diary* Netflix. <https://www.netflix.com/browse?jbv=81045305>
- Tagliavini, G. (2022). *Christmas with You* Netflix. [https:// www.netflix.com/browse?jbv=81304917](https://www.netflix.com/browse?jbv=81304917)



CHAPTER
6

A COMPARISON OF THE IMPACT OF INTERNATIONAL MARKETING MIX ADAPTATION STRATEGIES ON THE EXPORT PERFORMANCE OF DOMESTIC AND FOREIGN COMPANIES IN THE JEWELRY SECTOR*

Ahmet KARACA

Pamukkale University,

ORCID: 0000-0001-8556-7337

1. ABSTRACT

Adaptation strategy is crucial to a company's competitive advantage and survival, particularly during times of crisis. The attempt to join international markets using a marketing mix strategy depends on the management and company characteristics.

Due to the fact that the literature review revealed that the adaptation strategy and export performance was complementary, these two factors were preferred (Cassiman and Golovko, 2011). Particularly, there is empirical evidence indicating the connection between the implementation of a company's adaptation strategies and the improvement of export performance is positive, whereas the relationship is negative in the opposite scenario (Golovko and Valentini, 2011).

After introducing the adaptation and standardization strategies and reviewing the literature on their impacts on the export performance of companies, this study investigated the impact of the adaptation strategies applied to the marketing mix elements in the jewelry sector on export performance. A model has been developed by analyzing the adaptation strategy trends of companies in this sector and their implications on export performance. The impacts of the level of application of adaptation strategies by companies operating domestically and internationally on their export performance were investigated independently, and then the impacts of adaptation strategies on exports were compared. In light of the research findings, recommendations were provided regarding the adaptation

* This study is a derivate from the Ph.D. Thesis titled 'THE EFFECTS OF INTERNATIONAL MARKETING MIX ADAPTATION STRATEGIES ON EXPORT PERFORMANCE: JEWELLERY SECTOR APPLICATION'.

strategies that domestic companies should employ to expand their exports and compete in foreign markets.

1.1.International Marketing Mix

The choice of international marketing by companies depends on several factors. The four driving forces in the market lead companies to change and internationalization takes place as one of the results of this change. These four drivers include internationalization, deregulation, consumer awareness, and adapting to technological developments. The internationalization efforts of the companies have facilitated the construction of global factories and production centers and led to the emergence of global markets. Moreover, increased global deregulation initiatives have decreased or even eliminated the market entry barriers that companies face when expanding to international markets (Çağlar and Kılıç 2005: 229-230). International marketing refers to the operations conducted by businesses to adapt to foreign markets and fulfill their demands. From this standpoint, companies seek the most effective means to meet market demands. Therefore, unlike conventional (domestic) marketing operations, international marketing is the creative application of normal marketing rules and methods to foreign market conditions. International marketing is the process of planning and organizing the 4P strategy on a multinational scale through the mutual exchange of the needs of local organizations and individuals.

"The concept of "Marketing Mix" was introduced by Borden in 1964 as a creative blend of marketing procedures and marketing policies of a company manager to ensure continued profitability. Today, the marketing mix is defined as the controllable marketing instruments that a company use to elicit the desired response from its target market. The 4Ps of marketing (Product, Price, Promotion, and Place) are frequently used to refer to these instruments (Riaz and Tanveer, 2012: 42).

The marketing mix is the combination of various decision-making variables utilized by companies to market their products and services. After identifying the market and collecting fundamental market information, the next step is to manage the marketing program and determine which strategies and instruments will be utilized to compete with other companies and meet the needs of customers. The marketing mix provides the optimal combination of marketing content that will allow companies to fulfill their objectives, including profit, sales volume, market share, return on investment, etc. The marketing mix is grouped by the 4Ps. The profitable formulation of marketing operations is such that each market varies according to its own conditions and environmental factors.

The marketing mix is the collection of controllable variables that a company can utilize to affect the reactions of consumers who purchase its products. Following the establishment of the marketing budget, the marketing manager determines the level of marketing expenses necessary for the company to achieve its marketing objectives and how to allocate the overall marketing budget among various marketing tools (Singh, 2012: 40).

1.2. International Marketing Mix Adaptation Strategies

Adaptation is an endeavor to address diverse customer needs in a country's market by differentiating one or more elements of the international marketing mix program of a company. It is the adaptation study that businesses implement in accordance with the desires and requirements of the target country market to be exported to adapt to customer purchasing behaviors. Adaptation, which represents adapting to local conditions and demands, is a strategy that should be implemented when there are differences in laws, living conditions, cultural norms, and product requirements in the target market to be joined (Çavuşgil et al., 2008: 519).

The adaptation strategy is employed when standardization is insufficient, and it aims to ensure the satisfaction of target customers through adaptation studies carried out at the required levels. Kotler (1986) also states that products can enter international markets, particularly by employing communication tools, which vary from country to country.

Types of adaptation are examined in four parts: product adaptation, price adaptation, promotion adaptation and distribution adaptation.

Product adaptation strategy can be defined as the company's consistent and planned activities to meet the demands of local customers (Çavuşgil and Zou, 1994). The product adaptation strategy should initially be established by the distinctive characteristics of the business and the external environment. Product adaptation strategy positively affects export performance as a marketing strategy (Zou & Çavuşgil, 2002).

Price adaptation is the exporter's ability to successfully evaluate methods and prices to adapt to the international competitive market. This process provides efficiency for exporting companies to control expenses and cash management. Furthermore, it is underlined that effective cost control will create a competitive edge over the company's competitors, thus providing a low-cost advantage (Nguyen, 2012: 53).

Promotion is the most important function in international marketing adaptation strategies. Promotional activities include advertising, personal selling, promotion and public relations. Undoubtedly, promotion improves sales by positively influencing customer purchasing preferences. Moreover, it offers diverse opportunities for attaining international marketing objectives. For instance, while advertising promotes and strengthens the image of a product, it also accelerates the dynamism in the industry. Promotional adaptation, which determines where the product stands in the target market, should be considered an expense and included in the cost of the product. (Singh, 2012: 42).

Distribution adaptation refers to the support capability that the exporter will offer to distributors. In the export market, strong ties are formed with distributors as well as customers. Exporting companies must know the market and their customers before and after sales. On the other hand, it isn't easy to collect accurate information for customers' needs on international markets in real practice. Export companies can access this information through distributors. Exporters and distributors must collaborate in order to provide the product with a competitive advantage and obtain market feedback (Nguyen, 2012: 54).

1.3. Export Performance and its Determinants

Due to the close association between objective and subjective criteria, Venkatraman and Ramanujam (1986) state that the employment of both objective and subjective criteria together will be advantageous rather than disadvantageous. Figen et al. (1996) established the internal (strategic inputs and outputs) and external (competitors, customers, shareholders) reference points for export performance. Carneiro et al. (2011) also state that present or future measurements can be found in addition to past measurements. In addition, future export performance expectations measurements and present-time measurements are more appropriate for analyzing the long-term and making long-term strategic decisions when used together.

However, researchers have made minimal efforts to identify measurement difficulties, sample size, validity, reliability, and other technical flaws in studies. There are various data collection tools, ranging from unstructured personal discussions to structured letters and in-depth interviews. In addition, analytical approaches vary from simple methods to complex multivariate techniques (Cavuşgil and Zou, 1994: 2-3).

Export performance determinants are divided into two main groups as internal and external determinants (Sousa, 2003: 18-19; Shamsuddoha, 2005: 20):

Internal determinants (ID) consist of four sub-sections and are comprised of internal sub-sections; PO1- Company Characteristics: Company size, age, technology, and export experience BU2- Managerial Characteristics: Managers' education and foreign language proficiency, export experience, and age BU3- Managers' Perceptions and Behaviors: Proactive export motivation and perceived export advantages and BU4 - Export Marketing Strategy: Degree of product, price, promotion and distribution adaptation.

On the other hand, external determinants (ED) consist of external factors and comprise three subsections; DB1- Industry Characteristics: Price competition level of the industry and the technological intensity of the industry, DB 2- Foreign Market Characteristics: Export market attractiveness and export market problems and DB 3- Local Market Characteristics: Local market attractiveness.

2. JEWELRY INDUSTRY

The jewelry industry can be defined as a sector comprised of gold, silver, platinum, and semi-precious stone tools, as well as precious metals processing and design processes that facilitate the transition of gold and silver into jewelry. The Turkish jewelry industry dates back to ancient times. In the historical process, the civilizations of Anatolia, including the Hittites, Urartians, Phrygians, Ionians, Lydians, Romans, Byzantines, Seljuks, and Ottomans, played a significant influence in the development of their own jewelry models for religious and aesthetic purposes (Öktem, 2005): 207.

Jewelry exports in Turkey have increased significantly in recent years. Turkey's standing in the sector has improved as a result of this increase, making it one of the leading countries in this regard. “The jewelry industry in Turkey can process approximately 400 tons of gold and 200 tons of silver annually and turn them into jewelry. However, not all of this capacity is used. Turkey is among the top 5 countries in the world's gold jewelry production” (www.immib.org.tr).

The growth of the jewelry sector drives the expansion of the mining and metals industries. The export operation of the Turkish jewelry sector is mostly carried out in three ways: Official exports to foreign countries, Luggage trade from Laleli, and The products that tourists purchase for themselves. In recent years, the jewelry industry's exports have increased due to its domestic potential,

and by exporting approximately 200 tons to 60 countries, it has ranked second after Italy in this field (Tüzmen, 2004: 59).

Table1.Share of Turkish Jewelry Industry in Total Exports

	1990	1995	2000	2005	2010	2014
Jewelry Industry Exports (Million)	4,0	65,0	394,4	1.168	1.538	3.109
Share in Total	0,03%	0,30%	1,42%	1,59%	1,35%	1,97%

Source: TÜİK, 2015.

According to the data in the table above, Turkish exports of jewelry in 1990 totaled \$4 million. In 2014, the amount of exports increased to 3,109 million dollars. It is estimated that the exports of the jewelry sector will continue to increase in the coming years.

Turkey exports its jewelry to countries with high per capita incomes, such as the United States, Germany, and the United Arab Emirates. The provinces where the jewelry industry is heavily involved in Turkey are Istanbul, Ankara, and Izmir (<http://www.jtr.org.tr>).

Considering the Turkish jewelry industry's export figures at five-year intervals reveals a consistently growing trend.

3. METHOD

The purpose of this study is to determine the impact of international marketing mix adaptation strategies on the export performance of both domestic and foreign companies through comparison and to investigate this in the jewelry industry. The study will contribute to managers and researchers within the framework of foreign trade policy.

The study population consists of the companies that continue their activities in the jewelry sector and export throughout Turkey. According to the Jewelry Exporters' Association, this criteria comprises 1137 companies. The total number of exporting members between December 2013 and November 2014 is 676 in TİM (Turkish exporters assembly) data. In this study, 676 domestic companies exporting in the jewelry sector were accepted as the research population, and 416 export representatives from these companies were surveyed. Additionally, the same survey form was sent to foreign companies that participated in the fair as participants whose universe is unknown; 138 companies responded and were

included in the research, so that data was collected from both domestic and foreign companies, and a comparison was possible.

Marketing mix adaptation strategies (product adaptation, price adaptation, promotion adaptation, and distribution adaptation) and export performance (EP) are the variables of the study.

The descriptive statistics of mean, standard deviation, skewness, and kurtosis coefficients for all statements in the survey for all companies that took part are presented in Table 2.

Table 2. Descriptive Statistics for All Companies

	Explanation	Mean	Standard	Skewness Coeffici-	Kurtosis Co-
	Product Adaptation (UA)				
UA1	Positioning (image of the product in the consumer's mind) strategies.	3,5397	0,87731	-0,525	0,136
UA2	Product design	3,796	0,85468	-0,678	0,571
UA3	Product quality	3,7726	0,94068	-0,592	0,144
UA4	Brand and branding policies	3,7112	0,97879	-0,533	-0,075
UA5	Packaging	3,7202	0,91761	-0,672	0,394
UA6	Labels used on products	3,6245	0,94697	-0,676	0,323
UA7	Services provided	3,8159	0,89323	-0,623	0,387
UA8	The warranty period and quality applied to the products	3,8159	0,9033	-0,648	0,355
	Price Adaptation (FA)				
FA1	Determined retail prices	3,204	1,03637	-0,387	-0,694
FA2	Wholesale or commercial sale price	3,1282	1,17378	-0,331	-0,768
FA3	Profit margin applied to commercial customers (retailer, dealer)	3,1769	1,16509	-0,307	-0,755
FA4	Margin applied to ultimate customers (customers)	3,0957	1,20872	-0,221	-0,931
FA5	Price reductions applied	3,1318	1,12137	-0,231	-0,817
FA6	Opportunity and number of installments in sales	3,0668	1,1926	-0,225	-0,981
	Promotion Adaptation (PA)				
TA1	Promotional activities carried out	3,4097	0,95466	-0,861	0,245
TA2	Creative advertising and design	3,4783	1,01547	-0,451	-0,193
TA3	Messages and themes given to customers	3,7061	0,9746	-0,624	0,108
TA4	Media tools allocated for the market (such as TV, newspaper and internet..)	3,5235	1,08932	-0,452	-0,506
TA5	Promotion applied in sales	3,5018	1,05414	-0,711	-0,026
TA6	Sales force structure (regional, product-based, customer-based)	3,6119	0,94855	-0,713	0,358
TA7	Sales force (finding new customers, developing relationships)	3,6516	0,89378	-0,539	0,089
TA8	Public relations	3,704	0,92333	-0,556	-0,012

TA9	Personal selling	3,6805	0,91249	-0,558	0,092
TA10	Advertising and promotion budget	3,5072	1,00133	-0,692	0,049
	Distribution Adaptation (DA)				
DA1	Distribution channels (agent, distributor, industrial buyer)	3,3845	0,84954	-0,719	0,551
DA2	Physical distribution (transportation, storage, storage, etc.)	3,4585	0,91159	-0,516	0,179
DA3	Type of agent (retailer, dealer, wholesaler)	3,5632	0,96624	-0,759	0,431
DA4	The role of the mediator	3,6029	0,98509	-0,664	0,25
	Export Performance (EP)				
IP3_A	Company's level of satisfaction with export activities (Export amount)	3,3357	1,02373	-0,729	-0,131
IP3_B	Company's level of satisfaction with the export activities (Market share)	3,5072	1,16494	-0,527	-0,545
IP3_C	Company's level of satisfaction with the export activities (Rate of entry into new markets)	3,5361	1,22937	-0,497	-0,713
IP4_A	Compared to competitors (Export amount)	3,426	1,09037	-0,57	-0,443
IP4_B	Compared to competitors (Market share)	3,4549	1,09195	-0,532	-0,405
IP4_C	Compared to competitors (New market entry rate)	3,5307	1,1723	-0,591	-0,49
IP5	<i>Compared to competitors (Overall export performance)</i>	3,4838	0,97003	-0,735	-0,083

When the averages of the items given in Table 2 are examined, the following inferences can be made: The mean of the items related to PA is between 3.5397 and 3.8159, and the standard deviations are between 0.85468 and 0.978798, The mean of the items related to PA is between 3.0668 and 3.204, and the standard deviation of the items is between 1.03637 and 1.20872, the mean of the items related to PA between 3.4097 and 3.704, and the standard deviation is between 0.84954 and 1.08932, The mean of the items related to DA is between 3.4585 and 3.6029 and the standard between 0.91159 and 0.98509, and the mean of the items related to EP is between 3.3357 and 3.5361 and the standard deviation of the items between 0.97003 and 1.22937.

When the skewness and kurtosis coefficients of the given items are examined, the skewness coefficient is between -0.861 and -0.221; The kurtosis coefficient is between -0.981 and 0.571. Lei and Lomax (2005) stated that if the absolute value of the skewness and kurtosis values of the items is less than 1, there is a very weak deviation from the normal distribution; when the absolute value is less than 2.3, there is a moderate deviation from the normal distribution, and when the absolute value is greater than 2.3, there is a high deviation from the normal distribution. Accordingly, when the items are examined, it is possible to state that

the data show a weak deviation from the normal distribution since the skewness and kurtosis coefficients of the items are less than 1 in absolute value.

4. EVALUATION OF THE MEASUREMENT MODEL

At this phase of the study, a multi-factor explanatory factor analysis was conducted for all companies, including the 31 statements mentioned previously. Initially, the KMO sample adequacy measure was used to determine whether the data were sufficient for factor analysis. The Bartlett Test of Sphericity was then utilized to determine if the data were eligible for factor analysis. In order to determine the number of factors for all companies, a parallel analysis was conducted, and the results supported the proposed five-factor structure.

Confirmatory factor analysis is a powerful statistical technique used to analyze a theoretical framework and is frequently employed to adapt a scale developed in any social structure or country culture to another structure. For this purpose, the confirmatory factor analysis method was used in the construct validity study of the scale.

5. ANALYSIS OF VARIABLES REGARDING DOMESTIC AND FOREIGN COMPANIES WITH THE STRUCTURAL EQUALITY MODEL

After conducting validity and reliability analyses of the measurement models for domestic and foreign companies and determining that they were valid and reliable, separate structural equation models were developed for each group to examine the proposed hypotheses in each group. Tables 3 and 4 provide evaluations of the proposed model's goodness-of-fit evaluations of each group, respectively.

Table 3. Goodness of Fit Criteria and Calculated Values for Domestic Companies

Fitness Measurement	Good Fit	Acceptable Fit	Calculated Values	Fit
χ^2/sd	$0 \leq \chi^2/sd \leq 2$	$2 < \chi^2/sd \leq 3$	1159,89/424=2,735	Acceptable Fit
RMSEA	$0 \leq$ RMSEA \leq 0.05	$0.05 <$ RMSEA \leq 0.08	0.067	Acceptable Fit
NFI			0,91	
CFI	$0.97 \leq$ CFI \leq 1.00	$0.95 \leq$ CFI $<$ 0.97	0.94	-
NNFI	$0.97 \leq$ NNFI \leq 1.00	$0.95 \leq$ NNFI $<$ 0.97	0.93	Acceptable Fit
CFI			0,94	
SRMR	$0 \leq$ SRMR \leq 0.05	$0.05 <$ SRMR \leq 1	0.064	Acceptable Fit

The goodness of fit table obtained for domestic companies reveals that the chi-square for domestic companies is 1159.89 and sd 424, and the p-value is 0.000 (< 0.05). It was that $\chi^2/sd=2,735$, and it was determined to be within the acceptable range of fit.

Table 4. Goodness of Fit Criteria and Calculated Values for Foreign Companies

Fitness Measurement	Good Fit	Acceptable Fit	Calculated Values	Fit
χ^2/sd	$0 \leq$ $\chi^2/sd \leq 2$	$2 < \chi^2/sd \leq 3$	689,99/424=1,627	Good fit
RMSEA	$0 \leq$ RMSEA \leq 0.05	$0.05 <$ RMSEA \leq 0.08	0.075	Acceptable Fit
NFI			0,86	
CFI	$0.97 \leq$ CFI \leq 1.00	$0.95 \leq$ CFI $<$ 0.97	0.94	-
NNFI	$0.97 \leq$ NNFI \leq 1.00	$0.95 \leq$ NNFI $<$ 0.97	0.93	Acceptable Fit
CFI			0,94	
SRMR	$0 \leq$ SRMR \leq 0.05	$0.05 <$ SRMR \leq 1	0.098	Acceptable Fit

The goodness of fit tables obtained from foreign companies reveals that the chi-square is 689.99 and sd 424, and the p-value is 0.000 (< 0.05). It was found that $\chi^2/sd=1,627$ was within the limits of good fit. The estimation, standard error,

t, R², and hypothesis results for the hypotheses on the constructed structural models are presented in Table 5 and Table 6, respectively, for domestic and foreign companies.

Table 5. Hypotheses, Estimation, Standard Error, t, R² Values and Test Results Regarding the Structural Model for Domestic Companies

Turkish Companies	Estimation	Standard error	t	Result	R ²
H_1 : Product adaptation has an impact on export performance.	0,17	0,14	1,24	Not supported	0,07
H_2 : Product adaptation has an impact on export performance.	0,11	0,076	1,38	Not supported	
H_3 : Product adaptation has an impact on export performance.	0,032	0,098	0,31	Not supported	
H_4 : Distribution adaptation has an impact on export performance.	0,35	0,16	2,24*	Supported	

*p<0,05

The model for domestic companies was found to be $EP = 0.17 PA + 0.11 PA + 0.032PA + 0.35 DA + \text{error}$. As can be seen from the table, only the H_{04} hypothesis was supported. The impact of distribution adaptation on export performance is statistically supported. However, the predictive power of the model in explaining export performance is very low ($R^2=0.07$). Only 7% of the variability in export performance in domestic companies can be explained by adaptation strategies.

Table 6. Hypotheses, Estimation, Standard Error, t, R² Values and Test Results Regarding the Structural Model for Foreign Companies

Foreign Companies	Estimation	Standard error	t	Result	R ²
H_1 : Product adaptation has an impact on export performance.	0,6	0,15	3,94*	Supported	0,75
H_2 : Product adaptation has an impact on export performance.	0,35	0,12	2,92*	Supported	
H_3 : Product adaptation has an impact on export performance.	0,2	0,18	1,13	Not supported	
H_4 : Distribution adaptation has an impact on export performance	-0,0015	0,15	-0,0095	Not supported	

*p<0,05

For foreign companies, the model is; $EP = 0.6PA + 0.35 PA + 0.2PA + -0.0015DA + \text{error}$. As can be seen from the table, only H_1 and H_2 hypotheses are supported, that is, PA and PA have an impact on EP. Moreover, 75% of the variability in export performance in foreign companies can be explained by adaptation strategies ($R^2=0.75$).

6. INVESTIGATION OF FORMAL INVARIANCE FOR DOMESTIC AND INTERNATIONAL COMPANIES

In order to test the equality hypotheses of structural coefficients for domestic and foreign companies with confirmatory factor analysis (CFA), metric invariance should be provided. Metric invariance is achieved under the condition of formal invariance. In this case, it is necessary to investigate the formal invariance first. Regarding formal invariance, a measurement model was developed for both groups, the compliance of the two-group CFA model with the data was evaluated, and the results are provided in Table 3.9.

Table 72. Separate CFA Models for Domestic and Foreign Companies and Certain Goodness of Fit Values for Two-group CFA Model

Group	X²	s.d.	p	X²/sd	RMSEA	NFI	NNFI	CFI	SRMR
Domestic	1159,89	424	0,000	2,735	0,067	0,91	0,93	0,94	0,064
Foreign	689,99	424	0,000	1,627	0,075	0,86	0,93	0,94	0,098
<i>Two-group CFA</i>	<i>1325,02</i>	<i>424</i>	<i>0,000</i>	<i>3,125</i>	<i>0,064</i>	<i>0,94</i>	<i>0,95</i>	<i>0,96</i>	<i>0,056</i>

As illustrated by Table 7, since both domestic and international models, as well as two groups of CFA models, have acceptable compliance, formal invariance has been provided in measuring models of the adaptation strategies and export performances for domestic and international companies.

6. INVESTIGATION OF FORMAL INVARIANCE FOR DOMESTIC AND INTERNATIONAL COMPANIES

Metric invariance is the equality of factor loads in groups. Metric invariance can be realized precisely for all items within each factor or, in the case of partial metric invariance, which is defined as the equation of the factor loads of at least two items within each factor (Önen, 2009).

Full metric invariance was investigated for the items in each dimension in the model, but full metric invariance could not be realized. Consequently, partial invariance was investigated, and partial invariance was realized for at least two indicator groups in each factor.

In order to investigate the metric invariance, a base model was established in which all parameters were freely estimated in both groups. Then, UA6, UA4 for the PA factor; FA1, FA5 for the PA factor; TA1 for the PA factor, DA1, DA3 for the TA10 DA factor, IP3_a for the EP factor, IP3_b variables were placed in the factor loadings in the groups, and a limited model was established. This limited model was compared to the base model using the chi-square difference test. The chi-square value (χ^2) of the restricted model was 1855.65, and the degree of freedom was 858, the chi-square (χ^2) value of the base model was 1849.88, the degree of freedom was 848, and the chi-square difference value with 10 (= 858-848) degrees of freedom was found to be 5.77 (= 1855.65-1849.88). The p value for this difference is 0.83 ($p=0.83>0.05$). This shows that partial metric invariance is realized.

8. INVESTIGATION OF THE STRUCTURAL COEFFICIENT EQUATION FOR DOMESTIC AND FOREIGN COMPANIES

In order to test the equation of structural coefficients in the groups after establishing metric invariance, initially, a model in which structural coefficients were freely estimated in both groups was developed, which was used as a base model. Then, restricted models were constructed, which can be expressed as the impact of each factor on EP being the same for each group, and chi-square difference tests were conducted to determine whether the difference between the chi-square values of the base and restricted models was statistically significant. Table 8 provides the structural coefficients for domestic and foreign companies, the calculated chi-square difference values for testing the equation of these structural coefficients in groups, and the test results.

Table 8. Structural Coefficients and Chi-Square Values

	Structural Coefficients		Chi-square values		Chi-Square Difference Test		
	Domestic Company	Foreign Company	Restricted model (sd =849)	Base model (sd=848)	Chi-Square	sd.	p value
PA	0,170	0,60*	1854.39	1849.88	4,51	1	0,03<0,05 rejected
PA	0,110	0,35*	1851.46	1849.88	1,58	1	0,21>0,05 not rejected
TA	0,032	0,20	1850.54	1849.88	0,66	1	0,42>0,05 not rejected
DA	0,035*	-0,0015	1852.41	1849.88	2,53	1	0,11>0,05 not rejected

*p<0,05

As a result, only the impact of PA on EP was found to be different in the groups. While the impact of PA on EP in domestic companies is low and statistically insignificant, the impact of PA on EP in foreign companies is high and statistically significant. The impact of PA on EP was insignificant for domestic companies and significant for foreign companies, and the relevant structural coefficients were found to be statistically equal in both groups. The structural coefficient of PA in both groups was insignificant, and the coefficient equation hypothesis was not rejected again. While the impact of DA on domestic companies was significant, and its impact on foreign companies was insignificant, the hypothesis of the equation of the relevant structural coefficients in the groups was not rejected. In this case, the most obvious difference between domestic and foreign company models is that the impact of PA on EP is different in the groups.

CONCLUSION AND RECOMMENDATIONS

In contrast to earlier studies, this study focused on a single sector rather than investigating all sectors that continue exporting. The jewelry sector, which is preferred for study, is a sector in which adaptation strategies should be employed more intensively than in other sectors. In this study, both domestic and foreign competitors of the jewelry industry were evaluated, and it was also intended to contribute to future studies regarding the factors influencing export performance.

Another aspect that distinguishes this study from others is that it presents a model on a sectoral basis. This is the first study conducted in Turkey that discusses the export performance of the jewelry sector and the international branding mix adaptation strategies that affect it. All of the companies involved in this study are export-oriented companies of various scales. Accordingly, it is predicted that international marketing mix adaptation strategies will have an impact on export performance, and our study serves to fill the gap in this field.

The main purpose of this study is to reveal the impact of adaptation strategies on export performance. Since another purpose of the study is to compare domestic and foreign companies, this comparison is dependent on the condition that the measurement model has similar characteristics in both groups.

Consequently, the impact of product adaptation on EP was found to be different in the groups. While the impact of product adaptation on EP in domestic companies is low and statistically insignificant, the impact of product adaptation on EP in foreign companies is high and statistically significant. The impact of price adaptation on EP was insignificant for domestic companies and significant for foreign companies, and the relevant structural coefficients were found to be statistically equal in both groups. The structural coefficient of the promotion adaptation in both groups was insignificant, and the coefficient equation hypothesis was not rejected. While the impact of DA on domestic companies was significant and its impact on foreign companies was insignificant, the hypothesis of the equation of the relevant structural coefficients in the groups was not rejected. Since the performance values and variance of other variables differ between domestic and foreign companies, the low impact of adaptation on export performance does not imply that adaptation cannot explain exports for domestic companies. On the contrary, it emphasizes that domestic companies should focus more on significant variables. Consequently, in order to improve their export performance, domestic foreign companies need to increase the significant variables.

Examining the degree of distribution adaptation reveals that the distribution network and selection criteria, transportation strategy/policy, and distribution

budget interact with the EP. As distribution adaptation increases, so does the EP. Studies in the academic literature corroborate this finding. (Madsen, 1989: 50; Koh, 1991: 58; Çavuşgil and Zou, 1994: 16; Leonidou et al., 2002: 62; Lee and Griffith, 2004: 329; Mavrogiannis et al., 2008: 648).

Foreign companies can reflect their adaptation strategies to the international market as an increase in export performance. As can be observed, domestic companies in the jewelry industry do not take into consideration the differences in customer structure (demographic, cultural, and individual) that vary from country to country in their activities for foreign markets and do not adapt their strategies accordingly.

In order to increase exports to the same level as foreign companies, domestic companies must prioritize product and price adaptation. The industrial structures of the market to be entered should be examined, and factors such as taxes, tariffs, government interventions, and price competition should be taken into account. In terms of market characteristics, the customer structure of the market, which is deemed potentially addressable, should be investigated, as well as issues such as cultural similarity, closeness to the product and brand, as well as the potential demand they could generate. In terms of the legal environment, the level of similarity between the market to be entered in the host country and the market in the home country should be investigated.

For this purpose, the product and price adaptation strategies of successful export companies should be examined. In order to improve their export performance, domestic companies should develop strategies to increase their performance. It is crucial to develop a strategy in this regard and to increase practices in this direction. Additionally, designing products specific to each target country will effectively improve export performance. Domestic companies should have a clear understanding of the foreign markets they export to and develop their adaptation strategies accordingly. In order to increase their market share in the jewelry sector, domestic companies should develop products that can compete with the target market. Domestic companies require professional managers with extensive knowledge of foreign markets in the field of jewelry in order to compete in the global market.

Based on this study, further studies could be conducted on the impact of globalization on international marketing adaptation strategies and export performance. Studies can be carried out on the difficulties encountered in the implementation of adaptation strategies in international marketing and the impact they have on company performance. Additionally, a study can be conducted on the

impact of adaptation strategies on the branding and export performance of companies from various international marketing sectors. In place of the immediate data collection method used in this study, the long-term data collection method may produce more reliable results.

Internal factors and external factors, as well as controllable factors and uncontrollable factors, can be considered while examining the factors influencing export performance. The positive or negative impacts of these factors on the company's export activities should be examined. It is believed that it would be beneficial for future studies on export performance to investigate it strategically and economically. Also, it is believed that it would be beneficial to investigate the relationships between export performance determinants (sector characteristics, domestic market features, and product characteristics) and export performance.

On the basis of variables and variables, the factors influencing export performance should be examined, and the positive or negative impacts of these factors on the company's export activities should be investigated. It is believed that it would be beneficial for future studies on export performance to investigate it strategically and economically. Also, it is thought that it would be beneficial to investigate the relationships between export performance determinants (sector characteristics, domestic market features, and product characteristics) and export performance.

REFERENCES

- Ann M., Fiegen D., Blumenstein L., Stege P., Vetter I.R. and Ahmadian M. R., 2002, Crystal Structure of Rnd3/RhoE: Functional Implications. *FEBS Lett* 525, 100–104.
- Avi, F. and Shoham, A. 1999, “Extending the Competitive Marketing Strategy Paradigm: The Role of Strategic Reference Points Theory,” *Journal of the Academy of Marketing Science*, Vol.27 No. 4, 42-54.
- Cadogan, J.W., Diamantopoulos, A. and Siguaw, J.A., 2002, Export Market-Oriented Activities: Their Antecedents And Performance Consequences, *Journal of International Business Studies*, Vol. 33, 615–626.
- Carneiro, J., Rocha, A., and Silva, J., 2007, A Critical Analysis of Measurement Models of Export Performance. *BAR. Brazilian Administration Review*, Vol. 4, August 2007, 1–19.
- Cavuşgil, S. T. and Zou, S., 1994, “Marketing Strategy-Performance Relationship: An Investigation of the Empirical Link in Export Market Ventures,” *Journal of Marketing*, Vol: 58, 1-21.
- Cavuşgil, S. T., Knight, G. A. and Riesenberger, J. R., 2008, *International Business: Strategy, Management, and the New Realities*. Pearson Prentice Hall, New Jersey, 519.
- Çağlar, İ. and Kılıç. S., *Pazarlama, Nobel Yayın Dağıtım, Ankara, 2005*.
- Diamantopoulos, A. and Kakkos, N., 2007, Managerial Assessments of Export Performance : Conceptual Framework. *Journal of International Marketing*, Vol. 15 No.3, 1–31.
- Kotler, P., 1986, “Global Standardization: Courting Danger,” *The Journal of Consumer Marketing*, Vol: 3, No: 2, Spring, 13-15.
- Öktem, M. M., 2005, “Our country will be the apple of the world's eye in jewellery.” *Gold News Magazine*, March-April, Istanbul, 207.
- Riaz, W. and Tanveer, A., 2012, “Marketing Mix, Not Branding” *Asian Journal of Business and Management Sciences* Vol. 1 No. 11 43-52.
- Shoham, A., 1998, Export Performance: A Conceptualization and Empirical Assessment. *Journal of International Marketing*, Vol. 6, No. 3, 59–81.
- Shamsuddoha, A. K., Yunus Ali, M and Ndubisi N.O., 2009, "Impact of Government Export Assistance on Internationalization of SMEs from

- Developing Nations," *Journal of Enterprise Information Management*, Bradford, Vol.22, No.4, 408.
- Singh, J., 2012, Tradeoff of Workers between MGNREGS and Manufacturing, Research Study, Office of the Economic Adviser, Department of Industrial Policy and Promotion, Ministry of Commerce and Industry, Government of India, New Delhi, New Delhi, 40.
- Sousa, Carlos M P., 2004, Export Performance Measurement: An Evaluation of the Empirical Research in the Literature Export Performance Measurement: An Evaluation of the Empirical Research in the Literature. *Academy of Marketing Science Review*, Vol. 9, 1–22.
- Tek, Ö. B., *Marketing Principles: Global Managerial Approach-Turkey Practices*, Beta Publishing and Distribution, Istanbul, 1998.
- Türe, A. and Savaşçın M.Y., 2000, *The Birth of Jewellery*. Goldaş Cultural Publications, Istanbul, 26.
- Tüzmen, K., 2004, "Interview." *Gold News Magazine*, November-December, Istanbul.
- Venkatraman, N. and Vasudevan R., 1986, "Measurement of Business Performance in Strategy Research: A Comparison of Approaches," *Academy of Management Review*, Vol. 11, No. 4, 801–814.
- <http://phoenix.ieu.edu.tr>, Access Date (11.04.2015).
- <http://www.immib.org.tr>, Access Date (11.04.2015).
- TUIK, 2015. <http://tuikapp.tuik.gov.tr/disticaretapp/disticaret.zul?param1=2¶m2=0&sitcrev=0&isicrev=3&sayac=5804>, Access Date (11.04.2015).
- <http://www.jtr.org.tr/tr/ihracat-ihracat-rakamlari-istatistikler.html>
- The questionnaire used in the research includes *5-point Likert statements about socio-demographic questions and marketing mix adaptation strategies*.



STRATEGIC MANAGEMENT PROCESS IN INSTITUTIONS; A COMPANY REVIEW

Dr. Filiz MIZRAK

Istanbul Medipol University
ORCID: 0000-0002-3472-394X

1. INTRODUCTION

In today's increasingly complex competitive environment, strategic management emerges as an indispensable element in order to make predictions about the future for our businesses, to put them into numerical expressions and to reach the targets with the previously set goals. Management is a science, and the content of the concept continues to expand day by day. Especially since the 1950s, this change accelerated, and in the 1960s, it began to take its place as a branch of management in many higher education institutions. It is possible to define the concept of management as increasing productivity by bringing together the factors of production in the most effective way in line with the goals and objectives of the organization. In other words, management is also defined as a social science branch that tries to establish a balance between organizational resources and organizational goals (Ansoff, 2007).

Strategic management is a management model that eliminates uncertainties by determining the goals and objectives of the enterprise, motivates the employees, provides the most effective solution to the problems of the organization, facilitates the roadmap drawing by planning future activities, and allows the enterprise to analyze its internal and external environment (Hunger, 2020). In an economy where competition conditions are getting harder day by day in a rapidly changing world, individuals, businesses, and organizations need to think strategically and make strategic decisions more than ever in order to survive. The concept of strategic management is accepted as one of the rising values of today. As a result of the understanding of the management failures experienced in the enterprises after the 1960s, we see that the conflict of the concept has occurred in the perspective of the business understanding that can predict the future. In order to stand up against today's competitive conditions, strategic management has turned into a management approach that has become almost mandatory (Henry, 2021).

In this study, the concept of strategic management, especially the concept of strategy, the relationship of this concept with other concepts and its purpose are discussed. In this context, the aim of the study is to instill the idea of Strategic Management and to show how its implementation ensures success, due to the benefits of the globalizing world. An interview was conducted with a general manager of a logistic company founded in Turkey and operating globally. The interview questions were prepared benefiting from the related studies in the literature.

2. CONCEPTUAL FRAMEWORK

2.1 Definition of Strategy

The word strategy is similar to words with many meanings. The path to be followed is compatible with words such as tactics, plan, and method. The word, known to be of French origin, is thought to have been used in social sciences since the 1970s. It is among the assumptions that Strategos, one of the Greek generals, used the word for knowledge and art in ancient sources (Ansoff, 2007). In different sources, it is known that the strategy comes from the Latin "stratum" meaning road, line, or riverbed. Although there is more than one guess about the root of the word, it can be said that the definitions in general have similar meanings. This is related to guiding/drawing the path to be determined (Foss, K and Foss, N, 2022).

It is also among the records that the concept of strategy has been used as a military concept for centuries. Strategy is the science and art of placing the military force of the parties in accordance with the conditions, to reach a conclusion in a war. "Strategy" is as also defined as the determination of the measures or tools to be used in every field in order to advance towards the goals chosen in accordance with the policy pursued by an institution or state (Ansoff et al., 2018).

It is easily understood that the concept of general strategy can no longer remain within the framework of defense policy and cannot be distinguished from the general policy of each country (or institution). Different definitions have been made for the concept of strategy (Pamuk et al., 1997); "Exploring new rules of the game and finding a way to win." "The course of action to be taken by a business trying to achieve its goals in a fiercely competitive environment." It is also defined as identification of the long-term main objectives of an enterprise and the ways in which the resources necessary to achieve these objectives are allocated and adopted in their use (Bonn and Christodoulou, 1996).

Ansoff, who has an important place in strategic management, mentioned two different definitions of strategy; Pure strategy and general (mixed) strategy concepts. According to Ansoff, pure strategy is “an act of the enterprise or a set of particular acts”. A general or mixed strategy is a statistical decision rule that indicates which type of pure strategy the firm will choose in each situation (Igor Ansoff, 1987).

As it can be understood from the definitions above, the meanings of the word strategy can be expressed as the path, tactics, plan and method to be followed closely or as the French word meaning to refer, direct, send, lead and herd. In this context, the word "strategy" for businesses includes the issues of how to reach the desired goal before starting a business or how a business will be more successful and more tangible if it is managed. When a good analysis is made and a correct strategy is applied according to this result, the goal/success will be achieved.

2.2 General Features of Strategy

A strategy is a series of decisions with a long planning horizon. Strategy is to decide which target the business/organization wants to achieve and with which roadmap. However, before these, it is necessary to give direction to the present and the future by making a general analysis of the business. In today's world, where the impact of external resources is not at all, it is to continue the road by taking the necessary measures in line with the opportunities and threats of the environment, and to reach the target in line with the determined objectives (David, 2011).

Strategy is a method of analysis. The literal meaning of analysis has been defined as the process of breaking a complex subject or matter into smaller parts to better understand it. From a strategic point of view, it is about removing the barriers to decisions that are based on the interaction of influential people with rules and rules, by thinking about the overall situation analysis of the company. The strategy cannot be determined without a goal and the goal cannot be reached, because the goal and the goal are concluded at the same point. Strategy regulates the ties of the business with its environment. It allows to comprehend the relations of economic, technological, political and social changes with the environment, to identify and eliminate the factors that affect/will affect the business negatively, to be aware of the positive effects and to take positive steps towards the target by making use of them as much as possible (Wheelen et al., 2017).

Strategy has a meaning that determines the position of the organization in its environment. Strategy is the determinant of the reasons and the decisions taken in the daily flow of the organizations and the map that leads to the target. Managing is expressed as eliminating conflicts by developing solutions to events. Based on the meaning of the word strategy, drawing a way, making tactics, finding a method, it emerges when it is needed. Because a company that advances by establishing a good strategy in time may have new strategies for current events, but a complex and no longer advancing business needed to build a new ground by implementing a strategy. For this reason, strategy mobilizes the most important part of the company, the human element, and encourages them to find a new method. From this point of view, we can say that strategy is a motivating factor. Strategy determines the activity areas/relationships of the organization with its environment. It includes how the company's own resources will be used and the precise account and schedule of the use of resources over time; by auditing the application in certain periods; whether the strategy applied is correct and whether it is necessary to apply a new method accordingly, and new steps can be taken (Hill et al., 2014).

2.3 Relationship of Strategy with Similar Concepts

It has been observed that the concept of strategy is confused with some concepts and creates ambiguity. Prominent among these concepts are; “purpose, target, mission, vision, policy, program, budget, method and plan”. Of course, these concepts have similar aspects with the word strategy, but in order to understand that they are not exactly in the same direction, the words mentioned above, and the concept of strategy have been compared.

Objectives and Strategy: “Objective” is defined as the results that the organization wants to achieve and realize, directing the management. It is the expression of the goal of the business that is intended to be explained in the definition, to be achieved in the future. Before starting the strategic management process, the objectives should be determined so that they can act accordingly, so the objectives come before the strategic management process (Freeman and McVea, 2005).

The main elements required for effective and realistic objectives are listed below (Henry, 2021);

- * Objectives should be clear and understandable.
- * Objectives must be achievable.
- * Objectives should be flexible in a changeable structure.

* Objectives should be calculable and measurable.

*Objectives should be divided into periods according to the time they can be reached.

*Objectives must be accepted by business employees and practitioners.

* Objectives should motivate and motivate employees.

* Objectives must be compatible with each other at all levels.

Vision and Strategy: “Vision is the expression of the situation that individuals or organizations want themselves or their businesses to be in the future”(Ülgen and Mirze, 2004).

Vision is an important issue for a company, as the company will act according to its vision, if its vision is unique and rich, it will also greatly contribute to the position of the business. For this reason, the vision is of great importance in the formulation of strategies. Since the company or people will have determined the vision they want to be, they will implement a strategy according to this goal. The richness of the vision makes the strategy more far-reaching and unrestricted (Altiok, 2011).

The features of the vision are listed as follows (Schoemaker, 1992):

- It is unique for each manager and leader.
- All activities need to be perceived and evaluated.
- It is necessary to evaluate and explain the tendencies of operating in other countries.
- It gains value when it is understood and shared by others.
- Contributes to the formation of the strategies to be applied.
- It gives information about the development of strategies, communicating to the new, taking the risk, and being a participant and sharing feature.

For the vision of the company, first of all, there should be a manager who can take risks, sees the future, and does not lose his belief that it can be done. This person can bring the company to a successful level by applying the right strategy to create a unique, successful, rich vision for the company. So, the more successful the vision is, the more successful and recognizable the company will be. In this way, it also ensures international success. The most important issue here is that the company manager, who will make the strategy, can set out with unlimited freedom and a wide imagination while making strategic planning and move forward with realistic steps. Since the globalizing world now allows every

opportunity to open every door, steps should be taken by looking for the opportunity (Cowley and Domb, 2012).

Mission and Strategy: Mission is the task and common values that are determined to give direction and meaning to a business and distinguish that business from its peers (Ülgen and Mirze, 2004).

Mission is a term that specifies the reason for the existence of a business, its goals and objectives. The mission is to explain how businesses see themselves, how they want to promote themselves, in which field they serve, what they produce, that is, what the business is working on (Hladchenko, 2013).

It is a common "binding" element among the employees with the mission of the enterprise, the importance and norms it brings. In terms of the integrity of the enterprise and in addition to being a basic mission of the enterprise, different business units in each management unit have their own mission and strategy that is compatible with the basic mission of the enterprise (Cochran et al., 2008).

Strategy and Policy: The terms policy and strategy are often used interchangeably as if they were synonymous. Although it looks like the same when looked at, the similar and different aspects of these concepts have been compared so that they can be explained with clear lines (Lehmbruch, 2019).

The similar aspects are that the strategy and policy can exist at the same place and time, the ways and methods followed when creating and developing strategies and policies are the same, the basic elements of the processes are the same, both form and direct the boundaries of the plans, and both concepts are long-term. The different aspects are that the Strategy can be more flexible than the policy, the strategic activity is the use of all available forces to achieve the objectives, and this situation is more flexible in politics (Beaver and Prince, 2004)

Based on the above comparison of policy and strategy, it has been observed that it is normal for them to be similar concepts, but the element of strategy is a concept that is above the policy, it is more difficult to draw a path to be followed for the business that needs it, and this situation is more dominant in forward-thinking people (Wheelen et al., 2017).

Strategy and Tactics: Tactics, like strategies, are a type of plan. However, tactics are methods that are less comprehensive and result-oriented than strategy, which can meet the needs of the day in a shorter time and suitable for changing conditions. However, the strategy is more long-term and result-oriented in today's world where competition is increasing and it is difficult to be a retained company in a global world. It is a road map to be drawn on how to stay in the long term by knowing all the features of the company in full length. Tactics are short-term and small, but they are competent/useful studies. It has a more detailed structure than

strategy in terms of method and technique. Strategy is a mental process related to an order and design, while tactics are about a detailed order of action and implementation (Ülgen and Mirze, 2004).

The most important comparison or distinction between the two concepts is that strategy covers general decisions about allocating resources towards the goals of public administration, while tactics is about directing and mobilizing these resources (Sekhar, 2013).

Strategy, Program and Budget: The program is the determination of the place and time when detailed activities will be implemented and by whom and how. Here, unlike other concepts, the strategy must first be determined. After the strategy is put forward, it is programmed to determine by whom, how or in what time the detailed activities will be carried out within the existing order. The concept of budget comes into play here. The budget is literally expressed with the numerical concept in the economic arm that is sufficient or not sufficient for the program to be implemented. In line with the strategy to be prepared, a budget is prepared in accordance with the program to be made. If it is not sufficient, a solid source of investment will be found so that it does not hinder the progress of the program (Nazarova et al., 2016).

The program is short-lived, and the strategy is to anticipate the events and movements that will take place in the business over time, and to take appropriate steps in these directions for the next period. These steps need to be selected and evaluated in line with business objectives (Behrouzi et al., 2014).

Strategy and Plan: The plan is to determine what should be done and how to achieve the determined goals. The concept of plan covers all the concepts expressed as strategy, policy, method and program in general terms. Therefore, the plan always aligns with the strategy and relates to the company's environment or its developments (Pollanen et al., 2017).

The plan is also about identifying more concrete programs and maximizing the objective function to achieve the goals. The plan can also be defined as a calculated, digitized and, more precisely, written forecast. Strategies that give a definite identity that are transformed into written form in the face of these expressions are called strategic planning (Bonn and Christodoulou, 1996).

When the concepts described above are examined in their entirety, as stated at the beginning, they are like a branch of the strategy in one place and in one aspect. It is also mentioned above that each concept is used separately while applying the strategy, and whether it should be applied only before or after the strategy, but to be brief, only the concept of "plan" is separated from other concepts by its application after the strategy. However, in general, they are all intertwined (Bonn and Christodoulou, 1996).

2.4 Concept of Strategic Management

The concept of strategy, which existed in the late 1960s in management science, basically refers to the dynamic set of decisions that shape the goals, plans, and policies of an organization or organization and enable the organization to achieve its predetermined goals (Bracker, 1980).

Strategic management is to put these steps in the management stage by finding methods that will enable businesses and institutions to exist longer in the field, and to take different, more original, and perhaps more risky steps than their competitors, and to implement the steps that will reach their goals with the right timing (David, 2011).

Strategic management is the planning of the research, examination, evaluation, and selection efforts necessary for the planning of the strategies, taking and putting into practice all the internal structural and employee-inspiring measures of the enterprise for the implementation of these strategies, and finally controlling the strategies in terms of their suitability for the purposes before and after their implementation. It is the sum of processes related to the work of senior managers (Dyer et al., 2021).

Another definition of strategic management is by Ülgen; The objectives that businesses and organizations want to achieve are defined as the effective and efficient use of resources such as natural resources, human resources, capital and raw materials used in production (Ülgen and Mirze, 2004).

In this context, strategic management is to balance the shortage/excess of the resources used in production (capital, raw materials and human resources) in the company after completing the researches and examinations for strategic planning, determining the goals that businesses and organizations want to achieve and their long-term goals, missions and visions. In addition, it is understood that strategic management includes the road management followed in order to raise the complex and unorganized enterprises or companies as a result of the completion of the adequate budget, and then the studies related to the control of this path (Hitt et al.,2019).

It is a result of the research that the first applications in the literature on strategic management were in the private sector. In the face of the success/change in this sector, it has also been adopted in public administration with the idea that it will bring some innovations in order to enable organizations to keep up with the change, to solve problems, to create new conditions or to act by developing solutions within the existing order, and for the future (Gupta, 2007).

Strategic management has developed a new understanding of vision in public organizations. As in the private sector, the determination of medium and long-term goals, the supervision of what has been done, the prediction of their execution according to the performance system, and the objective presentation of accountability have resulted in the adoption of this management concept in public sector (Ackermann and Eden, 2011).

It is accepted that the concept of strategic management passes through four phases until it comes to the concept of strategic management applied today. I. Basic financial planning phase, II. Forecast-based planning, III. Outward-oriented strategic planning, IV. Strategic management (Stead and Stead, 2014);

- Financial Planning in the first stage is perhaps the most important step of these stages. The business must first determine how far it can go with the resources it has, how much it needs for the goal it wants to achieve, and find a resource or investment tool that is as solid as it needs. Not being able to keep targets high and not progress due to lack of resources means that strategic management ends before it even starts. For this reason, financial planning is necessary in the first place.

- The second phase, Forecast-Based Planning, is progress based on previous data. The previous strategies/road maps of the company are reviewed and the results they have achieved are evaluated. Because, in order not to repeat the previous negative results and not to try the same ways and fail again, new ways and new tactics must be found and it has been explained that it is necessary to proceed accordingly.

- In the third phase, externally oriented strategic planning, the environmental conditions that will affect the long-term success of the enterprise and the conditions of the region in which the enterprise operates, and the necessity of determining a strategy according to these conditions and environment are mentioned.

- The fourth and final stage strategic planning is actually a management that covers all of the above, evaluates the other three stages and includes current and active practices and regular control phases in order to reach the target set by the enterprise.

3. METHOD AND FINDINGS

In this part of the research, information will be given about how Strategic Management is applied in the management of enterprises and the advantages that these applications add to the business.

With the effect of technology, there have been changes in the management styles in the enterprises. Among these changes, the Strategic Management approach is one of the biggest new ones. This form of management has become almost mandatory in order to adapt to the rapidly developing and changing world. For this reason, the importance of this management style, which has been explained with broad concepts above, has been tried to be emphasized by evaluating it over a company.

In this context, the aim of the study is to instill the idea of Strategic Management and to show how its implementation ensures success, due to the benefits of the globalizing world. An interview was conducted with a general manager of a logistic company founded in Turkey and operating globally. The interview questions were prepared benefiting from the related studies in the literature. . Some of the important questions asked about the strategic management process and the answers given by the official are as follows;

1. Strategic management is defined as the science of formulating, implementing, and evaluating decisions so that the organization can achieve its goals and objectives. What are your management strategies?

- Solutions and growth through deepening customer relationships and technology differentiation
- Products designed in harmony with the market and aimed at protecting our developing world
- Margin expansion through projects
- Reinforced global culture in the framework of Vision, Values and Behaviors

2. Are strategic management process practices implemented in your company? If applicable, has it brought a reform-like change in your institution/unit compared to the previous process in terms of the execution of your company's services? Have there been any effects on management?

Standardization of systems and reporting, capacity utilization and efficiency measurements, and implementation of global projects have brought a significant increase in company profitability.

3- If the strategic management process is being implemented, are the Strategic Plan, Performance Program and Activity Reports prepared within this framework?

Our 3-year Strategy Plans and our annual reports based on this plan, which are updated every year, are prepared with the support of all regions in which we operate.

4-The purpose of the Annual Report is to provide information and evaluations regarding the activities carried out in a financial year in accordance with the strategic plan, performance program and budgets of the institutions. Are annual reports made regularly in your company, and if so, how often?

There is an annual evaluation, except for the pre-checks made every month.

5. There are various research and articles stating that if the strategic management process is not adopted by all employees, it will not be successful. Do you agree with this situation? Has the strategic management system you implemented been adopted by all employees of your company?

We have seen the effects of this very quickly, especially when we communicate with our employees correctly and share with them in an organized manner. Our managers have a lot of work to do in this regard. The more accurately they can take our Strategic Plan, embody it in the relevant employee dimension and add it to their performance goals, the easier it is to adopt this management.

6. Did you need to change the existing legal regulations to better implement the strategic management style? Or are there any changes you currently need?

Compared to the past, we had to adopt practices that include all our employees in terms of communication and performance management in our company. Conveying the global approach to our employees, agency visits between regions and sharing the best practices, and the ethical values and behavior model displayed by the management with exemplary behavior to all our employees contributed to the implementation of strategic management.

4. CONCLUSION

In today's environment where competition is quite intense as a result of globalization and technological developments, organizations need to keep up with the changing conditions and follow the developments closely in order to maintain their sustainability and gain superiority over their competitors. As the market, product and target audience become more and more important, it has become inevitable for organizations that want to adapt to changing conditions to

attach the necessary importance to strategic management. Organizations that determine the right strategies in the strategic management process and act in line with their goals will always be more advantageous against their competitors.

In the study, the interview technique was used, and the top manager of a company established in Turkey that conducts its activities globally, was asked questions about the strategic management process in the company where he works. The interview statement such as “Transferring the global approach towards its employees, visiting agencies in other regions and sharing best practices, displaying ethical values and behavior model by the management with exemplary behavior to all employees contribute to the implementation of strategic management” and “Our reports are prepared with the support of all the regions in which we operate” prove that the company functions with a strategic management approach. In addition, interviewee’s statements about their success in general, their work with visionary people, their regular, planned and unending efforts for change also support the whole subject.

In this context, the following points are recommended in terms of strategic management, especially for small businesses that aim to make investment in order to grow;

- * Determining the needs / deficiencies of the company by making a general analysis (SWOT),

- *Evaluating if there is sufficient budget according to the company's deficiencies/needs. If it is not sufficient; finding a good resource

- * Developing the company's vision and mission,

- * Appointment of a strategist or someone with leadership characteristics as the manager of the company, if necessary,

- *Communication with human resources, which is the most important branch of the company; be at least good enough to adopt the strategic management to be applied to the company,

- * Conducting audits at regular intervals when strategic management is implemented, supporting this process with activity reports,

- *And the most important point is to continue to work with determined, stable and adoptive personnel in this process.

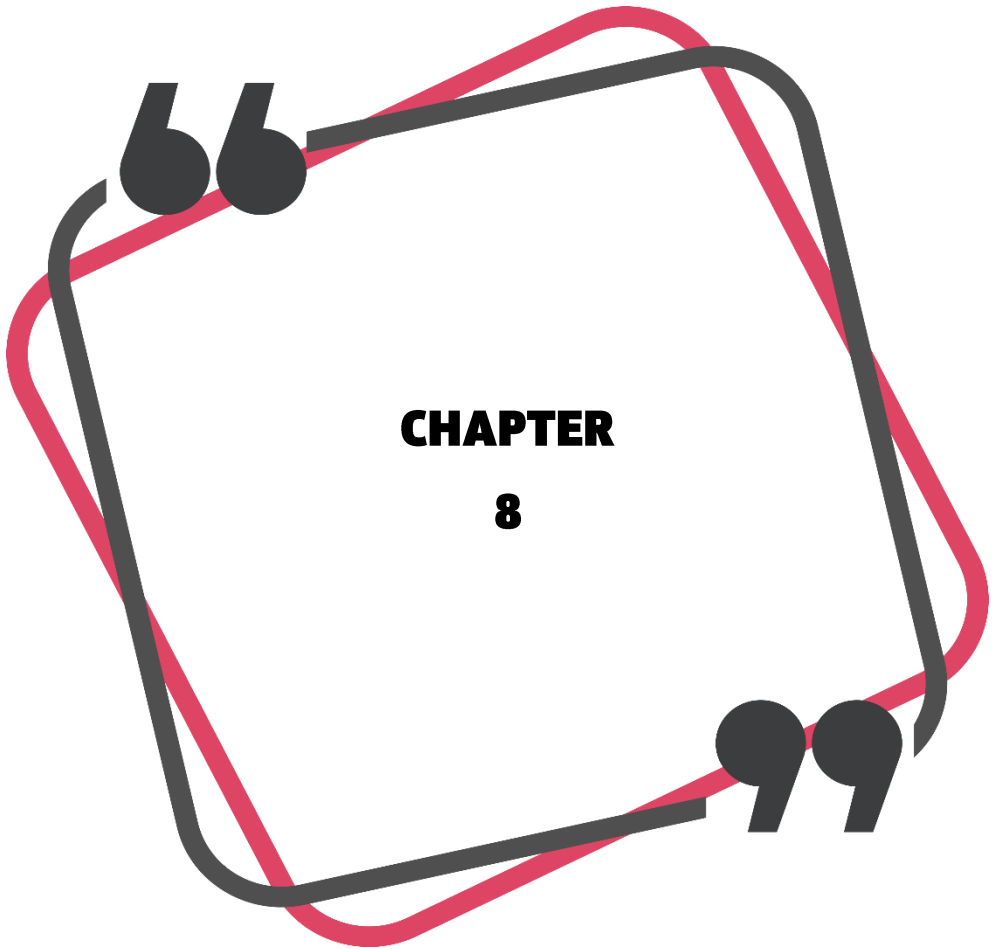
REFERENCES

- Ackermann, F., & Eden, C. (2011). Strategic management of stakeholders: Theory and practice. *Long range planning*, 44(3), 179-196.
- Altioek, P. (2011). Applicable vision, mission and the effects of strategic management on crisis resolve. *Procedia-Social and Behavioral Sciences*, 24, 61-71.
- Ansoff, H. (2007). *Strategic management*. Springer
- Ansoff, H. I., Kiple, D., Lewis, A. O., Helm-Stevens, R., & Ansoff, R. (2018). *Implanting strategic management*. Springer.
- Beaver, G., & Prince, C. (2004). Management, strategy and policy in the UK small business sector: a critical review. *Journal of small business and enterprise development*, 11(1), 34-49.
- Behrouzi, F., Shaharoun, A. M., & Ma'aram, A. (2014). Applications of the balanced scorecard for strategic management and performance measurement in the health sector. *Australian Health Review*, 38(2), 208-217.
- Bonn, I., & Christodoulou, C. (1996). From strategic planning to strategic management. *Long range planning*, 29(4), 543-551.
- Bracker, J. (1980). The historical development of the strategic management concept. *Academy of management review*, 5(2), 219-224.
- Cochran, D., David, F., & Gibson, C. K. (2008). A framework for developing an effective mission statement. *Journal of Business strategies*, 25(2), 27-39.
- Cowley, M., & Domb, E. (2012). *Beyond strategic vision*. Routledge.
- David, F. R. (2011). *Strategic management concepts and cases*. Prentice hall.
- Dyer, J. H., Godfrey, P. C., Jensen, R. J., & Bryce, D. J. (2021). *Strategic management: Concepts and cases*. John Wiley & Sons.
- Foss, K., & Foss, N. J. (2022). Microfoundations for Strategy. In *Economic Microfoundations of Strategic Management: The Property Rights Perspective* (pp. 25-35). Cham: Springer International Publishing.
- Freeman, R. E., & McVea, J. (2005). A stakeholder approach to strategic management. *The Blackwell handbook of strategic management*, 183-201.
- Gupta, V., Gollakota, K., & Srinivasan, R. (2007). Business policy and strategic management: concepts and applications.

- Henry, A. (2021). *Understanding strategic management*. Oxford University Press.
- Hill, C. W., Jones, G. R., & Schilling, M. A. (2014). *Strategic management: Theory & cases: An integrated approach*. Cengage Learning.
- Hitt, M. A., Ireland, R. D., & Hoskisson, R. E. (2019). *Strategic management: Concepts and cases: Competitiveness and globalization*. Cengage Learning.
- Hladchenko, M. (2013). Mission statement-A component of the strategic management of university (on the example of German universities). *New Educational Review*, 31(1), 229-240.
- Hunger, J. D. (2020). Essentials of strategic management.
- Igor Ansoff, H. (1987). Strategic management of technology. *Journal of Business Strategy*, 7(3), 28-39.
- Lehmbruch, G. (2019). The organization of society, administrative strategies, and policy networks: Elements of a developmental theory of interest systems. In *Political Choice* (pp. 121-158). Routledge.
- Nazarova, V., Shtiller, M. V., Selezneva, I. V., Kohut, O. Y., & Seitkhamzina, G. (2016). Budgeting systems in the strategic management accounting. *Indian Journal of Science and Technology*, 9(5), 1-
- Pamuk, G., Erkut, H., Ülegin, F., Ülegin, B., Akgüç, Ö., Alpay, Y., & Koşma, H. (1997). Stratejik yönetim ve senaryo tekniği. *İstanbul: İrfan Yayıncılık*, 15-18.
- Pollanen, R., Abdel-Maksoud, A., Elbanna, S., & Mahama, H. (2017). Relationships between strategic performance measures, strategic decision-making, and organizational performance: empirical evidence from Canadian public organizations. *Public Management Review*, 19(5), 725-746.
- Schoemaker, P. J. (1992). How to link strategic vision to core capabilities. *Sloan Management Review*, 34, 67-67.
- Sekhar, G. S. (2013). *Business policy and strategic management*. IK International Pvt Ltd.
- Stead, J. G., & Stead, W. E. (2014). *Sustainable strategic management*. Routledge.
- Ülgen, H., & Mirze, K. (2004). İşletmelerde Stratejik Yönetim, Literatür Yayıncılık, İstanbul. 425s. 643s.

ISBN: 978-625-6971-27-1

Wheelen, T. L., Hunger, J. D., Hoffman, A. N., & Bamford, C. E.
(2017). *Strategic management and business policy* (Vol. 55). Boston: pearson.



THE ROLE AND IMPORTANCE OF THE TRANSPORTATION COORDINATION CENTER (UKOME) in the MANAGEMENT OF URBAN TRANSPORTATION*

Assistant Prof. Ahmet YAMAN

Tarsus University, Department of Economics and Administrative Science,
Political Science and Public Administration,

ORCID: 0000-0002-2359-8653

Introduction

The most important indicator of the age we live in is that living in the city is inevitable. More than half of the world's population lives in cities. Every problem that belongs to human beings also presents problems for the city. Transportation and traffic problems are the most important areas of concern that occupy the city's agenda. The quality of urban transportation also determines the quality of the city's life. For this purpose, local governments are responsible for planning, organizing, and establishing their policies for urban transportation. The urban transportation services neighbourhood is at the top of the list of common needs. For this purpose, local governments can apply a wide range of urban policy and application tools (Keleş 2016; Resmi Gazete 2005; UNDP 2016; United Nations 2018).

We can say that urban policy problem is generally affected by urban transportation system. In order to create healthy transportation system, the urban policy has a crucial function. In this study, urban policy is described with the general perspective that the policy is an instrument that local governments may prefer or not to use to solve urban social problems (Gül 2015; Knoepfel et al. 2007; Yıldız and Sobacı 2013).

For instance, urban transport policy includes topics such as planning, organizing, and controlling traffic in a traditional way while also targeting the development of transportation with smart urban systems using new technologies. New institutional regulations have also been needed to manage the whole process. Transport coordination centres (UKOME) established by the Metropolitan Municipality have an important role in the management of urban transportation.

* This research was presented ASESS III. International Scientific Research Conference in Trabzon, Türkiye, January 28-29, 2023

In this study, planning and coordinating urban transportation will address the organizational structures, duties, and responsibilities of the UKOMs. At the same time, in terms of urban transport, the decisions made for taxi arrangements, electric bicycle applications will be reviewed. The study is designed within the framework of qualitative research methods and content analysis approaches. Plans, strategy documents, and UKOME decisions, which are described as secondary data sources in the study, will be evaluated by code and categories prepared within the context analysis approach. In this way, the policies and practices developed by UKOME (Transportation Coordination Center), which is responsible for urban transport, will be analysed.

An Evaluation of Urban Transportation in the Context of Urban Policy

In general, urban policy is interested in local governmental conflicts or consensus during local election period and urban decision procedure. By accepting this assumption, urban policy is discussed in terms of local democracy, legitimacy, and participation. But far from this point, it focuses on who governs the city, how they determine which problem is more important than others, how they plan the urban services policy, and how they manage local fiscal policy (Çukurçayır 2008; Davies and Imbroscio 2017; Esen 2008; Tekeli 2008).

The world we live in is described as a "city world." 20 years ago, more than 1 million people lived in 371 cities, but today more than 700 cities have more than 1 million residents. When we look at Turkey's urbanization history, which began in the 1950s and gradually increased by the 1980s, we discover that the country has 90 percent of its population living in cities. As a result of urbanization, cities are not only the source of economic growth and prosperity but also the source of urban poverty, violence, and deprivation (Tekeli 2008; United Nations 2018).

The concentration of the population in cities has two broad effects, which are called positive or negative. In a positive way, Throughout the urbanization period, the city was thought of as a symbol of civilization. As a result of this reality, the city region generates most of the total production, and the cities create economic growth, employment, and access to healthy, educational, and recreational services.. In a negative way, cities are the root source of crime, poverty, violence, etc. Because of the growth of cities, transportation problems are major issues and challenges for urban policy and government. The priority agenda for almost all cities is the smooth management of the city's transportation system (Kourtit, Nijkamp, and Reid 2014; United Nations 2018; Yaman 2022).

To solve the transportation problem in cities, the transportation systems approach is based on sustainable development. From the definition of sustainable development in the Brundtland Report, it is simply defined as "meeting the need

for mobility (mobility) by protecting and improving human and ecosystem health, economic development, and social justice for both today and the future. "From the definition of sustainable development in the Brundtland Report, it is simply defined as "meeting the need for mobility (mobility) by protecting and improving human and ecosystem health, economic development, and social justice for both today and the future."

Transportation in cities is affected by a few factors, such as infrastructure, economic growth, the urban planning process, and city management. To manage all these effects, cities should have sustainable transportation goals and priorities. The goals and priorities of cities are generally seen and formulated in their strategic and action plans. At the same time, the national government would formulate and plan a systematic national transportation approach, which affects the cities' plans. For instance, Türkiye has defined the objectives and policies for the transportation sector. According to the Eleven Development Report, the transport sector is a sector directly affected by national and international developments that have a direct impact on the country's economy. The transportation systems consist of railway, airline, roadway, and urban transportation components. All these components should be planned with a holistic approach that takes into account international and regional economic and social developments (Mills and MacKinnon 1973; T.C. Kalkınma Bakanlığı 2018; Türkiye Cumhuriyeti Cumhurbaşkanlığı Strateji ve Bütçe Başkanlığı 2019).

Within the scope of the research, I investigated the urban transportation management policy and institutional implementation tools in terms of the transportation coordination center (UKOME). Municipalities are mainly responsible for urban planning and the management of urban public services. In this regard, municipalities play a key role in meeting the needs of residents and businesses. In Türkiye, local authorities are regulated by legal and administrative decisions such as the Constitution, laws, etc. Municipalities' activities and responsibilities are governed by national and local laws. The subject of urban development is comprised of policies and practices that aim to improve the social and economic well-being of a city's residents, in addition to the city's physical development. Urban spatial planning and policy implementations define the urban development process (Eraydın 2006; Ersoy 2007; Yaman 2021).

According to Metropolitan and Municipality Law No. 5393, 5216, everyone is a citizen of the town in which he dwells. Residents should be able to participate in municipal services and decision-making, as well as obtain information about what the government is doing and assistance from the government.(Erençin 2006; Resmi Gazete 2004, 2005). To manage urban transportation system, municipalities use transportation master plans which is suitable the plans of

1/25.000, and 1/5.000 scale within the plan hierarchy. All plans aim to diminish the city's transportation problems and effectively utilize the city's resources (Ulvi 2019; Ünlü 2017; Yaman 2020).

The Role and Importance of the Transportation and Coordination Center

Türkiye's public administration structure consists of three divisions called: central, provincial, and local government. The public administration system is changing due to local, regional, and global factors. Meanwhile, urban social and economic circumstances are affected by internal and external variables such as migration, economic activities, poverty, etc. Above all, the urban transportation system directly impacts the urban and national growth and well-being of the residents (Erençin 2006; Esen 2008; Gözübüyük and Tan 2001).

Urban transportation services are among the most important services run by the metropolitan municipalities, according to Metropolitan and Municipality Law No, 5216. Transportation services are given to metropolitan municipalities' responsibility (Karaca 2022).

Metropolitan municipalities responsibilities have defined in wide frame. For this reason, Municipalities functions are as below:

- prepare special plans,
- approve the implementation plans,
- draw up transportation master plan,
- build parks, recreation areas,
- provide firefighting and emergency rescue services (Resmi Gazete 2004).

According to Metropolitan and Municipality Law No. 3030, Infrastructure and transportation services can be provided through coordination centres, which include representatives from public institutions and organizations (Alicı and Özaslan 2020; Resmi Gazete 1984). The role and importance of the transportation coordination center has been defined at Metropolitan and Municipality Law No. 5216 and the Regulation of Metropolitan Municipalities Coordination Centres. The regulation is about infrastructure coordination centres (AYKOME) and transportation coordination centres (UKOME). This study contributes to our understanding of the transportation coordination centres (UKOME). In accordance with Law 5216, the establishment of transportation coordination centres is required to provide coordination of transportation services across all of Turkey's metropolitan municipalities (Resmi Gazete 2004). With this law, the planning, coordination, and route of traffic services to the metropolitan municipality is conducted by the transportation coordination center (UKOME).

At the same time, UKOME determines parking spaces for taxis and public transport and the number of these vehicles (Alıcı 2017; Resmi Gazete 2004).

Figure 1 displays an overview of the structure of transportation coordination centres. Looking at Figure 1, it is apparent that the UKOME can be managed by the majority of national government representatives even if its responsibilities is directly related to local common needs.

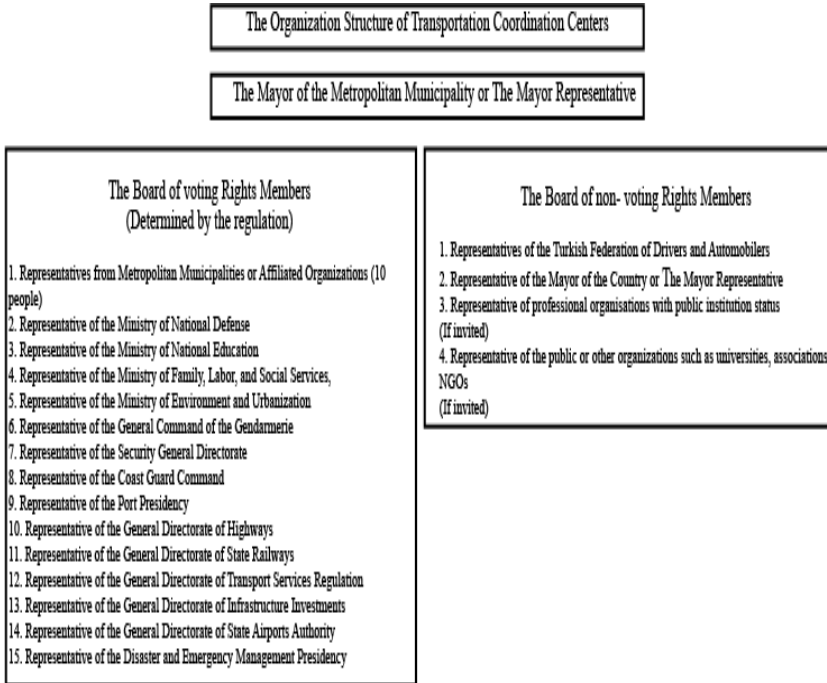


Figure 1. The Organization Structure of Transportation Coordination Centres

The UKOME's structure and decisions have been widely debated in public. The Istanbul Metropolitan Municipality (IBB) has tried to regulate taxi drivers and taxi services because customers have complained about the unruly manner of the taxi drivers in Istanbul. The demand of taxi is increasing day by day but the number of the taxi is inadequate for the Istanbul's residents and tourists. To solve these urban social problems, the municipalities urge to increase the numbers of the new taxis but the Istanbul Metropolitan Municipality UKOME has not approved this demand of the mayor (Dailysabah 2022).

There was a regulation approved in 2020. This regulation changed the structure of the UKOME. Before the regulation, the mayor of each metropolitan municipality and its representatives had gotten the majority of the votes in the assembly of the UKOME (Resmi Gazete 2020). This regulation was changed the structure of the representative of the UKOME to national government benefit.

Even if the structure of the UKOME was changed, The UKOME is the primarily responsible to manage urban transportation system. This is an ongoing debate that what is an important problem for İstanbul. This discussion is not related directly to our research but the structure of the UKOME is a key role to manage urban transportation system.

Another discussed subject is related to electrical scooters. The UKOMEs are responsible for regulating and planning the e-scooter routes and park spaces in the city. According to İstanbul Metropolitan Municipality's activity plan for 2021, the İstanbul UKOME determined that 75.195 e-scooters (elektrikli skuter) were owned by E-Scooter Businesses, which applied to the Ministry of Transport and Infrastructure in order to provide urban alternative transportation services for urban residents. The UKOME accepted the application of the twelve companies with 52.182 e-scooters (İstanbul Büyükşehir Belediyesi 2021).

The UKOME also decides and approves the limited-practice certificate (work permit). For instance, the actors who are operating in the transportation industry, such as school bus drivers, taxi drivers, and public transportation providers (dolmus), must apply to the UKOME to get permission (İstanbul Büyükşehir Belediyesi 2021; Mersin Büyükşehir Belediyesi 2021; Resmi Gazete 2020). The results of the UKOME's activity show that cities' transportation systems are managed by the UKOME's decisions. The management procedure is determined by the regulation, which is changing in 2020. Consequent to this regulation, the voting proportion in the UKOME's general assembly was changed in favour of the national government representatives.

In lieu of Conclusion

Urbanization is an output of our civilization that is realized throughout the human history. Even if the city is a key element to developing the urban social and economic structure, it causes economic and social inequalities, environmental problem. Furthermore, the concentration of the population in the city is a display of urbanization. According to the United Nations report, 75 percent of the world's population lives in cities. People go to the city to find a new job and get access to a comfortable life. The urbanization process brings us serious problem in the city. One of the most significant issues is related to urban transportation, because people want to go from home to work or vice versa. The urban transportation system is getting more complex day by day.

To manage the urban transportation problem, the local government creates a management organization and defines the role and responsibilities of this organization. This paper focuses on the role and importance of the UKOME. The paper presents a descriptive view of UKOME based on the regulations and laws.

First, the UKOME was created to carry out the management of the urban transportation in accordance with coordination. To do that, its members are composed of different actors who work for the public, non-governmental organizations, and sector representatives. All these actors' main objective is to regulate the urban transportation system. There is a critical amendment which changed the members number of the UKOME in 2020. With this regulation, the voting proportion in the UKOME's general assembly was changed in favour of the national government representatives.

This new situation causes some problems. For instance, the local government is responsible for meeting the common needs of the residents. Residents are entitled to participate in local decision-making processes. With the new membership structure of the UKOME, the national government's representatives have the majority, so the local common needs cannot be determined by municipalities. As a result of the new situation, the UKOME no longer fulfils their own roles and activities in favour of local common needs. The local policy decision mechanism is affected by the conflict between local and national government relationships.

References

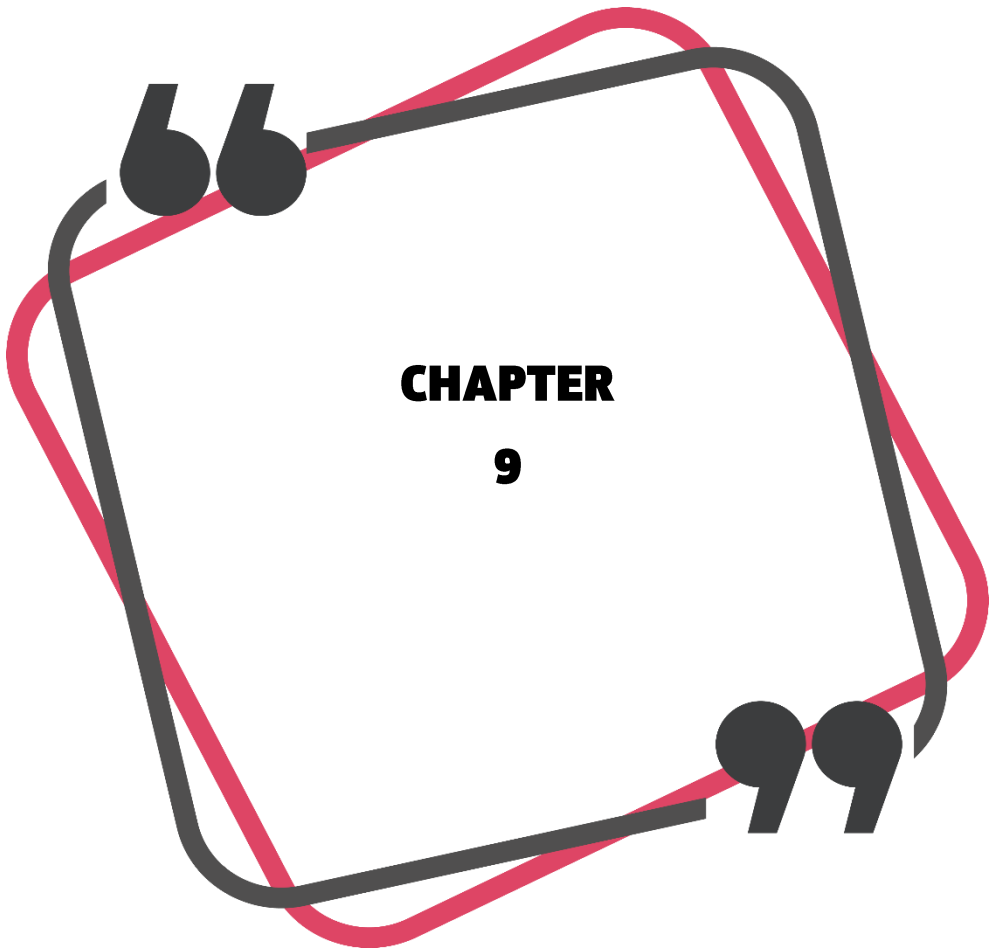
- Alicı, Orhan Veli. 2017. "Büyükşehir Belediyelerinin Koordinasyon Görevi: Aykome ve Ukome Uygulamaları." *Gümüşhane Üniversitesi Sosyal Bilimler Elektronik Dergisi* 8(21):259–77.
- Alicı, Orhan Veli, and Kızılböğü Rüveyda Özasan. 2020. "Büyükşehir Belediye Meclislerinde Temsil Sorunu ve Meclis Üyelerinin Üstlenebilecekleri Görevlerdeki Orantısızlık." *Çağdaş Yerel Yönetimler* 29(1):95–117.
- Çukurçayır, Akif M. 2008. "Yerel Demokrasi ve Siyaset." Pp. 15–37 in *Yerel Siyaset*. İstanbul: Okutan Yayıncılık.
- Dailysabah. 2022. "İstanbul Fines Thousands of Unruly Taxi Drivers." *Dailysabah*. Retrieved (<https://www.dailysabah.com/turkey/istanbul/istanbul-fines-thousands-of-unruly-taxi-drivers>).
- Davies, Jonathan S., and David L. Imbroscio. 2017. "Başlarken: Yirmi Birinci Yüzyılda Kentsel Politika." Pp. 17–73 in *Kentsel Politika Teorileri*. İstanbul: Litera Yayıncılık.
- Eraydın, Ayda. 2006. "Mekansal Süreçlere Toplu Bakış." Pp. 25–68 in *Değişen Mekan Mekansal Süreçlere İlişkin Tartışma ve Araştırmalara Toplu Bakış: 1923-2003*, edited by A. Eraydın. Ankara: Dost Kitabevi.
- Erençin, Arif. 2006. "Belediye Görevleri Üzerine Bir İnceleme." *Çağdaş Yerel Yönetimler* 15(1):17–29.
- Ersoy, Melih. 2007. "Planlama Kuramına Giriş." Pp. 9–35 in *Kentsel Planlama Kuramları*, edited by M. Ersoy. Ankara: İmge Kitabevi.
- Esen, Adem. 2008. "Kent Yönetimlerinde Katılım." Pp. 87–91 in *Yerel Siyaset ve Demokrasi*. İstanbul: Okutan Yayıncılık.
- Gözübüyük, Şeref, and Turgut Tan. 2001. *İdare Hukuku*. Turhan Kitabevi.
- Gül, Hüseyin. 2015. "Kamu Politikası Analizi, Yöntemleri ve Teknikleri." *Yasama Dergisi* 29:5–31.
- İstanbul Büyükşehir Belediyesi. 2021. *İstanbul Büyükşehir Belediyesi 2021 Yılı Faaliyet Raporu*. İstanbul Büyükşehir Belediyesi.
- Karaca, Şule A. 2022. *Büyükşehir Belediyelerinde Toplu Ulaşım*. Ankara: Türkiye Belediyeler Birliği.
- Keleş, Ruşen. 2016. *Şehirciliğin Kuramsal Temelleri*. Ankara: İdeal Kent

Yayınları.

- Knoepfel, Peter, Corinne Larrue, Frederic Varone, and Michael Hill. 2007. *Public Policy Analysis*. Bristol: Policy Press.
- Kourtit, Karima, Peter Nijkamp, and Neil Reid. 2014. "The New Urban World: Challenges and Policy." *Applied Geography* 49:1–3. doi: 10.1016/J.APGEOG.2014.01.007.
- Mersin Büyükşehir Belediyesi. 2021. *Mersin Büyükşehir Belediyesi 2021 Yılı Faaliyet Raporu*.
- Mills, Edwin S., and James MacKinnon. 1973. "Notes on the New Urban Economics." *The Bell Journal of Economics and Management Science* 4(2):593–601. doi: 10.2307/3003054.
- Resmi Gazete. 1984. *Büyük Şehir Belediyelerinin Yönetimi Hakkında Kanun Hükmünde Kararnamenin Değiştirilerek Kabulü Hakkında Kanun*.
- Resmi Gazete. 2004. *Büyükşehir Belediye Kanunu*.
- Resmi Gazete. 2005. *Belediye Kanunu*.
- Resmi Gazete. 2020. *Büyükşehir Belediyeleri Koordinasyon Merkezleri Yönetmeliği Değişikliği Hakkında Kanun*.
- T.C. Kalkınma Bakanlığı. 2018. *On Birinci Kalkınma Planı Ulaştırma Özel İhtisas Komisyonu Raporu*.
- Tekeli, İlhan. 2008. "Kentleşme." Pp. 857–59 in *Eczacıbaşı Sanat Ansiklopedisi*. İstanbul: Eczacıbaşı.
- Türkiye Cumhuriyeti Cumhurbaşkanlığı Strateji ve Bütçe Başkanlığı. 2019. *On Birinci Kalkınma Planı (2019-2023)*. Ankara.
- Ulvi, Hayri. 2019. "Stratejik Planların Teoriden Pratiğe Proje Üretim Sürecinin Analizi: Büyükşehir Ulaşım Ana Planları Örnekleme." *İDEALKENT* 1–1. doi: 10.31198/idealkent.565839.
- UNDP. 2016. *Sustainable Urbanization Strategy*. New York: UNDP.
- United Nations. 2018. *The World's Cities in 2018*.
- Ünlü, Tolga. 2017. "Mekanın Biçimlendirilmesi, Kentsel Planlama ve Plancı." Pp. 95–127 in *Kent Planlama*, edited by S. S. Özdemir, B. Ö. Ö. Sarı, and N. Uzun. Ankara: İmge Kitabevi.
- Yaman, Ahmet. 2020. "Yerel Yönetimler ve Sanayi Bölgeleri Üzerine Bir Değerlendirme." *Uluslararası Sosyal Araştırmalar Dergisi* 13(73):1020–30. doi: 10.17719/jisr.11072.

- Yaman, Ahmet. 2021. "Kentin Gelişimi ve Sanayi Sitesi İlişkisi Üzerine Bir Değerlendirme: Mersin Örneği." *Turkish Studies Social Sciences* 16(1):375–94.
- Yaman, Ahmet. 2022. "The Role of Tradesmen and Craftsmen in Mersin Urban Economics: An Analysis of Institutional, Sectoral-Based and Location of Activity." *Journal of Human Sciences* 19(3):453–64. doi: 10.14687/jhs.v19i3.6312.
- Yıldız, Mete, and Mehmet Zahid Sobacı. 2013. "Kamu Politikası ve Kamu Politikası Analizi." Pp. 14–44 in *Kamu Politikası Kuram ve Uygulama*, edited by M. Yıldız and M. Z. Sobacı. Ankara: Adres Yayınları.

ISBN: 978-625-6971-27-1



CHAPTER
9

A REVIEW ON ACADEMIC INTEGRITY AND THE USE OF ARTIFICIAL INTELLIGENCE IN EDUCATION FROM 2012 TO 2022

Assist. Prof. Ceren Çubukçu ÇERASİ, Ph.D

Gebze Teknik Üniversitesi, Yönetim Bilişim Sistemleri

ORCID ID: 0000-0002-9253-2826

Dr. Yavuz Selim BALCIOĞLU

Gebze Teknik Üniversitesi, Yönetim Bilişim Sistemleri

ORCID ID: 0000-0001-7138-2972

Introduction

The rapid developments in technology have enabled scientists to create computer programs that can mimic human intelligence. This is called Artificial intelligence (AI). In definition, AI is the science and engineering of developing intelligent systems, particularly intelligent computer programs that resemble human intellect (McCarthy, 2007). Among the applications of AI include expert systems, machine learning, natural language processing, speech recognition, and machine vision.

Such intelligent technology will unavoidably transform the future (Horáková et al., 2017). New programs are being used in our daily lives because of the recent emergence of AI systems. The ability of AI algorithms to completely or partially replace creative tasks that were previously handled by trained professionals, such as academic writing, coding, and the arts, has been demonstrated (Li et al., 2022). As a result, even while AI can interact with humans and assist in raising human performance, it is quickly becoming the next disruptive innovation (Lawler et al., 2013). The fourth industrial revolution is currently seen by many as being driven by AI, and it may spark the fourth revolution, particularly in education (Zhai et al., 2021). Educators should be trained about the current capabilities of AI programs and be aware that these programs may encourage students not to do their assignments on their own and cause academic integrity problems.

Academic integrity is a commitment to the fundamental values of truthfulness, fairness, respect, responsibility, and courage (Fishman, 2014). These principles serve as the cornerstone for what constitutes ethical academic conduct, promoting a community that is focused on information exchange. Ensuring that both

students and staff are acting in a way that promotes academic integrity benefits a higher education institution's reputation. As a result, the meaning of an academic transcript, degree, or certificate is universally known, and its possessor can be expected to possess a given set of knowledge and skills. This reputation benefits students and graduates, and judgments are made about them depending on their academic performance (Holden et al., 2021).

Academic integrity development strategies that are reasonable and successful have long been discussed in higher education. However, it is widely believed that ethical failings are increasing (Hard et al., 2006). Especially during the Covid-19 pandemic, almost all higher education institutions have continued their classes online and these online classes created new chances for “e-cheating” for students (Harmon and Lambrinos, 2008; King and Case, 2014). There are many ways of “e-cheating” since the developments in technology made it easier to access and retrieve any kind of information and to communicate with one another through the internet. Among the most common ways are using information obtained without authorization during an online exam, contacting other students online to get answers, or having someone else complete an exam or an assignment instead of the student who is submitting the work (Underwood and Szabo, 2003; Rogers, 2006; Jung and Yeom, 2009; Moten et al., 2013). However, aside from these, there is a bigger problem approaching our doorstep which is using AI programs to complete assignments, online or take-home exams.

As mentioned previously, some educators are worried that AI programs will bring plagiarism and ethical problems together. Especially, recently released AI tools which are based on large language models such as ChatGPT create many concerns in the world of academia both for the academic integrity of higher education and the creation of scientific papers since these tools can create totally authentic and unique papers and can deliver data on any subject.

The OpenAI GPT-3 large language model is the foundation for the November 2022 release of the chatbot ChatGPT (ChatGPT, 2022). A large language model is a sort of AI that interprets and produces natural language material using deep learning, a subset of machine learning. These models have been trained on enormous amounts of text data, which has allowed them to pick up on the distinctions and complexities of human language. In a nutshell, ChatGPT is designed to generate text responses to user input that appear to have been authored by a human. The chatbot can respond in many languages and be used for tasks including customer service, content creation, and language translation (Susnjak, 2022; Aydin and Karaarslan, 2022).

The development of ChatGPT, which builds on the fundamental GPT (Generative Pretrained Transformer) model, is a significant advancement in the field of natural language processing and AI in general and opens the door for

further advancements (Vaswani et al., 2017). Exam-related questions, homework assignments, academic essay writing, data analysis, problem solving, and contract creation can all be immediately addressed via ChatGPT. It is well acknowledged that these challenging tasks necessitate "creative intelligence" in addition to knowledge (Susnjak, 2022; Zhai, 2022). Higher education organizations and many educators are worried about ChatGPT and related AI tools because of their capabilities. The main worry is whether these tools will increase academic dishonesty and bring more academic integrity problems.

The aim of this study is to review and analyze the current research related to academic integrity and the use of AI in education for the last 10-year period, between 2012-2022. In the next section literature review is going to be discussed. Then, methods and findings will be shared and finally, conclusions will be stated.

Literature Review

Scholars in the fields of education and training define artificial intelligence (AI) as "computing systems that are able to participate in human-like processes such as learning, adapting, synthesizing, self-correcting, and using data for complicated processing tasks" (Wang, Pershing and Lee, 2020). There is still a lack of clarity and complexity about the consequences of AI for education, learning, research, and evaluation (Chen, Chen and Lin, 2020). The AI technology known as the Generative Pre-Trained Transformer (GPT-3) is advancing and now can generate language that resembles human writing with or without input from the user (Dale, 2021). An important illustration of this is the fact that AI can currently rewrite whole sentences in widely used software (Montemayor, 2021).

In the same manner, developments in AI have the potential to make content more accessible and inclusive (Muralidhar, 2021) by means of text summarization, real-time captioning, machine translation, and built-in libraries of idiomatic expressions and phrases (Strobelt *et al.*, 2022). Within the context of the Universal Design for Learning (UDL) paradigm, technology is conceptualized in a broad sense as a set of instruments that support multiple forms of interaction, representation, and expression (Roski, Walkowiak and Nehring, 2021).

Educators are confronted with a complicated reality today, which is caused by the widespread use of AI. There is a possibility that many teachers are not yet prepared to meet the problems that are presented by AI technology in higher educational environments (Zhang and Aslan, 2021). Teaching at higher education level demands an understanding of how to negotiate the complexities of AI. Some writers have emphasized the need to grasp the difference between people and AI

and to distinguish the use of the latter as a support tool from that designed for cheating (Brown, 2015). Others have emphasized the need to understand the difference between humans and AI.

Furthermore, academics have stressed the necessity of concentrating on humans' ability to solve issues, criticize, and ask questions despite breakthroughs in AI (Eguchi, Okada and Muto, 2021). Hence, a scholarly dialogue on AI in higher education is required to guide the future stages. In the present climate of higher education, one of the most significant issues that must be addressed is how the use of this technology could affect academic integrity (Velliari and Breen, 2016).

When creating assessments of student learning, educators should distinguish between the capabilities of human intelligence and those of AI, according to Ma and Siau (2019), who reiterated this criticism regarding the advent of AI in higher education learning settings. When creating assessments of student learning, educators are urged to distinguish between the capabilities of human intelligence and those of AI, according to this criticism of the rise of AI in learning environments in higher education. The authors provided examples regarding both the function that computers play in evaluation processes and the activities that indicate skills that are unique to humans (Ma and Siau, 2019). Ma and Siau (2019), as part of their investigation, proposed that AI may affect education in ways that would force educators to think about and examine what is significant in assessment. This idea was presented as part of their investigation.

Dawson et al. (2020) raised the topic of where the "border" lies between students utilizing AI technology to help them with their studies and students using those same tools to cheat. In order to do this, Dawson et al. (2020) developed the notion of cognitive offloading further. "Cognitive offloading" refers to the use of physical acts to assist mental processes. These physical acts might involve the use of AI technologies. The author suggested that teachers should disclose whether they permit cognitive offloading in the learning activities and evaluations of their courses and should provide students the opportunity to utilize assistance only once they have achieved certain level of success (Desouza, Dawson and Chenok, 2020). According to Dawson's et al. (2020) point of view, mastery that is aided by cognitive offloading has the potential to be an appropriate learning result, provided certain conditions are satisfied. In addition, Dawson (2020) stated that students should be aware of how to assess the results of cognitive offloading and should be able to do so (Desouza, Dawson and Chenok, 2020).

According to Zawacki-Richter et al. (2019), AI is expected to be used in higher education institutions shortly. In the same manner, they investigated the complexities of AI in the context of a scenario involving cutbacks to budgets in higher education, which has the potential to create ethical problems in the near

future. Based on the findings of this comprehensive analysis, applications of AI designed to help educators, students, and administrators may be broken down into five major categories: 1) profile and prediction; 2) intelligent tutoring systems; 3) assessment and evaluation; 4) adaptive systems and customization; and 5) assessment and evaluation (Zawacki-Richter et al., 2019). Since the majority of studies were descriptive and semi experimental in nature, the authors made the suggestion that researchers look for "new and significant research and practice" (Zawacki-Richter *et al.*, 2019). One of the most significant findings of this study was that there was a lack of critical reflection on the ethical and educational implications of artificial intelligence (Zawacki-Richter et al., 2019). This investigation also showed that writers affiliated with institutions of education were rarely included in AI research. Comparable to this, more in-depth examination of the pedagogical and psychological learning theories that affected the implementation of AI would be helpful for the field's future advancement (Zawacki-Richter et al., 2019).

Zhai et al. (2021) made a review of AI in education from 2010 to 2020. A content analysis is presented in this study showing how AI is used in education and what the trends and challenges of AI in education are. A total of 100 papers, including 63 empirical papers (74 studies), and 37 analytical papers, were chosen from the Social Sciences Citation Index database's education and educational research category between 2010 and 2020 for this study. The research is found to fall into three categories: development, which covers categorization, matching, recommendation, and deep learning; extraction, which covers feedback, reasoning, and adaptive learning; and application, which covers gamification, role-playing, affection computing, and immersive learning. A review of AI in education and four research themes, including the internet of things, swarm intelligence, deep learning, and neuroscience, were identified. They also draw attention to the challenges in education caused by AI regarding improper use of AI techniques, alteration of the roles of teachers and students, as well as social and ethical issues.

Another review study is related to the academic integrity in online assessments performed by Holden et al. (2021). They evaluate recent studies on academic integrity in higher education in their paper, with an emphasis on how these studies might be applied to evaluation procedures in online courses. Understanding the types and causes of academic dishonesty can help determine the range of interventions that could be used to enhance academic integrity. Therefore, the study begins by addressing the question of why students behave dishonestly in the classroom. The latest methods for reducing academically dishonest behavior are next briefly discussed.

Finally, Fielden and Joyce (2008) made a review study about academic integrity only. This research analyzes a sample of 125 academic integrity related published publications, all by Australasian academics, using a multi-stakeholder, multi-level theoretical framework. The theoretical framework is informed by ideas such as the moral or value judgments of the authors about academic integrity, the perspectives of different stakeholders, the overlapping levels of abstraction in producing research outputs, human information pursuing behavior, the three positions taken in academic integrity research, the effects of a managed higher education climate, and the altered nature of information availability. The study's findings indicated that authors in this sample tended to have a positivist mindset; moral or value judgments concerning academic integrity are present but frequently not stated. Many papers discuss student behavior and academic staff researchers offer the stakeholder perspective.

Methods

The so-called rapid scoping review procedure used in this study has been reviewed and developed by us in accordance with the reviewer's manual for scoping reviews published by JBI (Munn *et al.*, 2019). The Preferred Reporting Items for Systematic Reviews and Meta-Analyses, often known as PRISMA, will be used as a guide for the reports (Liberati *et al.*, 2009).

In the study, a select few of the library's databases will be explored. This library is open to public inspection and may be reproduced. In order to perform an exhaustive search, it will be concentrated on databases that span many disciplines. Academic Search, Web of Science, and Scopus are the names of these three databases. These three databases are selected since they are the most frequently used databases by researchers. In these databases, focused searches for the literature will be carried out. These searches will include looking for conference presentations and evaluating relevant conference websites in addition to academic papers. First, the most used keywords in the field of education and academic honesty have been determined in literature. Then the relevant databases are searched for these keywords for the last 10 years, between 2012 and 2022. In a total of 31 different search results, publications related to selected keywords were identified. As seen in Table 1, it has been determined that the number of studies on academic honesty is less than it should be. The suggested key phrases to use while searching the databases are shown in Table 1. Then, the publications identified were classified according to 10 different criteria. Table 2 shows that proposed data extraction.

Table 1. a Search with a Rapid Scoping Review

Search No	Query	Limiters/Expanders	Results
S1	“cheat” or “cheating”	Search Keywords	2
S2	“integrity” or “plagiarism”	Search Keywords	863
S3	“conduct” or “dishonesty”	Search Keywords	147
S4	“conduct”, “dishonesty”, “education”	Search Keywords	54
S5	“cheating”, “education”, integrity”	Search Keywords	306
S6	“cheating”, “education”, integrity”, “artificial intelligence”	Search Keywords	4
S7	“cheating”, “education”, “artificial intelligence”	Search Keywords	19
S8	“education”, “artificial intelligence”	Search Keywords	153
S9	“cheating”, integrity”, “artificial intelligence”	Search Keywords	8
S10	“cheating”, integrity”, “artificial intelligence”, “computational”	Search Keywords	1
S11	“cheating”, “education”, “artificial intelligence”, “computational”	Search Keywords	1
S12	“education”, “artificial	Search Keywords	4

International Research in Social, Humanities and Administrative Sciences

S13	intelligence”, “solidarity” “education”, “artificial intelligence”,	Search Keywords	42
S14	“cohesion” “education”, “artificial intelligence”,	Search Keywords	476
S15	“guide” “honesty”, “artificial intelligence”,	Search Keywords	1
S16	“guide” “dishonesty”, “education”,	Search Keywords	7
S17	“guide” “dishonesty”, “education”,	Search Keywords	18
S18	“intelligence” “dishonesty”, “education”,	Search Keywords	680
S19	“academic” “dishonesty”, “education”,	Search Keywords	57
S20	“writing” “dishonesty”, “learning”,	Search Keywords	26
S21	“writing” “dishonesty”, “learning”,	Search Keywords	9
S22	“cheating” “dishonesty”, “generator”	Search Keywords	1
S23	“learning”, “generator”,	Search Keywords	299
S24	“text” “learning”, “generator”,	Search Keywords	29
	“text”, “education”		

S25	“generator”, “text”, “education”, “conduct”	Search Keywords	2
S26	“summarize”, “text”, “education”, “conduct”	Search Keywords	20
S27	“text summarize”, “education”	Search Keywords	1
S28	“artificial intelligence”, “generator”	Search Keywords	2194
S29	“artificial intelligence”, “generator”, “text”	Search Keywords	144
S30	“artificial intelligence”, “generator”, “text”, “robot”	Search Keywords	8
S31	“artificial intelligence”, “generator”, “text”, “teaching”	Search Keywords	2

Table 2. Table of Data Extraction Being Proposed

Component	Description
Citation	Source of Citation
Authors	Source of Authors
Publication years	Source of Years
Document type	Source of Type
Categories	Source Categories
Affiliations	Source Affiliations
Publication titles	Source Titles
Publishers	Source Publishers
Language	Different Language
Index	Source of Index

Conclusions

This rapid scoping review will concentrate on analyzing the breadth of the literature, mapping, and defining the limits (Cronan, Mullins and Douglas, 2018) of the intersections of academic integrity and AI in higher education as its primary objective. The findings of this study will shed light on the available evidence in the field, which may be of use to many educational stakeholders in the processes of learning, teaching, and research.

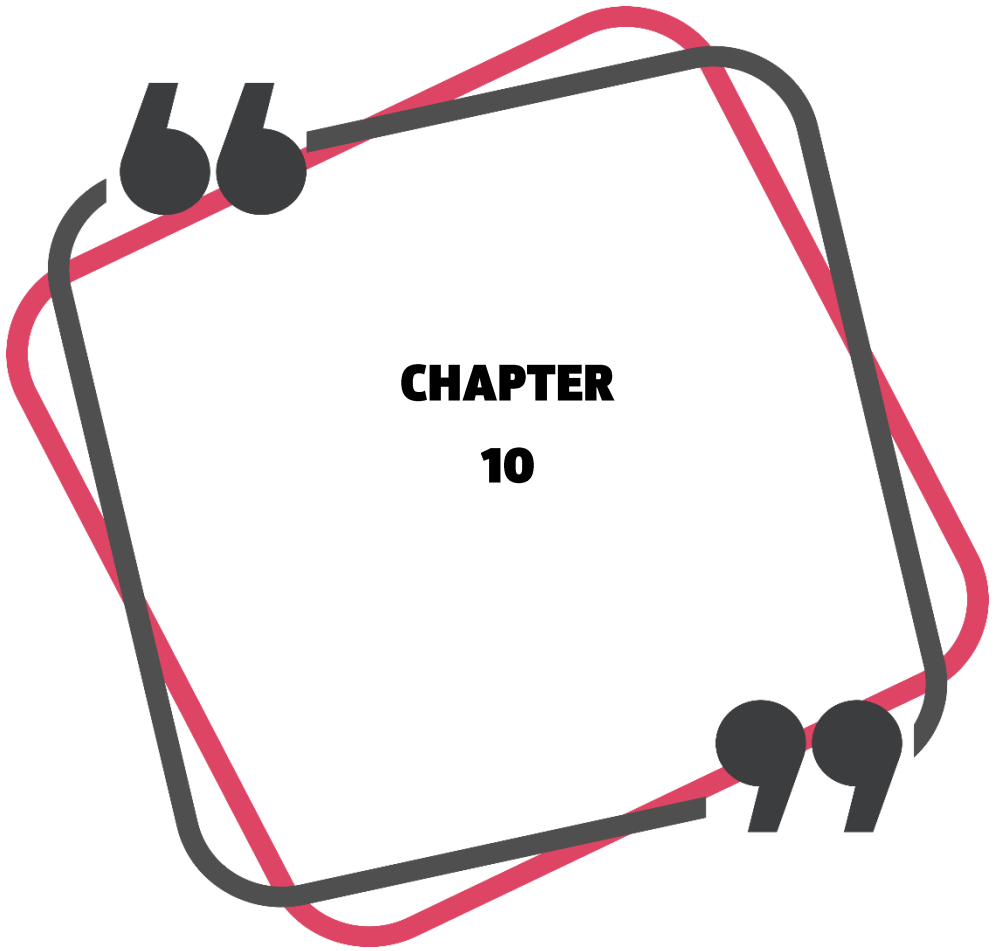
For instance, teachers, teaching assistants, and educational developers may find the results of this brief scoping review useful in determining the effects of AI-generated writing on academic integrity. This would put these people in a better position to examine and talk about these elements with coworkers, students, and higher-level administrators. They may also have a deeper understanding of the moral and immoral applications of algorithmic writing technologies due to the findings of the rapid scoping review. In the end, this would help them to develop the desired learning outcomes and assessment tasks in the undergraduate and graduate courses they teach or support. They would be better able to define the limits between cheating and help. These stakeholders may also appropriately provide opportunities for students with special learning needs to use AI writing tools in ways that support inclusion, equality, and access in activities connected to their courses and other instances of supplemental instruction.

References

- Aydın, Ö., & Karaarslan, E. (2022). OpenAI ChatGPT generated literature review: Digital twin in healthcare. Available at SSRN 4308687.
- Brown, S. R. (2015) 'Academic integrity practices by faculty in physical therapy education programs', *Physiotherapy*. doi: 10.1016/j.physio.2015.03.340.
- ChatGPT (2022). ChatGPT: Optimizing Language Models for Dialogue. OpenAI. Retrieved from <https://openai.com/blog/chatgpt/> , Access Date: 16.01.2023.
- Chen, L., Chen, P. and Lin, Z. (2020) 'Artificial Intelligence in Education: A Review', *IEEE Access*. doi: 10.1109/ACCESS.2020.2988510.
- Cronan, T. P., Mullins, J. K. and Douglas, D. E. (2018) 'Further Understanding Factors that Explain Freshman Business Students' Academic Integrity Intention and Behavior: Plagiarism and Sharing Homework', *Journal of Business Ethics*. doi: 10.1007/s10551-015-2988-3.
- Dale, R. (2021) 'GPT-3: What's it good for?', *Natural Language Engineering*. doi: 10.1017/S1351324920000601.
- Desouza, K. C., Dawson, G. S. and Chenok, D. (2020) 'Designing, developing, and deploying artificial intelligence systems: Lessons from and for the public sector', *Business Horizons*. doi: 10.1016/j.bushor.2019.11.004.
- Eguchi, A., Okada, H. and Muto, Y. (2021) 'Contextualizing AI Education for K-12 Students to Enhance Their Learning of AI Literacy Through Culturally Responsive Approaches', *KI - Kunstliche Intelligenz*. doi: 10.1007/s13218-021-00737-3.
- Fishman, T. (2014). *The Fundamental Values of Academic Integrity*. Second Edition (International Center for Academic Integrity). Available at: <https://www.academicintegrity.org/wp-content/uploads/2017/12/Fundamental-Values-2014.pdf>.
- Hard, S. F., Conway, J. M., & Moran, A. C. (2006). Faculty and college student beliefs about the frequency of student academic misconduct. *The Journal of Higher Education*, 77(6), 1058-1080.
- Harmon, O. R., & Lambrinos, J. (2008). Are online exams an invitation to cheat?. *The Journal of Economic Education*, 39(2), 116-125.
- Holden, O. L., Norris, M. E., & Kuhlmeier, V. A. (2021, July). Academic integrity in online assessment: A research review. In *Frontiers in Education* (Vol. 6, p. 639814). Frontiers Media SA.

- Horáková, T., Houška, M., & Dömeová, L. (2017). Classification of the educational texts styles with the methods of artificial intelligence. *Journal of Baltic Science Education*, 16(3), 324.
- Jung, I. Y., & Yeom, H. Y. (2009). Enhanced security for online exams using group cryptography. *IEEE transactions on Education*, 52(3), 340-349.
- King, D. L., & Case, C. J. (2014). E-cheating: Incidence and trends among college students. *Issues in Information Systems*, 15(1).
- Lawler, R. W., & Rushby, N. (2013). An interview with Robert Lawler. *British Journal of Educational Technology*, 44(1), 20-30.
- Li, Y., Choi, D., Chung, J., Kushman, N., Schrittwieser, J., Leblond, R., ... & Vinyals, O. (2022). Competition-level code generation with alphacode. *Science*, 378(6624), 1092-1097.
- Liberati, A. et al. (2009) 'The PRISMA statement for reporting systematic reviews and meta-analyses of studies that evaluate health care interventions: Explanation and elaboration', *PLoS Medicine*. doi: 10.1371/journal.pmed.1000100.
- Ma, Y. and Siau, K. (2019) 'Higher Education in the AI Age', *Proceedings of the 25th Americas Conference on Information Systems*.
- McCarthy, J. (2007). From here to human-level AI. *Artificial Intelligence*, 171(18), 1174-1182.
- Montemayor, C. (2021) 'Language and Intelligence', *Minds and Machines*. doi: 10.1007/s11023-021-09568-5.
- Moten Jr, J., Fitterer, A., Brazier, E., Leonard, J., & Brown, A. (2013). Examining online college cyber cheating methods and prevention measures. *Electronic Journal of E-learning*, 11(2), pp139-146.
- Munn, Z. et al. (2019) 'Methodological quality of case series studies: An introduction to the JBI critical appraisal tool', *JBI Database of Systematic Reviews and Implementation Reports*. doi: 10.11124/JBISRIR-D-19-00099.
- Muralidhar, D. (2021) 'Examining Religion Bias in AI Text Generators', in *AIES 2021 - Proceedings of the 2021 AAAI/ACM Conference on AI, Ethics, and Society*. doi: 10.1145/3461702.3462469.
- Rogers, C. F. (2006). Faculty perceptions about e-cheating during online testing. *Journal of Computing Sciences in Colleges*, 22(2), 206-212.

- Roski, M., Walkowiak, M. and Nehring, A. (2021) 'Universal design for learning: The more, the better?', *Education Sciences*. doi: 10.3390/educsci11040164.
- Strobelt, H. et al. (2022) 'GenNI: Human-AI Collaboration for Data-Backed Text Generation', *IEEE Transactions on Visualization and Computer Graphics*. doi: 10.1109/TVCG.2021.3114845.
- Susnjak, T. (2022). ChatGPT: The End of Online Exam Integrity? arXiv preprint arXiv:2212.09292.
- Underwood, J., & Szabo, A. (2003). Academic offences and e-learning: individual propensities in cheating. *British Journal of Educational Technology*, 34(4), 467-477.
- Vaswani, A., Shazeer, N., Parmar, N., Uszkoreit, J., Jones, L., Gomez, A. N., ... & Polosukhin, I. (2017). Attention is all you need. *Advances in neural information processing systems*, 30.
- Velliaris, D. M. and Breen, P. (2016) 'An institutional three-stage framework: Elevating academic writing and integrity standards of international pathway students', *Journal of International Students*. doi: 10.32674/jis.v6i2.371.
- Wang, S. Y., Pershing, S. and Lee, A. Y. (2020) 'Big data requirements for artificial intelligence', *Current Opinion in Ophthalmology*. doi: 10.1097/ICU.0000000000000676.
- Zawacki-Richter, O. et al. (2019) 'Systematic review of research on artificial intelligence applications in higher education – where are the educators?', *International Journal of Educational Technology in Higher Education*. doi: 10.1186/s41239-019-0171-0.
- Zhai, X., Chu, X., Chai, C. S., Jong, M. S. Y., Istenic, A., Spector, M., ... & Li, Y. (2021). A Review of Artificial Intelligence (AI) in Education from 2010 to 2020. *Complexity*, 2021, 1-18.
- Zhai, X. (2022). ChatGPT user experience: Implications for education. Available at SSRN 4312418.
- Zhang, K. and Aslan, A. B. (2021) 'AI technologies for education: Recent research & future directions', *Computers and Education: Artificial Intelligence*. doi: 10.1016/j.caeai.2021.100025.



RECREATION NEEDS OF SYRIAN ASYLUM SEEKERS IN TURKEY AND THE POSSIBILITY OF MEETING THOSE NEEDS

Dr. Kayhan KAPLAN

Cultural Heritage Conservation

Implementation and Research

ORCID: 0000-0003-0652-8706

Introduction

International communication and social media have increased the expectations and desires of people throughout the world to improve their social lives and standard of living. In particular, visual and published media have substantially contributed to people's desire to obtain the freedom and standard of living that they deserve. Social movements have recently emerged that have demanded a change in the totalitarian governments of certain Arab countries, along with the Arab Spring, which started in 2011 in Tunisia. While some governments fell, the protests and demonstrations have continued for a long time. Although such protests began much later in Syria, they have still occurred on a large scale and have turned into a very serious civil war, leading to a real humanitarian catastrophe.

As the civil disturbance in Syria reached a dead end and then turned into a civil war, almost half of the country's population has had to take refuge in neighboring countries. Since the domestic turbulence began in Syria in 2011, an increasing number of its citizens have come to Turkey seeking asylum. The Republic of Turkey has been the most generous country in providing humanitarian aid to Syrian refugees who have been affected by this tragedy in the form of both temporary sheltering centers (camps) and several settlement centers.

The overall protection and assistance response in Turkey is strictly overseen by the government. Since the beginning of the Syrian crisis in 2011, Turkey has established an efficient emergency response and declared a temporary protection regime for Syrian refugees, ensuring protection and assistance for them in 22 camps, which have been set up by the Disaster and Emergency Management Agency (AFAD)(AFAD, 2013). As of June 2021, Turkey had hosted an estimated 3.6 million Syrian refugees, with nearly 143,000 residing in camps and 3.5 mil-

lion in communities. Nearly 3,120,000 refugees have registered with the government while 500,000 remain unregistered. In addition, it is estimated that 9.2 million people in refugee-hosting areas will be affected (UNHCR, 2021).

Camps in Turkey consist of sheltering facilities in Hatay, Urfa, Gaziantep, Maraş, Osmaniye, Adiyaman, Mardin, Adana, Kilis, and Malatya; 15 cities that consist of tents; a temporary acceptance center; and six container cities (Figure 1).



Figure 1. the refugee camps hosting Syrian refugees in southeast Turkey and their population.

It was up to the Syrian asylum seekers living out of Turkish camps to get registered, and a total of 3,120,000 did so, according to a December June report of the United Nations High Commissioner for Refugees (UNHCR). Figure 2 shows the populations of refugees registered in settlement centers close to the Syrian border in Turkey. However, there is no definite information concerning their number.

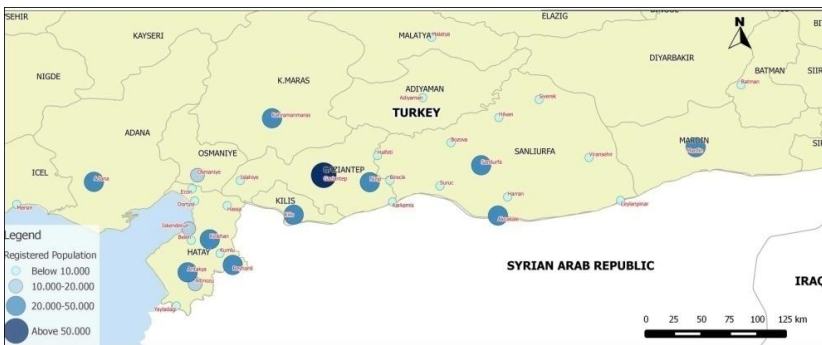


Figure 2. Registered Syrian refugees in urban locations

Hatay and Syrian Asylum Seekers

In 2021, Syrian asylum seekers were still concentrated in border cities, although they had also spread to all Turkish cities. A new population of approximately 1.5 billion people was added to the population of 10 billion living on the Syrian border and in nearby cities. According to an AFAD (2017) report, the cities containing the highest number of refugees living outside of camps in Turkey are Hatay (463,000), Gaziantep (546,000), and Urfa (385,000). However, these are the numbers of registered asylum seekers (AFAD, 2014, 2017; Erdoğan, 2022). According to studies conducted in the region, the number of unregistered Syrian refugees in Hatay province is as high as 100,000, with the main caseload sheltering in border districts (Karaosmanoglu, 2013). Hatay is the primary city that Syrian asylum seekers have chosen as a settlement center rather than a migration route. The most important reasons for this are that, despite Hatay being distant, asylum seekers have an affinity for it because it is a border city and the local residents speak Arabic. Hatay differs in the density of the Syrian population according to its zones. In particular, Reyhanlı and Altınözü, which are border towns of Hatay, have the most refugees. It is assumed that there are approximately 45,000 Syrian asylum seekers, although this number is not definite, based on a study undertaken by the municipality in 2015 in the town of Hatay-Altınözü, which has an official population of 64,000 as part of the Republic of Turkey.

Livelihood is a key concern for the entire refugee population as it limits refugees' access to available commodities and services. Many Syrian refugees are involved in nonformal economic activity, working without any benefits and under harsh conditions. Unregistered refugees are especially subject to such exploitation, which in turn affects the job market for the Turkish population in Hatay and the surrounding area.

Legal Status of Syrian Citizens in Turkey

The legal status of Syrian citizens residing in Turkey remains uncertain. The status of Syrian asylum seekers who were accepted on humanitarian grounds and for whom no legal status was required based on the initial presumption that the internal war in Syria would not last long, has become uncertain due to the prolongation the war. Fundamentally, Turkey is a participant of the Geneva Convention regarding the Legal Status of Refugees dated 1951. However, because the Convention was accepted based on 'geographical limitation,' people emigrating from Europe and seeking asylum are given the status of 'refugee' and provided with the protection of 'temporary sheltering.' Since April 2011, Syrian refugees coming to Turkey were therefore first accepted as 'guests.' However, this definition poses the risk of arbitrary implementation for the Syrians because it does not have a legal equivalence. Therefore, since October 2011, Syrian guests have been given 'temporary protection status' according to Article 10 of Regulation 1994

of the Ministry of Internal Affairs. Following this, the first legal arrangement, dated March 30, 2012, regarding the status of the Syrians was the Directive on Acceptance and Accommodation of Stateless Citizens of the Republic of Arabia and Syria in the Republic of Arabia Coming to Turkey with Cumulative Sheltering and Residing Here (Erdogan, 2015). Through this directive, Syrians were taken in under 'temporary protection.' The temporary protection policy is an emergency policy that could be adopted immediately and oriented toward boundaries in cumulative population movements. It is being used as a temporary solution until a long-term solution can be found (Fitzpatrick, 2000).

With this legislation, it is intended that policies concerning migration and asylum seeking are made compliant with international human rights and the development of legal, administrative, and physical substructures. Moreover, this directive involves principles such as an open door policy, not forcing people to return to their home countries, the nonexecution of defining individual status, and providing shelter at camps and fundamental services.

Fundamental and Social Needs of Syrian Asylum Seekers

The reality of Syrians residing in Turkey should be considered within two separate categories, those living in camps and those not living in camps. A great majority of the people living in camps have better conditions in terms of welfare and social opportunities as compared with those living outside the camps. The Ministry of Education is responsible for providing education at the camps, the Ministry of Health for health services, and the Ministry of Internal Affairs for safety.

Efforts to increase the living standards of refugees have been made by providing education centers for children, giving health services, and offering occupational courses in all the camps. Moreover, there are open and green areas such as parks and playgrounds for children, in addition to shopping areas and cafeterias within the camps. Therefore, the Turkish government attempts to meet the social and recreational needs of refugees as much as possible.

However, despite camps' positive aspects and efforts toward people's basic needs being met there, a great majority of refugees prefer to live outside of the camps. The biggest problem is that living at camps is boring. The refugees are dissatisfied because they have to do the same things every day within a certain confined area. Many refugees think of living at the camps as temporary and express a wish to leave them and not live there permanently (Oytun, 2014).

However, approximately 85% of asylum seekers live outside of camps. Therefore, the real problems Syrians face are those that confront refugees living in the city center. The Republic of Turkey has started to undertake studies on how to meet the fundamental needs of refugees who are living outside of camps. These

people are provided free health services from all state hospitals on the condition that they are registered in Turkey. The context is intentionally kept broad in terms of health services from which Syrians can benefit within the Regulation of Temporary Protection. All Syrians who have an “identity card for temporary protection” (A. 22) have the right to a free health examination and treatment both at sheltering centers and at state hospitals around the country (Zencir & Davas, 2014).

According to Turkish national law, all children, including foreigners, have the right to receive primary and secondary education in Turkey. Refugees of school age have access to camp schools that give instruction in the Arabic language and offer the curriculum used in Syria. Twenty-eight hundred teachers, who are selected from among Turks and Syrians, teach at schools in the camps (Dincer et al., 2013).

Outside of the refugee camps, school-age Syrian children can also register at state schools. Moreover, the Regulation on Temporary Protection provides that Syrian children can receive the benefit of preschool education services (A. 28[1][a]), education and training services at the primary and secondary education level (A.28[1][b]), language training, courses related to talents and hobbies (A. 28[1][c]), and associate’s, bachelor’s, and master’s degree courses (A. 28[2]).

Recreation and Asylum Seekers

Today, despite the process of globalization, localization tendencies are being reinforced. The localization process contributes to creating a more humanitarian and habitable world by reorganizing services based on historical, cultural, and physical local characteristics as opposed to the centralist configuration of globalization. It has been observed that designing and planning areas and environments in which people live according to their desires and needs increases their happiness. (Dovidio et al., 2008)) concluded that the regular activities of people in their daily lives do not positively enhance their interactions with their environment and with each other. Recreation activities may therefore provide a context in which optimal contact situations can be satisfied. Regardless of ethnicity, socioeconomic status, educational background, culture, race, or other characteristics, individuals engage in recreation activities based on their own goals, choices, and interests. These goals and interests can help them to develop shared goals with other participants (Kim, Dattilo, & Heo, 2011). Social areas, except those in which compulsory needs are met, contribute to enhancing people’s interaction with the environment and therefore to their becoming local. Within this scope, recreation and leisure as factors that boost socialization gain importance.

Recreation comprises activities or experiences in which people take part voluntarily to rest, have fun, get regenerated, and obtain individual satisfaction during free time when they do not have to engage in compulsory activities such as work, duties, homework, and other obligations (Manning, 2010). Recreation is free leisure time that remains after work time. In other words, it is the time when people are free to pursue activities of their choice. An individual regenerates herself/himself and prepares again for work life.

Recreation may in the past have been considered trivial or insignificant relative to other activities such as work. However, numerous recent scientific studies on recreational activities have provided a body of knowledge showing the contributions of recreation to the health, well-being, and life quality of individuals and society (Caldwell, 2005; Henderson & Bialeschki, 2005; Iwasaki, 2007; Lee & McCormick, 2006; Mactavish, MacKay, Iwasaki, & Betteridge, 2007; Parry, 2007). Recreational activities contribute significantly to community by enabling solidarity and integration as well as creating a democratic society, in addition to supporting individuals' physical and psychological health.

Immigration can be a stressful and challenging process that has a significant impact on the health, well-being, and life quality of individuals who come to a new country with the desire for a better life (Beiser & Hou, 2006; Mui & Kang, 2006). Recreation is an important component that enables such individuals, who have subidentities, to live together in a society. Moreover, it can substantially contribute in helping asylum seekers, immigrants, or foreigners to become integrated into a society.

Immigrants are frequently perceived through the conceptual lens of their 'mobility' and work-related activities. When leisure or recreation is examined, the focus is typically on its functional aspects, for example, the role recreation can play in helping people adapt to and integrate into a new society (Farrer, 2004; Harrison, L., & Bimper, 2013; Stodolska & Santos, 2006).

Precisely because immigrants are more thoroughly confronted with questions of belongingness, membership, social status, self-perception, and cultural change, recreation may be an important area for immigrants to develop, express, and negotiate their personal, social, and cultural preferences, safety, recognition and sense of belonging (Mata-Codesal, Peperkamp, & Tiesler, 2015).

(Allon, 2012) contends that in modern society, leisure and recreation have become the domain of intensive identity work. Leisure practices may play an important role in home making, insofar as they are situated in time and physical as well as social space. Through embodied leisure practice, immigrants are not only in the place where they happen to live but they also become of that place.

Recreation is an often overlooked dimension of immigrants' experience. The present article is aimed at drawing policy makers' and other stakeholders' attention to leisure as an important dimension of the migration experience, characterized by certain regularities. It provides an overview of immigrants' recreational activity choices and the influence of these choices on their adaptation to receiving societies and their chances on the job market, as well as their general well-being.

Furthermore, the study examines refugee life within a conceptual framework, attempting to create a model and develop recommendations in order to program services tailored according to the population's features, and examining environmental and individual differences with the aim of increasing the quality of recreational services.

This study aims to discover the recreational needs of refugees living out of the camp in Hatay province. Altınözü, Kırkhan, Yayladağı, Reyhanlı, and Antakya districts, where the highest numbers of Syrian refugees are living, were chosen as research areas.

Method

This study is based on a survey undertaken with Syrian asylum seekers residing in Turkey. Through the survey, a broad knowledge of the demographic, socioeconomic, and sociocultural features of Syrian asylum seekers who live outside of sheltering centers in Turkey and their needs can be obtained. The survey was conducted between June 11 and July 5, 2015. Participants were Syrian asylum seekers living out camps in Hatay. Areas that are separate from the camp and streets where Syrian asylum seekers reside in heavy concentrations were chosen as living quarters. In this study, because the exact number of Syrians living outside of camps in Turkey is unknown, it is not possible to conclude about precisely what the sampling volume selected for the research phase will be. Therefore, the highest number to be reached for the sampling volume is targeted. In the study, only 19 out of 500 participants were found to be inconsistent, and 481 were analyzed.

As Syrian asylum seekers differ from the Turkish public in terms of language, religion, and sociocultural features, it is also likely that the Syrians' basic and social habits differ. Therefore, a focus group constituting individuals among the Syrian asylum seekers who have higher education and speak English was formed.

However, the purpose of interviewing the members of a focus group is not to infer a meaning or find how the participants perceive a situation (Krueger, 1994). Necessary adjustments were made to the survey after the focus group was examined, and the final form of the survey was completed. A total of 35 questions were asked in the survey. Before the participants were asked the survey questions, the

purpose and concept of the survey were explained, and the participants were assured that they could reply freely without any repercussions.

The survey, used as a data collection tool, comprised three sections. In the first section, the questions aimed at gathering specific demographic information; the second section comprised questions aimed at identifying specific recreational tendencies; and the third section aimed at indicating the participants' specific satisfaction with and desires for recreation through statistical analysis.

In the study, theoretical fundamentals are detected through a literature review and a draft model is developed to establish a recreational model. Statistical calculations were made using the program SPSS 16.0. Frequencies and percentage value of data acquired were calculated, and statistical analyses were made. In addition, the data were subjected to a t-test and an analysis of variance (ANOVA).

Results

Primarily, the survey assessed the demographic and educational characteristics of the participants. Amongst the participants, the percentage of women (57%) was greater than the percentage of men (43%). The largest age group is 16–45. This age group is frequently called the 'prime' age group. This age group constitutes the working-age population. Sixty-four percent of the participants are married, and 33% were unmarried (Table 1).

Table 1. Demographic and educational situations of Syrian refugees

Gender	n	%	Aged	n	%
Male	207	42.93	16-20	134	27.85
Female	274	57.07	21-30	141	29.31
Total	481	100	31-45	109	22.66
Marital status			46-60	61	12.68
Married	312	64.86	21-30	141	29.31
Single	160	33.26	31-45	109	22.66
No response	19	1.88	46-60	61	12.68
Total	481	100	61-75	33	6.86
Educational status	n	%	75+	3	0.62
Primary school	161	33.47	Total	481	100
No schooling	143	29.73	Residences in Syria	n	%

Middle school	115	23.91
High school	58	12.06
University	4	0.83
Total	481	100
Earning situation	n	%
Below 800 TL	180	37.34
800-1500 TL	147	30.50
1500-2000 TL	87	18.05
2000-3000 TL	67	13.90
Above 3000 TL	1	0.21
Total	481	100
Job distribution	n	%
Farmer	91	40.63
Stonemason	32	14.29
Hod carrier	52	23.21
Teacher	10	4.46
Soldier	29	12.95
Doctor	2	0.89
Engineer	8	3.57
Total	224	100

Idlip	294	61.12
Halep	114	23.70
Rakka	22	4.57
Lazkiye	32	6.65
Other	19	3.95
Total	481	100
Staying period in Turkey		
0-1	95	19.75
1-2	87	18.09
2-3	104	21.62
3+	195	40.54
Total	481	100
Working condition	n	%
working	64	13.30
not working	293	23.62
if there is a job	120	68.24
Total		
Accommodation	n	%
Rented apartment	383	79.63
Host family	86	17.86
Open-air or other	12	2.49
Total	481	100

A majority of participants are primary school graduates (33%). Less than 1% of the participants were university graduates.

Regarding the Syrian cities from which the participants came, proximity is an important factor. Six percent of participants came to Hatay from the city of Idlip, which is the Syrian city closest to Hatay and with a population of 1.4 million. The city that has sent the highest number of asylum seekers to Hatay is Lazkiye, which is again a nearby city.

Eight percent of participants are permanent employees in Hatay. The participants who work when they find employment are higher, at 23%. The monthly income of many participants is less than 1,500 TL. This case of the Syrian asylum seekers' employment is better understood when occupational distribution is examined more closely. A significant number of participants are farmers or construction laborers. It can be observed that university graduates stay in Hatay for a while and then go on to big cities like Istanbul and Ankara.

Eighty-nine percent of participants who live in Hatay reside in rental houses. Moreover, the results of the survey indicate that 3–4 families stay in the same house, and 40% have been staying in Hatay for more than 3 years. Another reason for asylum seekers remaining in Hatay and other border cities and not immigrating to other cities is the low rent in these cities (Karaosmanoglu, 2013).

Regarding the recreational activities in which participants take part, it is found that a total of 64% engage in these activities (Table 2).

Table 2. Participation in recreational activities

Participation in recreation activities	n	%
I'm participating	92	18.62
Often participating	25	5.06
Seldom participating	199	40.28
not participating	178	36.03
Total	481	100

When participants were asked why they are not involved in recreational activities, 27% said that they feel lonely and 24% said that they have a problem communicating (Table 3). Regarding this question, 97 participants chose more than one answer.

Table 3. Reasons for not taking part in recreational activities

Reasons for not taking part in recreational activities	n	%
I donot need	30	8.43
There isnot enough space	24	6.74
I'm scared	42	20.22
I feel so alone	98	26.97
problem with communication	86	24.16
transportation problem	10	2.81
I do not know the recreational places	38	10.67
I donot need	30	8.43
There isnot enough space	24	6.74
I'm scared	72	20.22
I feel so alone	98	26.97
Total	578	100

When participants were asked which places they preferred for recreational activities, 29% chose open areas within the city and 29% chose parks (Table 4). Twenty-four percent preferred streets and parks. Concerning this question, 359 participants chose more than one answer. As this question indicates, participants prefer open, green areas rather than indoor spaces.

Table 4. Places where they spend time for their recreational activities

Places where they spend time for their recreational activities	n	%
House and garden	92	13.90
Out of town	21	3.17
Parking	195	29.46
Avenues and streets	162	24.47
Public squares	192	29.00
Total	840	100

Table 5 shows the distribution of recreational activities that participants prefer. The results suggest that the first choice of participants is to take a walk (23%), followed by going to a water pipe cafe (16.41%) and sitting at a park (15.73%). A total of 104 participants chose more than one answer.

Table 5. The distribution of recreational activities

The distribution of recreational activities	n	%
Sport	42	7.18
Walking	134	22.91
Picnicking	69	11.79
Reading	38	6.50
Internet	64	10.94
Listen music	49	8.38
Shisha cafe	96	16.41
Cinema	1	0.17
to sit in the park.	92	15.73
Total	585	100

When the participants were asked what kinds of recreational areas/facilities should be provided in the future, the first choices were a swimming pool (19.57%) and outdoor sports areas (18.29%), followed by amusement areas (17.71%) and hobby areas (14.29%). Regarding recreational areas, the number of participants

who chose more than one answer is 371. Table 6 shows participants’ desires for new recreational areas/facilities.

Table 6. Desires for new recreational areas

Desires for new recreational areas	n	%
Swimming pool	190	19.57
Closed sports areas	144	12.86
Shisha cafe	132	11.00
Places of amusement	124	17.71
Hobby areas	82	14.29
Open sport areas	136	18.29
Cinema	20	2.86
None	24	3.43
Total	852	100

When participants were asked about transportation to recreational areas, 71% said they were easy to access and 29% said that they could hardly reach these areas. When participants were asked whether recreational areas were sufficient in their area of residence, 44% found them sufficient and 56% insufficient (Table 7).

Table 7. Satisfaction level of participants with recreational areas

Sufficiency of Areas	n	%	Access to Areas	tttt	%
Enough	212	44	Difficult	139	29
Not enough	269	56	Easy	342	71
Total	481	100	Total	481	100

One of the substantial factors that influences asylum seekers’ participation in recreational activities is income. The relation between income levels and involvement in recreational activities varies according to social background and socio-cultural and ethnic structures. According to a Canadian study, children from

high-income families participate in recreational and sports activities more frequently as compared with children from low-income families (Torjman, 2004). However, according to a study conducted by (Abercrombie et al., 2008), the relation between participation in the park and recreational activities in Maryland (USA) and income rate is insignificant. Low- and middle-income families benefit more from park areas on weekends than high-income families.

Concerning immigrants, income and sources of spending money are significant. Economic constraints are not just specific for immigrant groups but also for all marginalized social groups; yet in the case of immigrants, a lack of money for leisure can be specifically acute in the initial postarrival period (due to the additional but necessary investment to make a home in a new place). In contrast, the strategy of saving money for a home can limit the spending capacity of immigrants (Horolets, 2012).

In the current study, statistical analyses were conducted to determine whether there is a significant difference between rates of income and participation frequency in the recreational activities of participants. For this purpose, a cross table was constructed. A cross-table analysis enables examination of the relation between two categorical (name or degree) variables (Bryman, Bell, & Teevan, 2012). The purpose of cross-tables is to display the effect of one variable on another variable (Darcy & Richard, 1995). In the case of the present study, the cross table was drafted with the aim of researching the relation between rates of income and participation frequency of participants in recreational activities, as shown in Table 8.

Table 8. Participation in recreational activities according to income level

Income Level(TL)	I disagree		I rarely agree		Total
	n	%	n	%	
Below 800	n	23	27	18	68
	%	34,6	40.4	25	100
800-1500	n	65	70	45	180
	%	16	38.8	48.2	100
1600-2000	n	34	31	22	87
	%	20,6	35.6	25.28	100
2000-3000	n	44	70	33	147
	%	30.1	47.8	22,1	100
Total	n	165	199	117	481
	%	100	100	100	100

When significance is considered according to Khi-kare value ($p = 0.84$), it is found that there is no significant relation between welfare level and participants' involvement in recreational activities. Based on the findings shown in Table 8, it can be concluded that a high rate of income does not significantly affect regular participation in recreational activities. We found that 62.4% of participants with a rate of income less than 800 TL stated that they take part in recreational activities, even though rarely. According to the acquired data, the rate of welfare did not cause any substantial obstacle to the participants taking part in recreational activities.

Empirical research among immigrants has repeatedly confirmed that the most noticeable shift in leisure and recreational activity patterns occurs in the immediate postarrival period. There is a close relationship between participation in recreational activities and being satisfied with one's life (Juniu, 2000; Stodolska, 2000). Satisfaction is one of the best indicators that immigrants are becoming integrated into the country in which they reside and are feeling that they belong locally. As immigrants begin to adapt to the country in which they reside, their satisfaction increases.

An independent sample t-test, one of the parametric tests, was applied to define the findings with regard to whether there is a significant difference between the year in which participants began to reside in Turkey and their satisfaction with recreational areas.

A t-test and an ANOVA are analysis/test techniques applied in cases in which parametric test conditions are provided. These tests are utilized to determine whether there is a significant difference between the mean rate in one group and the mean rate in another group (Gravetter & Wallnau, 2012).

In the present study, no significant difference is seen between the year in which participants began to reside in Turkey and their satisfaction with the recreational areas, as shown in Table 9 ($F = 2,726$; $p = 0,048 < 0,05$). Within this scope, the satisfaction level of groups residing in Hatay for more than three years is higher than for those groups residing in other Turkish cities for more than three years. The difference between the groups varies between those residing for 1–3 years and for more than 3 years.

Table 9. Results of variance analysis for satisfaction of refugees with recreational areas according to residence year of refugees in Turkey

Year of Residence	n	\bar{X}	S.S	F	p.	Differences of Averages	
Less than 1 year	95	23	1.02			Year of Residence	I-J
1-2 years	87	65	1.17			Less than 1 year	-.21
2-3 years	104	34	1.12	2.683	.041	1-2 years	-.32
More than 3 years	195	44	1.10			More than 3 years	.73*
Total	481	165	1.13				

n: frequency, \bar{X} : average, ss: standard deviation, p: significance ($p=0,000<0,01$)

Discussion and Conclusion

The most important factor to be considered for Syrians who have immigrated to Turkey is that they will continue to stay in Turkey for a far longer time than planned because, presumably, stability in Syria is difficult in the short term. Therefore, the importance of integrating Syrian asylum seekers into Turkish society has increased.

Based on the perspectives of recent Syrian refugees who have immigrated to Hatay, Turkey, this study has provided evidence that recreation can play an im-

portant role in helping them adapt to new challenges in a host community. Specifically, the results suggest that socially and culturally meaningful forms of recreation can be instrumental and purposeful in the establishment and reestablishment of connections to and networks between Syrian asylum seekers and the local public.

Recreational activities are also a vital requirement for Syrian asylum seekers living outside of camps to ensure their happiness and peace, as well as to meet necessary requirements such as health, education, and shelter. Recreation is an important tool that enables them to socialize, which in turn can take away their loneliness and concerns. More broadly, recreation seems to represent an important component of life for those refugees/immigrants who are key contributors to the overall quality of life personally, socially, and culturally. As the survey results reveal, Syrian asylum seekers particularly stated that they engage in outdoor recreational activities. Furthermore, the survey results indicate that these persons eventually engage with their families in outdoor activities more frequently. The refugees' statements indicate that leisure activities provide them with opportunities to socialize with others and connect with their new community.

The cultural values and beliefs of refugees and asylum seekers play an important role in recreation and in their using their leisure time. Activities peculiar to their ethnic structure should be directed toward the refugees handling challenges, especially in the first years of immigration, and meeting social needs. Recreation indeed provides a positive means of protecting their cultural, social, and ethnic identities (Iwasaki & Barlett, 2006; Stack & Iwasaki, 2009). When the recreational activity choices of Syrian asylum seekers are examined according to the survey results, although some changes have occurred concerning their fundamental and social structures during immigration, it can be seen that they have remained consistent in terms of Syrian culture (e.g., smoking a water pipe).

Education and training is an important topic for asylum seekers trying to establish their lives in a new country. Leisure and recreation can provide them with opportunities for cross-cultural learning, education, and development (e.g., learning about and sharing different cultures), which are critical to their desire for future success and prosperity (Stack & Iwasaki, 2009). Education and training contribute a great deal to the welfare and happiness of Syrian asylum seekers trying to establish a new life in Turkey, especially during the first years of immigration. Courses in Turkish were organized and offered to Syrians in 2013 by the municipality of Hatay-Altınözü. While only 24 adults participated during the course's first year, 57 people enrolled in 2014 and 184 in 2015. A similar case has been found in schools that provide education with a Syrian curriculum within and outside the camps. In the first years after immigration, parents typically did not want

their children to learn Turkish, but then they requested for Turkish to be offered as a compulsory lesson at schools in 2015. As the survey results show, a great majority of Syrian asylum seekers do not think about going back to their country. Thus, as the stay of asylum seekers in Turkey is prolonged, an increase is observed in the number of Syrians wanting to learn Turkish. The research literature shows that there is a close relation between recreational activities and education/learning and development (Iwasaki, 2008; Kim et al., 2011; Kleiber, Hutchinson, & Williams, 2002). Language learning is an important tool for integration that is essential to develop social life.

Besides the benefits of sport activities, which boost personal physical abilities, knowledge, and skills, this form of recreation also plays an important role in helping people develop social skills, such as team work, solidarity, tolerance, and fair play in terms of multicultural issues (Horolets, 2012). According to the results of the current survey, a majority of participants (50.72%) stated that they wished for the opportunity to swim as well as take part in outdoor and indoor sports activities. In this case, such activities present an opportunity to use sports to bring together members of societies with various ethnic roots.

The historical affinity between the Syrians and the local public can possibly be regarded as a reason for keeping alive their social structures and simultaneously integrating these asylum seekers.

Syrian asylum seekers can contribute to the cultural richness of Turkey in the long term if the integration process is managed successfully and the country's multicultural nature is developed. Moreover, communal connections will be reinforced between the people of these two countries and the groundwork will be laid for political and economic cooperation in the future.

The Syrians' most prominent concern has been safety while they were immigrating. These asylum seekers feel safer in areas in which people reside with whom they share ethnic and denominational ties. Meeting the needs of Syrian refugees living outside of the camps in Turkey by providing activities related to recreation and socialization, in addition to addressing their fundamental needs such those related to accommodations, education, and health will enhance their peace and happiness.

In light of the present study's results and the literature review, some suggestions can be made for Syrian asylum seekers.

This study showed that participation in recreation activities helps refugees develop cross-group friendships and ethnic and cultural understanding and reduces life challenges and barriers. Thus, it is necessary to plan recreational areas and also consider the wishes and desires of Syrian refugees in regions where they live.

Local governments and other state organizations plan recreational areas and facilities for the use of each individual in a society. A local government department should be established to facilitate the asylum seekers' coordination and adaptation period, particularly in cities where Syrian refugees reside in large numbers. Therefore, by constructing this organizational model, it will be possible to keep track of all developments and put them into practice.

The recreational areas of public and private sectors in Hatay should be enhanced. The functionality of departments related to recreation should be built up, and they should be enabled to operate individually or in groups in these areas. According to the study, participants prefer outdoor recreational activities. Therefore, local governments should increase the number of outdoor areas where people can spend their leisure time.

Providing a place for sports facilities that support team play in an outdoor recreational area would be beneficial in bringing together members of different societies. Therefore, more sport facilities such as for football, basketball, and volleyball should be established and competitions organized to bring individuals together rather than to pit them against each other. Organizing social activities such as festivals, fairs open to the public, and so forth, to increase interaction between the two cultures will provide a way for members of both societies to become more familiar with each other's culture.

Recreation activities can foster positive views of cultural differences, facilitate the development of meaningful relationships, create opportunities for discovering interpersonal similarities, and promote friendships between individuals who have different ethnic, racial, and cultural backgrounds. Therefore, participants in recreation activities can share information, skills, techniques, and similar past experiences, leading to positive social interactions that become the foundation for intimate relationships.

Any assessment required in this recreation process should be sensitive to the particular culture and language of asylum seekers and include interpreters and translated materials where required.

Syrians cannot benefit from some social activities due to language, culture, and lifestyle. In particular, motivating Syrian women, young people, and children to participate in certain social activities might limit many communal effects. In the period in which refugees are adapting to their new society, it might be useful to construct areas in which social activities can be conducted and provide services beneficial to the Syrians. One good example of this is the community center for Syrian asylum seekers that is facilitated by the Denmark Association for Asylum Seekers in Hatay-Altınözü. This center is particularly intended to serve asylum seekers' recreational needs such as concerts, movies, and theater performances,

International Research in Social, Humanities and Administrative Sciences

and it endeavors to contribute to helping asylum seekers adapt to their new society. Support for these centers by the local government and the opening of new ones will accelerate the integration of Syrian asylum seekers into Turkish society.

References

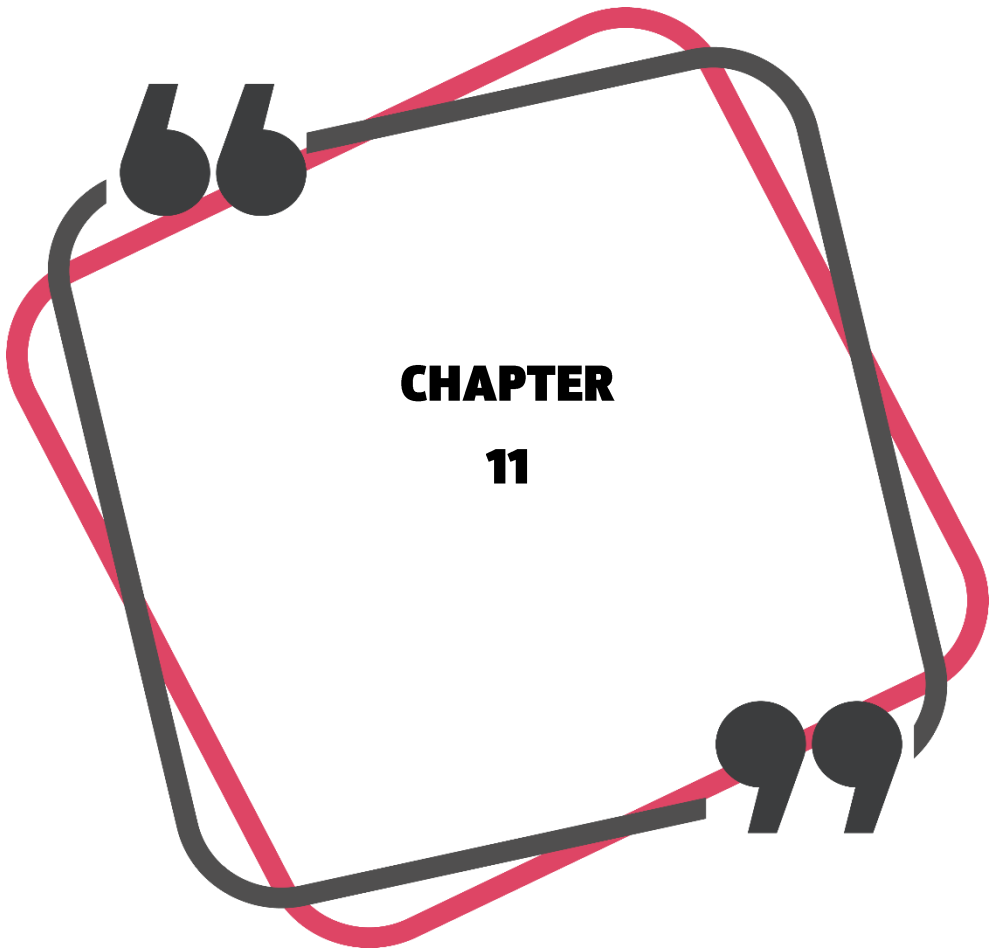
- Abercrombie, L. C., Sallis, J. F., Conway, T. L., Frank, L. D., Saelens, B. E., & Chapman, J. E. (2008). Income and Racial Disparities in Access to Public Parks and Private Recreation Facilities. *American Journal of Preventive Medicine*, 34(1), 9–15. <https://doi.org/10.1016/j.amepre.2007.09.030>
- AFAD. (2013). *Syrian Refugees in Turkey , Field Survey Results*. Ankara, Turkey.
- AFAD. (2014). Population influx from Syria to Turkey life in Turkey as a Syrian guest. In 2014. An. <https://doi.org/10.1007/s13398-014-0173-7.2>
- AFAD. (2017). Field Survey On Demographic View, Living Conditions And Future Expectations Of Syrians In Turkey.
- Allon, F. (2012). The labour of leisure: the culture of free time. *Annals of Leisure Research*. <https://doi.org/10.1080/11745398.2012.670967>
- Beiser, M. N. M. N., & Hou, F. (2006). Ethnic identity, resettlement stress and depressive affect among Southeast Asian refugees in Canada. *Social Science and Medicine*, 63(1), 137–150. <https://doi.org/10.1016/j.socscimed.2005.12.002>
- Bryman, A., Bell, E., & Teevan, J. (2012). Social Research Methods. In *Social Research* (Vol. 2nd). <https://doi.org/10.4135/9781849209939>
- Caldwell, L. L. (2005). Leisure and health: why is leisure therapeutic? *British Journal of Guidance & Counselling*, 33(1), 7–26. <https://doi.org/10.1080/03069880412331335939>
- Darcy, R., & Richard, R. (1995). *A Guide to Quantitative History*. Westport, CT: Praeger.
- Dincer, O., Federici, V., Ferris, E., Karaca, S., Kirişci, K., & Çarmıklı, E. (2013). Turkey And Syrian Refugees: The Limits Of Hospitality. In *Brookings Institution*. Washington, D.C. <https://doi.org/10.2139/ssrn.1092394>
- Dovidio, J. F., Gaertner, S. L., John, M.-S., Halabi, S., Saguy, T., Pearson, A. R., & Riek, B. M. (2008). Majority and minority perspectives in intergroup relations: The role of contact, group representations, threat, and trust in intergroup conflict and reconciliation. In *The social psychology of intergroup reconciliation* (pp. 227–253). <https://doi.org/10.1093/acprof>

- Erdogan, M. (2015). *Türkiye'deki Suriyeliler: Toplumsal Kabul ve Uyum*. Istanbul, Turkey: Bilgi University.
- Erdoğan, M. (2022). A Framework For Achieving Social Cohesion With Syrians In Türkiye. Retrieved from www.unhcr.org/tr/yayinlar
- Farrer, G. L. (2004). The Chinese Social Dance Party in Tokyo: Identity and Status in an Immigrant Leisure Subculture. *Journal of Contemporary Ethnography*, 33(6), 651–674. <https://doi.org/10.1177/0891241604269319>
- Fitzpatrick, J. (2000). Temporary Protection of Refugees: Elements of a Formalized Regime. *The American Journal of International Law*, 94(2), 279–306. <https://doi.org/10.2307/2555293>
- Gravetter, F., & Wallnau, L. (2012). *Statistics for the Behavioral Sciences* (9 edition). Minneapolis: Wadsworth Publishing.
- Harrison, L., & Bimper, A. (2013). Race, ethnicity and sport, In: Stodolska, M., Shiner, K.J., Floyd, M., & Walker, G. (Eds.). In *Race, ethnicity and leisure* (pp. 1–22).
- Henderson, K. a., & Bialeschki, M. D. (2005). Leisure and Active Lifestyles: Research Reflections. *Leisure Sciences*, 27(5), 355–365. <https://doi.org/10.1080/01490400500225559>
- Horolets, A. (2012). Migrants' Leisure and Integration. In “*Polskie Forum Migracyjne II*” *Institute of Public Affairs Report*. Warszawa.
- Iwasaki, Y. (2007). Leisure and quality of life in an international and multi-cultural context: What are major pathways linking leisure to quality of life? *Social Indicators Research*, 82(2), 233–264. <https://doi.org/10.1007/s11205-006-9032-z>
- Iwasaki, Y. (2008). Pathways to meaning-making through leisure-like pursuits in global contexts. *Journal of Leisure Research*, 40(2), 231–249.
- Iwasaki, Y., & Barlett, J. (2006). Culturally Meaningful Leisure as a Way of Coping with Stress among Aboriginal Individuals with Diabetes. *Journal of Leisure Research*, 38(3), 321–338.
- Juniu, S. (2000). No Title. *Journal of Leisure Research*, 32(3), 358–381.
- Karaosmanoglu, S. (2013). *Needs Analysis On Syrian Refugees In Turkey A Study Of Out-Of-Camp Refugees In Hatay*. Istanbul, Turkey.
- Kim, J., Dattilo, J., & Heo, J. (2011). Education and Recreation Activities of Older Asian Immigrants. *Educational Gerontology*, 37(4), 336–350. <https://doi.org/10.1080/03601271003609058>

- Kleiber, D. a., Hutchinson, S. L., & Williams, R. (2002). Leisure as a Resource in Transcending Negative Life Events: Self-Protection, Self-Restoration, and Personal Transformation. *Leisure Sciences*, 24(2), 219–235. <https://doi.org/10.1080/01490400252900167>
- Krueger, R. A. (1994). Focus groups: A practical guide for applied research. In *Review Literature And Arts Of The Americas* (Vol. 22).
- Lee, Y., & McCormick, B. P. (2006). Examining the Role of Self-Monitoring and Social Leisure in the life Quality of Individuals with Spinal Cord Injury. *Journal of Leisure Research*, 38(1), 1–19.
- Mactavish, J. B., MacKay, K. J., Iwasaki, Y., & Betteridge, D. (2007). Family caregivers of individuals with intellectual disability: Perspectives on life quality and the role of vacations. *Journal of Leisure Research*, 39(1), 127–155.
- Manning, R. E. (2010). Studies in Outdoor Recreation. In *Studies in Outdoor Recreation*.
- Mata-Codesal, D., Peperkamp, E., & Tiesler, N.-C. (2015). Migration, migrants and leisure: meaningful leisure? *Leisure Studies*, 34(1), 1–4. <https://doi.org/10.1080/02614367.2015.992620>
- Mui, A. C., & Kang, S.-Y. (2006). Acculturation stress and depression among Asian immigrant elders. *The Social Worker*, 51(3), 243–255. <https://doi.org/10.1093/sw/51.3.243>
- Oytun, O. (2014). *The Situation Of Syrian Refugees In The Neighboring Countries : Findings , Conclusions And Recommendations*. Ankara, Turkey.
- Parry, D. C. (2007). “There is Life after Breast Cancer”: Nine Vignettes Exploring Dragon Boat Racing for Breast Cancer Survivors. *Leisure Sciences*, 29(1), 53–69. <https://doi.org/10.1080/01490400600983420>
- Stack, J. a. C., & Iwasaki, Y. (2009). The role of leisure pursuits in adaptation processes among Afghan refugees who have immigrated to Winnipeg, Canada. *Leisure Studies*, 28(3), 239–259. <https://doi.org/10.1080/02614360902951658>
- Stodolska, M. (2000). Changes in Leisure Participation Patterns After Immigration. *Leisure Sciences*, 22(June 1999), 39–63. <https://doi.org/10.1080/014904000272966>

- Stodolska, M., & Santos, C. A. (2006). Transnationalism and leisure: Mexican temporary migrants in the US. *Journal of Leisure Research*, 38(2), 143–167.
- Torjman, S. (2004). *Culture and Recreation: Links to Well-Being*. Ottawa, Ontario, Canada: The Caledon Institute of Social Policy.
- UNHCR. (2021). *Turkey external update 2021*.
- Zencir, M., & Davas, A. (2014). *Suriyeli Sığınmacılar Ve Sağlık Hizmetleri Raporu*. Ankara, Turkey.

ISBN: 978-625-6971-27-1



AIR POLLUTION STUDY FOR IZMIR: A TIME SERIES APPROACH

Doç. Dr. Mesut BALIBEY

Ministry of Agriculture and Forestry

ORCID:0000-0002-3449-2897

1. Introduction:

Considering different types of environmental pollution such as air, water, and soil pollution, air pollution has the most serious impact on human life. The pollution rates caused by the long-term presence of air pollutants in the atmosphere have caused the death of approximately four million people every year in regions where more than 90% of the world's population lives (WHO, 2020-2). Since particulate matters (PM_{10} and $PM_{2.5}$) are the most dangerous fraction of aerosol pollutants due to inhalation risks, exposure to these particulate matters has been shown to cause respiratory and circulatory diseases in academic sources (Policchetti et al., 2009; Kim et al., 2015, Zeydan, 2021). It has been stated that particulate matters also cause brain and nervous system diseases (Chew et al., 2020). In addition to their effects on human health, they also change the structure of the components of the earth by mixing with the structure of ecosystems with wet and dry deposition. They also accumulate in the leaves of green organisms in nature and affect the rate of photosynthesis (Rai, 2016). The measurement of sulfur dioxide (SO_2) and particulate matter (Total Suspended Particulate), which are pollutants that change the natural composition of the air and give it the characteristic of polluted air, has been found sufficient by the World Health Organization to decide the level of pollution and has been recommended to all countries of the world. Doğan and Kitapçıoğlu conducted a study on air pollution values in İzmir in 2007 and evaluated the winter air pollution between 1989 and 2004.

When the time series contains components such as unit roots, it should be made stationary by removing unit roots since it does not meet the stationarity condition. First, Box and Jenkins (1976) proposed that series contain seasonal unit roots and, therefore, are not stationary. Fuller (1976), Dickey and Fuller (1981), Dickey, Hazsa and, Fuller (1984), and Hylleberg, Engle, Granger and, Yoo (1990) made significant contributions to the literature by doing important studies on seasonal variability.

Periodogram-based unit root test was introduced by Akdi and Dickey in 1998, and hidden periodicities were sought in the data by using periodograms. In addition, it has been stated that the condition and periodicity of a univariate series are controlled by periodograms (Akdi and Dickey 1998). Among standard time series tools, frequency domain-based tests are advantageous. In frequency domain-based tests that are seasonally robust, the mean is constant and specified as an estimated variance value $\hat{\sigma}^2$ of the error term. The fact that the mean is constant denotes that periodograms eliminate any deterministic trends in the series. The periodograms obtained by trigonometric conversion also take into account possible periodicities (such as cycles) in the series. Another advantage is that these tests do not contain any models. It does not need delay selection, and the only parameter that needs to be estimated is the variance of the error term. Finally, while the power in periodogram-based unit root testing can be calculated analytically, the power of the tests is not precise in traditional time series analysis (Akdi et al., 2010).

Dickey-Fuller unit root test and its extensions, which is one of the standard techniques, are used to determine whether a time series has a unit root. In this analysis, the α_1 and the t-value obtained by estimating the equation (*), without trend and intersection components, are compared with the critical values obtained from the simulations by Dickey and Fuller (1979). Basically, it is as follows:

$$\Delta X_t = \alpha_1 X_{t-1} + \zeta t \quad *)$$

In 2019, Akdi et al. examined the periodic components of the monthly average crude oil and natural gas prices for the period 2004:01-2018:12 and tried to determine the cycles in the exchange rates of the Turkish economy for the period 2013:1-2018:12 (5 working days) by using periodograms. The closing value of the Turkish Lira against the Dollar (X_t) and the closing value against the Euro (Y_t) in 2019 were taken into account by Balibey and Akdi. The stability of daily exchange rates is tested by standard unit root tests. In 2020, Okkaoğlu et al. aimed to investigate the daily Particulate Matter (PM_{10}) periodicity in London between 2014-2018, and the hidden periodic structure of the data was revealed by using the periodogram-based unit root test to control the stationarity of the analyzed data. As a result, it was found that there were five different cycle periods: 7 days, 25 days, 6 months, one year, and 15 months. Utilizing an important method based on harmonic regression in their study on COVID-19 in 2020, Akdi et al. determined the latent periodic structure of daily infected cases and analyzed Turkey's infected case using periodogram-based methodology. As a result, it was concluded that there were 4-day, 5-day, and 62-day cycles in Turkey's daily new

cases. In 2021, Akdi et al. examined the monthly amount of particulate matter ($PM_{2.5}$) in Paris between January 2000 and December 2019 using a periodogram-based time series methodology, and as a result of the unit root test based on periodograms by modeling the ($PM_{2.5}$) values, determined that the analyzed data have 1-year and 20-year periods.

2. Methodology:

Periodograms are often used to investigate hidden periodicities in stationary time series. Therefore, first of all, the series under consideration must be stationary. Although there are many methods for the stationarity condition of any time series in the literature, the Augmented Dickey-Fuller (ADF) test, which was developed based on the asymptotic distribution of the least squares estimators of the parameters, stands out.

Periodograms are obtained by trigonometric transformations of the series. Regarding periodic functions, the first thing that comes to mind is trigonometric functions. Therefore, consider a model of the form

$$Y_t = \mu + R\cos(\omega t + \phi) + e_t, t = 1, 2, \dots, n \tag{1}$$

for the data, where e_t s are independent random variables with the same distribution, with an expected value of 0, and variance of σ^2 . Here, the terms μ , R , ϕ and ω represent the expected value, amplitude, phase and frequency, respectively. These parameters need to be estimated. When $\omega_k = 2\pi k / n$, ω_k s are Fourier frequencies. From the properties of the cosine function $a = R \cos(\phi)$ and $b = R \sin(\phi)$, this model can be written as

$$Y_t = \mu + a\cos(\omega_k t) + b\sin(\omega_k t) + e_t, t = 1, 2, \dots, n \tag{2}$$

According to this model, least squares estimators of the parameters are:

$$\hat{\mu} = \bar{Y}_n, \quad a_k = \frac{2}{n} \sum_{t=1}^n (Y_t - \bar{Y}_n) \cos(w_k t) \quad \text{and} \quad b_k = \frac{2}{n} \sum_{t=1}^n (Y_t - \bar{Y}_n) \sin(w_k t)$$

These calculated a_k and b_k values are called Fourier coefficients. Again, since one of the properties of trigonometric functions is

$$\sum_{t=1}^n \cos(w_k t) = \sum_{t=1}^n \sin(w_k t) = 0 \tag{3}$$

$$I_n(w_k) = \frac{n}{2} (a_k^2 + b_k^2) \tag{4}$$

On the other hand, with $f(w_k)$ representing the spectral density function, it is $I_n(w_k) / f(w_k) \xrightarrow{D} \chi^2_2$ while $n \rightarrow \infty$, if the time series $\{Y_1, Y_2, \dots, Y_n\}$ is stationary. Here, \xrightarrow{D} denotes convergence in distribution (Fuller, 1996, Wei, 2006).

It has already been stated that periodograms are often used to search for hidden periodicities in the series. For this, consider the model in equation (2). If the $H_0: a = b = 0$ hypothesis is rejected, there is a periodic component in the series. Although the standard F test seems appropriate for testing this hypothesis, it is not significant because the w_k frequencies are not known (Wei, 2006, p. 294-295). For testing this hypothesis,

$$V = I_n(w_{(1)}) \left[\sum_{k=1}^m I_n(w_k) \right]^{-1} \tag{5}$$

test statistics are defined (Wei, 2006). Here, $I_n(w_{(1)})$ represents the largest periodogram value and m represents the full value of the number $n / 2$ ($m = [n / 2]$). Under the $H_0: a = b = 0$ hypothesis, it is

$$P(V > c_\alpha) = \alpha \cong m(1 - c_\alpha)^{m-1} \tag{6}$$

(Wei, 2006, pages 294-295) and c_α shows the critical value (at α significance level). Using this equation, critical values are calculated as follows:

$$c_\alpha = 1 - (\alpha / m)^{1/(m-1)} \tag{7}$$

If the value of the V statistic is greater than the critical value ($V > c_\alpha$), the $H_0: a = b = 0$ hypothesis is rejected and it is concluded that the series contains a periodic component. The method is also used to determine other periodicities in the series by expressing this statistic in a slightly different way. For this,

$$V_i = I_n(w_{(i)}) \left[\sum_{k=1}^m I_n(w_k) - \sum_{k=1}^{i-1} I_n(w_{(k)}) \right]^{-1} \tag{8}$$

statistic has been defined. Again, if the value of this statistic is greater than the critical value, the corresponding period is significant. Here, V_i shows the i -th largest periodogram value.

If periodic components (given that μ and σ^2) are detected in the series, it means that a harmonic regression model in the form of

$$Y_t = \mu_1 + A_1 \cos\left(\frac{2\pi t}{p_1}\right) + B_1 \sin\left(\frac{2\pi t}{p_1}\right) + B_2 \sin\left(\frac{2\pi t}{p_2}\right) + e_t, \quad t = 1, 2, \dots, n \tag{9}$$

has been taken into account. This regression model is considered more suitable for making predictions in data that contain periodic components because it takes into account periodic fluctuations in the data. On the other hand, since the series is stationary, the standard t test can be used for parameter estimates.

3. Analyses and Findings

In this study, the monthly average (PM_{10}) values of 2010:01-2020:12 measured for Izmir will be examined. Possible periodicities will be investigated and predictions for future months will be made with the harmonic regression model using these periodic components. To determine these periodicities, primarily the

stationarity condition of the series should be examined. The time series graphs for the series are given in Figure 1.

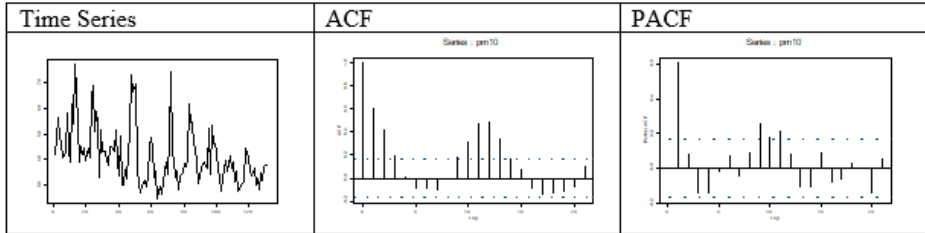


Figure 1. Monthly Average (PM_{10}) Values for the 2010:01-2020:12 Period (İZMİR)

When the graphs in Figure 1 are examined, it is observed that the autocorrelations decline rapidly. That is, the monthly average (PM_{10}) data can be said to be stationary. The stability of the series was tested by standard ADF test and it was observed that the series was stationary at 5% significance level. The results are given in Table 1.

t-Statistic		Prob.*	
Augmented Dickey-Fuller test statistic		-5.616748	0.0000
Test values:	critical	1% level	-3.480818
		5% level	-2.883579
		10% level	-2.578601

Table 1. ADF Test Results

According to the results given in Table 1, the average monthly pm10 values measured for Izmir are stationary. Accordingly, periodic components can be investigated in the series. For this, the highest 5 periodogram values and the corresponding V_i statistics and their critical values are given in Table 2. The 5% critical value calculated for these data and given in equation (7) is also shown in the table.

l	$I_n(W_i)$	V_i	Period	%5 Critical Value	Result
1	4814.092	0.3067	12.00	0.1046	Significant
2	1937.060	0.1779	66.00	0.1046	Significant
3	1462.977	0.1635	132.00	0.1046	Significant
4	622.425	0.0831	11.00	0.1046	Not Signifi- cant
5	482.431	0.0703	8.80	0.1046	Not Signifi- cant

Table 2. The Five Highest Periodogram Values and Related Statistics

According to the results given in Table 2, 12-month, 66-month, and 132-month periods seem to be significant for the monthly average (PM_{10}) values of İzmir province. However, the 132-month period here corresponds to all of the data. In addition, since the 66-month period corresponds to half of the data, these two periods, which seemed significant, were not evaluated as periods. As a result, there is a 12-month period in the data. This corresponds to a seasonal cycle. However, this may not always be true.

Now, using these observed periods, the harmonic regression model given in equation (9) has been considered. For this, a harmonic regression model in the form of

$$\begin{aligned}
 X_t = & \mu + A_1 \cos\left(\frac{2\pi t}{12}\right) + B_1 \sin\left(\frac{2\pi t}{12}\right) + A_2 \cos\left(\frac{2\pi t}{66}\right) + B_2 \sin\left(\frac{2\pi t}{66}\right) \\
 & + A_3 \cos\left(\frac{2\pi t}{132}\right) + B_3 \sin\left(\frac{2\pi t}{132}\right) + e_t, \quad t = 1, 2, \dots, 132
 \end{aligned}
 \tag{10}$$

is considered. Statistical results on parameter estimates from this model are given in Table 3a.

Parameter Estimates					
Variable	DF	Parameter		t Value	Pr > t
		Estimate	Error		
Intercept	1	41.41279	0.67269	61.56	<.0001
A1	1	8.25401	0.95132	8.68	<.0001
B1	1	2.19366	0.95132	2.31	0.0228
A2	1	-1.57626	0.95132	-1.66	0.1000
B2	1	5.18313	0.95132	5.45	<.0001
A3	1	1.65811	0.95132	1.74	0.0838
B3	1	4.40647	0.95132	4.63	<.0001

Table 3a. Model (10) Parameter Estimates and Related Statistical Results

According to the results shown in the table, A_2 and A_3 coefficients are not significant at 5%. For this reason, a model in the form of

$$X_t = \mu + A_1 \cos\left(\frac{2\pi t}{12}\right) + B_1 \sin\left(\frac{2\pi t}{12}\right) + B_2 \sin\left(\frac{2\pi t}{66}\right) + B_3 \sin\left(\frac{2\pi t}{132}\right) + e_t, \quad t=1,2,\dots,132 \quad (11)$$

was taken into consideration and the statistical values related to the parameter estimates obtained according to this model are given in Table 3b.

Parameter Estimates					
Variable	DF	Parameter		t Value	Pr> t
		Estimate	Error		
Intercept	1	41.41279	0.68263	60.67	<.0001
A1	1	8.25401	0.96539	8.55	<.0001
B1	1	2.19366	0.96539	2.27	0.0247
B2	1	5.18313	0.96539	5.37	<.0001
B3	1	4.40647	0.96539	4.56	<.0001

Table 3b. Model (11) Parameter Estimates and Related Statistical Results

According to these results, all parameters are significant at 5% significance level. Therefore, an estimation model in the form of

$$\hat{X}_t = 41.41279 + 8.25401 \cos\left(\frac{2\pi t}{12}\right) + 2.19366 \sin\left(\frac{2\pi t}{12}\right) + 5.18313 \sin\left(\frac{2\pi t}{66}\right) + 4.40647 \sin\left(\frac{2\pi t}{132}\right) + e_t, t=1,2,\dots,132 \tag{12}$$

has been proposed for the monthly average PM_{10} values of İzmir province.

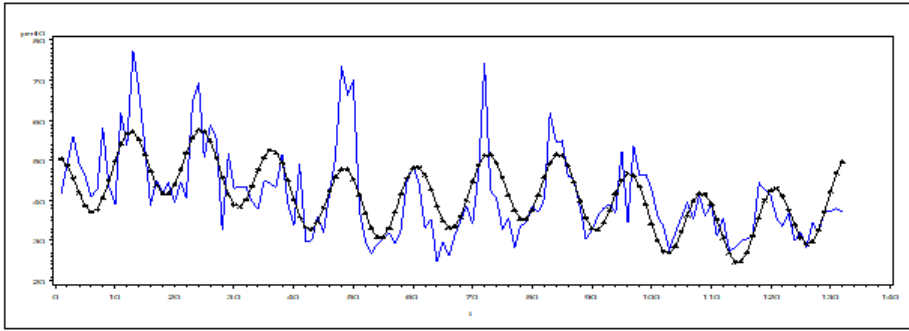


Figure 2. Izmir Monthly Average PM_{10} and the Estimation Values from Equation (12)

Again, by using equation (12), the predictions for the monthly average (PM_{10}) values of 2021 were calculated and these values were compared with the monthly average values obtained from the data used.

Months	2010:01-2020:12 Period Monthly Average Observation Values	Real Values for 2021	Forecast Values for 2021
January	49.7206	44.75752	50.3602
February	48.7311	48.13133	48.8393
March	42.6191	33.06465	45.6938
April	35.6114	25.71071	41.9459
May	36.6322	23.76747	38.7753
June	33.4102	25.22271	37.2024
July	35.0369	29.44452	37.8130
August	47.7833	31.08691	40.6005
September	37.1495	30.95386	44.9668

October	38.6908	32.52585	49.8812
November	49.5598	52.44995	54.1561
December	52.0084	34.80074	56.7639

Table 3c. Comparative Averages of Actual and Predicted Values

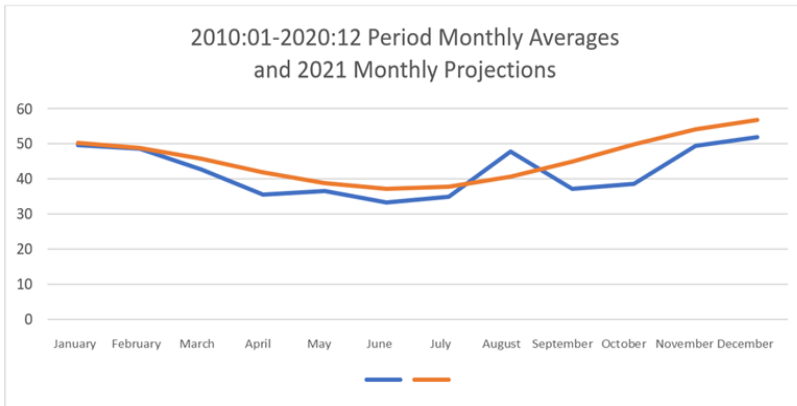


Figure 3. Comparative Chart of Actual and Predictive Values

According to the results obtained from the data, in the period from 2010 to 2020, a downward trend in monthly average (PM_{10}) values is observed. These annual average values are given in Table 4.

Year	Annual average (PM_{10}) values
2010	48.504
2011	52.311
2012	45.526
2013	42.639
2014	39.812
2015	37.872

2016	40.032
2017	40.385
2018	39.324
2019	34.835
2020	34.389

Table 4. Annual Average Values

4. Conclusion:

According to the Regulation on Air Quality Assessment and Management, the daily limit value can be exceeded a maximum of 35 times a year. The (PM_{10}) limit values are recommended by the World Health Organization as $50 \mu\text{g m}^{-3}$ on a daily average, while the annual average value is $20 \mu\text{g m}^{-3}$ (WHO, 2018). The concentration of particulate matter in the air, which is one of the natural consequences of industrialization and emission values, is also guaranteed by the countries of the world with the Paris Climate Agreement. On mission reductions, the Agreement urges *“Developed country Parties should continue taking the lead by undertaking economy-wide absolute emission reduction targets. Developing country Parties should continue enhancing their mitigation efforts, and are encouraged to move over time towards economy-wide emission reduction or limitation targets in the light of different national circumstances”*

(<https://www.mfa.gov.tr/paris-anlasmasi.tr.mfa>).

In this context, the city of Izmir, which is considered to be a metropolis in Turkey, was chosen as an example in the study, which is thought to constitute a basis for taking the necessary measures in terms of theoretical infrastructure. The monthly average (PM_{10}) values for the period 2010:01-2020:12 measured for the city of Izmir were examined and the periodicities in the data obtained from seven observation stations were investigated. As a result, a period of 12 months was obtained in the data (It should be expressed that this result, which corresponds to a seasonal cycle, will not always be correct, since it is a statistical result). These predictions, which were obtained by using these periodic components and making predictions for the coming months with the harmonic regression model, were compared with the actual values of 2021 (Figure 3). As can be seen, successful results were obtained from the harmonic model formed by using periodic components (Equation (12)).

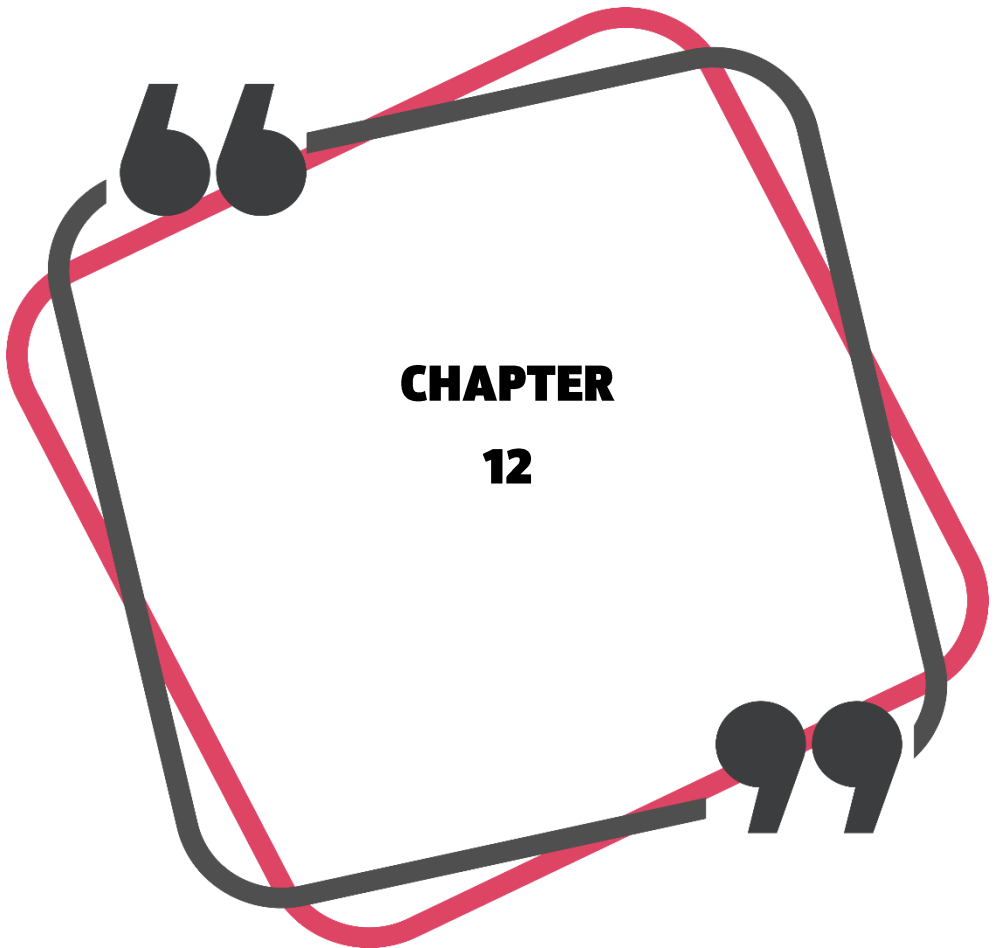
Therefore, a harmonic regression model was considered in periodograms calculated by trigonometric methods. This regression model is considered to be more suitable for making predictions in data that contain periodic components because it takes into account periodic fluctuations in the data. On the other hand, since the series is stationary, it is thought that the use of the standardized t test for parameter estimates will save researchers and academics more time. This model can be used by policymakers, academics, and researchers working in the field to make safe predictions for the coming years.

References:

- Akdi, Y., Gölveren, E., Ünlü, K.D. et al. Modeling and Forecasting of monthly $PM_{2.5}$ emission of Paris by periodogram-based time series methodology. *Environ Monit Assess* 193, 622 (2021). <https://doi.org/10.1007/s10661-021-09399-y>
- Akdi Y. and Dickey D.A. (1998). Periodograms of Unit Root Time Series: Distributions and Tests. *Commun. Statist-Theory Meth.* 27(1), 69-87.
- Akdi Y., Kalafatçılar K. M., Özcan K. M. (2010). Application of periodogram-based cointegration test for the analysis of the services and goods sector inflations. *International Econometric Review (IER)*, Vol. 2, Issue 1, 3-10.
- Akdi, Y., Balıbey, M., and Kayış, A. (2019). Petrol ve Doğalgaz Fiyatlarındaki Periyodik Dalgalanmalar. *Firat University Journal of Social Sciences*, 29 (2), 217-325. DOI: 10.18069/firatsbed.559747
- Balıbey, M., and Akdi, Y. (2019). Döviz Kurlarında Periyodik Dalgalanmalar, *Atatürk University Journal of Institute of Social Sciences*, 23(1), 123-131.
- Box, G. E. P. and Jenkins, G. M. 1976. *Time Series Analysis: Forecasting and Control*, revised ed. San Francisco: Holden-Day. [Google Scholar]
- Chew S, Kolosowska N, Saveleva L, Malm T, Kanninen K M, 2020. Impairment of mitochondrial function by particulate matter: Implications for the brain. *Neurochemistry International*, 135: 104694.
- Dickey, D. A., & Fuller, W. A. (1979). Distribution of the estimators for autoregressive time series with a unit root. *Journal of the American statistical association*, 74(366a), 427-431.
- Dickey, D. A., & Fuller, W. A. (1981). Likelihood ratio statistics for autoregressive time series with a unit root. *Econometrica: journal of the Econometric Society*, 1057-1072.
- Dickey, D. A., Hasza, D. P., & Fuller, W. A. (1984). Testing for unit roots in seasonal time series. *Journal of the American Statistical Association*, 79(386), 355-367.
- Doğan, F., & Kitapçioğlu, G. (2007). İzmir ilinde hava kirliliğinin yıllar itibarıyla karşılaştırılması. *Ege Medical Journal*, 46(3), 129-133.
- Fuller, W. A. (1996). *Introduction to statistical time series*. Wiley.

- Kim, Y. O., Park, S., Nam, B. H., Park, J. M., Kim, D. G., & Yoon, J. H. (2015). *Roseovarius scapharcae* sp. nov., isolated from ark shell *Scapharca broughtonii*. *International Journal of Systematic and Evolutionary Microbiology*, 65(Pt_12), 4695-4700.
- Wei, W. W. S. (2006). *Time series analysis: Univariate and multivariate methods*. Pearson Education.
- Hylleberg, S., Engle, R. F., Granger, C. W., & Yoo, B. S. (1990). Seasonal integration and cointegration. *Journal of Econometrics*, 44(1-2), 215-238.
- Okkaoğlu, Y., Akdi, Y., & Ünlü, K. D. (2020). Daily PM10, Periodicity, and Harmonic Regression Model: The case of London.
- Polichetti G, Cocco S, Spinali A, Trimarco V, Nunziata A, 2009. Effects of particulate matter (PM10, PM2.5, and PM1) on the cardiovascular system. *Toxicology*, 261: 1–8.
- Rai P K, 2016. Impacts of particulate matter pollution on plants: Implications for environmental biomonitoring. *Ecotoxicology and Environmental Safety*, 129: 120–136.
- WHO (World Health Organization), 2018. Ambient (outdoor) air pollution. [https://www.who.int/en/news-room/fact-sheets/detail/ambient-\(outdoor\)-air-quality-and-health](https://www.who.int/en/news-room/fact-sheets/detail/ambient-(outdoor)-air-quality-and-health), (Date of access: 5 March 2020).
- WHO (World Health Organization), 2020. Air Pollution. https://www.who.int/health-topics/air-pollution#tab=tab_2, (Date of access: 5 March 2020).
- Zeydan, Ö. (2021). 2019 Yılında Türkiye’deki Partikül Madde (PM_{10}) Kirliliğinin Değerlendirilmesi. *Journal of the Institute of Science and Technology*, 11(1), 106-118.

ISBN: 978-625-6971-27-1



**CHAPTER
12**

“ANATOLIAN SISTERS”: WARRIOR, MANUFACTURER, AND SUFI WOMEN OF ANATOLIA*

Assist. Prof. Cennet Ceren ÇAVUŞ, Ph.D.

Muş Alparslan Üniversitesi

Tasavvuf Bölümü

ORCID: 0000-0002-6042-4273

Introduction

Anatolian Sisters (Bacıyân-i Rûm) is an organization formed by immigrant Turkmen women in Anatolia in the 13th century. It is claimed to be the world's first women's organization (Kuzu, 2013) and the first working organization composed of women (Tatlıoğlu, 2012; Varinli & Akgül, 2012). There is little research about Anatolian Sisters; some researchers regard them as the women's branch of the Anatolian Brothers (Ahiyân-ı Rûm), an organization that had a major role in the Islamization and Turkification of Anatolia (Bayram, 2002), some others argue that Anatolian Sisters organization is a completely original one and even the Brothers community was originated from Sisters (Gültepe, 2008). Necati Gültepe in his book *Introduction to the History of Turkish Women from the Amazons to Bacıyân-ı Rûm*, claims that Anatolian Sisters are based on “Turanian warrior women-Amazons”, whose roots go back to 500 BC (2008). It is known that Bacıyân-i Rûm made invaluable contributions to the Islamization and Turkification of Anatolian lands (Çubukçu, 2015), and it is stated that this group also played an active role in the establishment of the Ottoman Empire (Erdem & Yiğit, 2010). In this study, the structure of the Anatolian Sisters Organization, its historical value as one of the first known women's organizations, and its importance in terms of reflecting the social power of Turkish women are evaluated.

Gaziyân, Abdalân and Ahiyân (Veterans, Sufis and Brothers)

* This study is an extended and English version of a paper presented at the conference "Türk Dünyasında Kadın Olmak" held by Uludağ University and Bursa Metropolitan Municipality in Bursa on 5-6 December 2022.

It is stated that four groups Turkified and Islamized Anatolia in the 13th century. In the work *Tevârih-i Âl-i Osmân* (History of the Ottoman Family) of the famous 15th century Ottoman historian Aşıkpaşazade (d. 1484), the social groups among the Turkmen during the Anatolian Seljuk period were divided into four groups: *Gâziyân-ı Rûm* (Anatolian Veterans), *Ahiyân-ı Rûm* (Anatolian Brothers), *Abdalân-ı Rûm* (Anatolian Dervishes)", and *Baciyân-ı Rûm* (Anatolian Sisters) (Bayram, 2008). Anatolian Veterans (*Gâziyân-ı Rûm*) refers to the group that came to Anatolia with the ideal of martyrdom or to earn a living by doing military service. This group, which had existed for many years, was known as *Alp* (Warriors) or *Alperen* (Hero-Saints) in the 15th and 16th centuries (Erdem & Yiğit, 2010). Anatolian Dervishes (*Abdalân-ı Rûm*) is a dervish group known as the "Saints of Khorasan" and is attributed to Haji Bektash Walî (d. 1271)*. Their main purpose is to spread Islam. Ömer Lütfi Barkan defines this group as "dervishes with wild nature and strange manners who participated in all wars with the Ottoman sultans" (2002). Sencer Divitçioğlu, on the other hand, evaluates Anatolian Dervishes together with Anatolian Sisters. According to him, both groups refer to religious dervishes and their followers who were devoted to the path of God (Divitçioğlu, 1996).

In the context of its relation with *Baciyân-ı Rûm*, the group that should be particularly emphasized is *Ahiyân-ı Rûm* (Anatolian Brothers). Ahi Organization may have taken its name from the Arabic word *ahî* meaning "my brother", or from the Turkish word *akı* meaning "generous and brave" (Çağatay, 2008). Mikail Bayram considers the Brotherhood as the reflection of *futuwwa*† of the Islamic world in the Turks. According to him, "Brotherhood was established in religious and political terms depending on the Futuwwa Organization founded by the Abbasid Caliph al-Nâsir li-Dinillâh" (2006). However, according to Mehmet Akman, Brotherhood, which was a professional and spiritual organization, is specific to Anatolia (Akman, 2006). Bayram states that Sheikh Macduddin Ishaq from Malatya, the teacher of Ghiyâsuddin Kayhusraw the first, who was one of the rulers of the Anatolian Seljuk State, brought some sheikhs, scholars, and intellectuals from the *futuwwa* organization to Anatolia (2006). Evhâduddin Kirmânî (d. 1238), the teacher and father-in-law of Ahi Evran, who is considered the founder of the Anatolian Ahi Order, was among the people of *futuwwa* who came to Anatolia at that time.

* He was a Muslim saint from Khorasan who lived and taught in Anatolia. He is considered the founder of the Bektashi Order and called "Sultan of Hearts".

† The word *futuwwa* is derived from the Arabic word *fetâ* which means "young, brave, and generous" and has meanings such as heroism and generosity (Uludağ, 1996).

Ahi Evran Nasiruddin Mahmûd al-Hoyî (d. 1261) was the husband of Fatma Baci (Fatma Sister), the leader of *Bacıyân-i Rûm*. Together with his teacher, Evhâduddin Kirmânî, he went to Kayseri in the early 1200s and established a leather workshop. With the growth of the business over time, the number of workers and craftsmen increased and the Brotherhood Organization developed (Bayram, 2006). In Anatolia, where trade was in the hands of Christians, Ahi Evran determined that Muslims needed unity and solidarity to compete in trade and arts and he built an economic system that secured art and trade ethics, and producer and consumer interests. Brotherhood was not only a union of tradesmen but also a faith organization. In this system, where the master-apprentice relationship was a sheikh-disciple relationship, there was a sheikh at the head of each art branch and the sheikh of all of them was Ahi Evran (Bayram, 2006). Thus, Ahi Evran managed both the industrial site and the spiritual structure. Therefore, the members of this organization had been people with high moral sensitivity, who do their jobs in the best way and regard service to the public as service to God.

Anatolian Sisters

It is claimed that the first work that mentioned Anatolian Sisters is *Menâkib-i Sheikh Evhâduddîn Kirmânî*, a legendary written by Muhammed Alai, son of Kirmânî's vicegerent in Sivas. In the work, young girls and women, who were followers of Kirmânî's vicegerent in Konya, are mentioned as *fakiregân*, which means "female dervishes" in Persian. Bayram claims that this word is the Persian version of "sisters" (Bayram, 2002). However, the word poor has nothing to do with sisterhood. In addition, the leader of the women's group mentioned in the legendary is a man. But the leader of Anatolian Sisters, which is a social and economic organization, was Fatma Baci.

The first known work that mentioned Anatolian Sisters is Aşıkpaşazade's *Tevârih-i Âl-i Osmân*:

Four groups came to Anatolia. One is Gâziyân-ı Rûm, one is Ahiyân-ı Rûm, one is Abdalân-ı Rûm and one is Bâciyân-ı Rûm. Among them, Haji Bektash preferred Bâciyân-ı Rûm, that is "Hatun Ana"*. He adopted her as a daughter, showed her his divination, and miracles, he passed them to her, then he passed away.

* Hatun ana means "dame mother" in Turkish.

Question: Haji Bektash had so many followers and lovers, what about their allegiances and lineages?

Answer: Haji Bektash entrusted his secret, divination and miracles, whatever he had, to Mother Hatun. He was a love-crazed dervish, he was far from being a sheikh and a disciple. There was a dervish called Abdal Musa. He was a lover of Hatun Ana, at that time sheikhdom and discipleship were not outwardly, and dervishes were even far from the lineage. Hatun Ana was buried on the saint (Aşıkpaşazade, 2003).

According to the statements of Aşıkpaşazade, Hatun Ana was the leader of Baciyan-i Rûm and the person chosen by Haji Bektash. He not only adopted Fatma Baci but also left his spiritual legacy to her. It is also stated that the person who built the tomb of Haji Bektash was Fatma Baci. Haji Bektash Walî grew up in Fatma Baci's father's dervish lodge and they met while she was serving at the convent (Erdem & Yiğit, 2010). However, according to the book *Menâkib-ı (Legendary of) Haji Bektash Walî*, their acquaintance was based on a miracle. The legend is as follows:

When Hunkâr Haji Bektash Walî approached Anatolia, he greeted "peace be upon you o saints and brothers in Rum!" Meanwhile, 57 thousand Anatolian saints in Anatolia were conversing in a gathering. It became known to Fatma Baci that the sultan greeted her. Fatma Baci stood up, turned to the side where the sultan was, put her hand on her chest, said "peace be upon you" three times, and sat down (Gölpınarlı, 1958).

This narration is important because it indicates that Fatma Baci was the only person who could appreciate the spiritual worth of Haji Bektash. Additionally in the book *Saintly Exploits of Haji Bektash (Walâyatnâme)*, Fatma Baci was presented as a great mentor who gave spiritual training to not only women but also to men (Gültepe, 2008).

German orientalist Franz Taeschner (d. 1967) was the first person to refer to the group that Aşıkpaşazade called "Baciyan-i Rum". He considered it impossible for women to establish an organization in the 13th century Turkish society and claimed that the expression in the book was written as a result of a misunderstanding or was a typographical error. According to him, the expression is not Baciyan-i Rûm but "Hâciyan-ı Rûm" (Anatolian Pilgrims) or "Bakhshiyân-i Rûm" (Anatolian Magicians or Spirituals) (Bayram, 2011). Mehmet Fuad Köprülü (d. 1966) on the other hand, by referring to Bektashi legends, Ibn Battuta's (d.1369) travel book and quotes from the French traveler Bertrandon de la Broquiere (d. 1459), confirmed that the group that Aşıkpaşazade mentioned

was “Bacıyân-i Rûm” and argued that the claims made by Taeschner could not be valid under any circumstances (Köprülü, 1972). Thus, Köprülü drew attention to the existence of an organization structured by Turkmen women during the period of the Anatolian Seljuks and the establishment period of the Ottoman State. Regarding the nature of the organization, he stated:

I wonder if, under the name Bacıyân-i Rum, Aşıkpaşazade meant the armed and warrior women of the Turkmen tribes in the border principalities. For now, this is the most reasonable interpretation (Köprülü, 1972).

Warrior Sisters

Köprülü, pointing to Ibn Battuta's travel book, stated that in many settlements where Turks lived, Turkmen women maintained their business life with men and their success was obvious (Köken & Büken, 2018). Osman Turan, who agrees with Köprülü's determination of “warrior women” about Bacıyân, states that there were 30 thousand armed female cavalry fighting under the Dulkadir Principality*, as affirmed in the narration of Bertrandon de la Broquiere, which is compatible with the depictions in *Book of Dede Korkut*† (Turan, 1978). The warrior Turkmen female figure is dominant in Dede Korkut stories.

In these stories, the mastery of Turkish women in war is emphasized not only through the characters like Banu Çiçek -a mythological character- and Selcen Hatun -a woman who won the war against a huge army with her lover-, but also through women who saved their husbands and sons from captivity. In these stories, it is told that the wives of Turkmen gentlemen hunted, fought, protected their homeland, made medicine in cooperation with girls, and acted in an organized manner to protect their beloved ones (Deveci, 2021). Because the themes of organized structuring and acting together in the Dede Korkut stories were also present in the Sisters Organization, Deveci argues that Bacıyân-i Rûm is a continuation of a tradition that existed in Turkish history (Deveci, 2021)‡. In

* Dulkadir Principality was one of the frontier principalities established by Turkmen in Anatolia in the 14th and 15th centuries.

† This book is a collection of epic stories of the Oghuz Turks written in the 14th or 15th century.

‡ It is known that women were dominant in Turkish culture. The position of women in Turkish states such as Scythians, Huns, and Gokturks is remarkable. In the Scythians, every woman was also trained as a warrior and took part in the army. During the Huns, the orders that did not include Hatun's (dame) name were deemed invalid, and even the first peace treaty signed by the Huns with China was signed by Mete's Hatun on behalf

fact, the narrations that Turkish women wore armor and rode horses, fought heroically using arrows, and even that each woman overpowered fifty Iraqis, were narrated by Ibn al-Râwandî (d. 1207), who wrote about the war between the Khwarezmites* and Iraqis in 1197 (Cebecioğlu, 1991).

The most interesting claim about the historical origins of Baciyân-i Rûm belongs to Necati Gültepe. He asserts that the roots of the Anatolian Sisters hark back to the Amazons and he supports his claim with scientific data (Gültepe, 2008).

Jeannine Davis-Kimball (1929-2017), an American archaeologist, attempted to investigate the Amazons, the warrior nomadic women that she saw in the reliefs of the Sassanid period (559-330 BC). In 1994 her research took her to the Pokrovka region on the shore of the Ural River in Kazakhstan. In the excavations she made in the Sauromat tombs, she came across the tombs of nomadic warrior women. Tracing the archaeological findings from the tombs and ethnographic materials such as boots, clothing, ornaments, and weapons, Kimball wandered through hundreds of museums and studied nomadic tribes at the foot of the Altai Mountains. She settled in a nomad camping site near the Orkhon River in the north of Mongolia and realized that the previous ethnographic material she collected from the mansions and tombs was compatible with the materials there. Suspecting that this tribe could have descended from the Amazons, Kimball took a DNA sample from a child who physically resembled the Amazon imagery in Greek narratives and sent it to a laboratory for comparison with the DNA from the tomb findings. The result was striking: The mitochondrial DNAs of the warrior woman, whose tomb was found, and the Mongolian Turkish girl Miriamghul (Meryemgöl) overlapped 99.9%.[†]

It is stated that the Amazons are Turkish because the clan of the Amazon granddaughter Meryemgöl is Turkish and their language has been Turkish “from time immemorial” (Gültepe, 2008). As a matter of fact, since mitochondria are passed on only from the mother, the female side of the lineage can be traced back millions of years thanks to mitochondrial DNA testing (Bakırcı, 2011).

of the Great Hun Empire. Among the Gokturks, Khan's wife, Hatun, joined the state administration (Açıl, 2016).

* Khwarezmian Dynasty was a Turkic state in Middle Asia between the 11th and 13th centuries.

[†] The fact that this ratio is not 100% does not indicate the possibility of not being related, because DNA tests never yield 100% results. For the documentary on the scientific research of Professor Jeannine Davis-Kimball, see. <https://www.youtube.com/watch?v=91rsXyA5isE>

Therefore, as Gültepe emphasized, it has been scientifically proven that the warrior nomadic woman whose tomb was found is Meryemgöl's ancestor. This study also proved that the Amazons, that were described as a legend in historical sources, had an actual warrior-woman culture.

Gültepe claimed that because the ancestor of a Turkish girl is Amazon, warrior women from Baciyân-i Rûm were also descendants of Amazons. It is possible to establish such a relationship historically. Thus, it is known that Baciyân-i Rûm were nomadic Turkmen women. Although it is debated whether the Sisters were only a dervish group or a warrior group, it is recorded that this group defended Kayseri for 15 days against the Mongol invasion (Erdem & Yiğit, 2010). Gültepe stated that the Mongols knew Turkmen warrior women from Central Asia, aware of the fact that it was not possible to be in power despite them, and therefore, the first thing they did when they established dominance in Anatolia was to disband the Sisters Organization. Because this organization not only constituted a significant warpower but also could affect the social-political structure by integrating with the people in every geography due to its adaptability (Gültepe, 2008). Gültepe stated that the Sisters were the power that fermented Anatolia, thus Baciyân paved the way for the establishment of the Ottoman Empire (2008).

Manufacturer Sisters

Fatma Baci, the leader of Baciyân-i Rûm, received both spiritual and professional education from her father, Evhâduddîn Kirmânî. Kirmânî gave great importance to the education of his daughters and made maximum efforts for them to learn handicrafts. As Bayram emphasized, this paternal practice for educating girls formed the basic philosophy of the Baci Organization. Fatma Baci organized Anatolian women and enabled them to work in professions and arts. (Bayram, 2008).

We mentioned that Ahi Evran, the husband of Fatma Baci and the founder of the Ahi Organization, opened a leather workshop in Kayseri. It is known that the Sisters were knitting and weaving to utilize the leftover wool from that workshop (Bayram, 2002). They produced the first infantry uniform in the Ottoman period. In addition, the special Turkish caps called “Akbörg” used by the Janissaries were produced by them (Bayram, 2002). Sisters, who dispersed to various parts of Anatolia with the Mongol invasion, may have caused the spread of Turkish handicrafts. Erdem and Yiğit assume that the carpets found in various parts of Anatolia were woven by the Sisters (Erdem & Yiğit, 2010).

The Sisters Organization, which produced together with the Brothers in the industrial site in Kayseri, gained economic power by not only producing goods but also selling the products they manufactured. In the Baci Organization, as in the Ahi community, industrial production was carried on as a tradition and the relevant art mastery was transferred within the master-apprentice relationship. In addition, the master, from whom each sister learned art, had been responsible for the commercial activities of her student for her entire life. In this respect, it can be said that Baci Organization was a lifelong education and training center. Nonetheless, not only industrial production was made but also the rules and modalities of serving society were taught (Sırım, 2015).

Sisters of Community Service

Bacıyân-i Rûm, who had economic power through manufacturing, performed very important social services. Sisters especially took orphan and homeless young girls under their protection and educated them. Sisters were responsible for providing job opportunities for them and marrying them off. In addition, the Sisters helped needy people like old and poor women by providing food and caring (Varinli & Akgül, 2012).

The concept of social service in question had its source in Fatma Baci's father, Evhâduddîn Kirmânî's approach. According to his legendary Kirmânî advised his daughter and the women around him to watch the travelers and the homeless, feed them, and help them in cleaning their clothes (Bayram, 2002). Pointing to the spiritual importance of all these activities, Kirmânî based his understanding of social service on Sufi teachings. His spiritual approach was manifested in "dervish Sisters".

Dervish Sisters

Bacıyân-i Rûm is not only an economic and industrial organization but also a mystical one. There is a master-apprentice relationship in this organization where spiritual education is carried out together with and through vocational practices. The apprentice must obey her master as a disciple submits to her sheikh and take a hand from her so that she becomes a true artist. It is reported that Fatma Baci's father, Kirmânî, said the following about this matter: "If a master has not learned his profession from the master of that profession, that is, if he has no initiation, there will be no sanctity and dignity in the work he creates" (Bayram, 2008).

Adhering to the master was an indispensable condition for learning crafts and attaining spiritual perfection in both Brotherhood and Sisterhood. In these organizations, apprentices were subjected to spiritual education through vocational education and they reached spiritual maturity along with professional maturity. Thus, in the resulting social structure, people who do their jobs in the best way, help those in need, and set a good example of morality had been raised. In this way, before the Anatolian lands were conquered by the Turks, the hearts of the local people were conquered by Baciyan and Ahiyan.

Baciyan-i Rûm's contributions to the Islamization and Turkification of Anatolia were magnificent. Sisters had been influential in Islamizing not only the nomadic Turkmen who had not met Islam yet but also the Greeks in the region where they lived (Erdem & Yiğit, 2010). With the quality of their work and their moral virtues, they made a great contribution to making Anatolia a Muslim homeland. Sisters, who won the hearts of the local people as a result of activities within the scope of social assistance, such as helping orphans, caring for widows and orphans, and caring for the elderly, became pioneers together with the Brothers in the spread of Islam.

The fact that Sisters and Brothers took place side by side in socioeconomic life, is an important indicator of the social position of women in the immigrant Turkmen culture. However, some people considered it undesirable for men and women to be in company in the social areas where they traded and prayed together. It is known that Kirmânî encouraged women to participate in whirling and dhikr assemblies with men.* The famous Muslim jurist scholar Ibn Taymiyyah (d. 1337) labeled Kirmânî's followers as "permissible" (*mubâhî*) in the sense that every evil is permissible because men and women chant together (Gültepe, 2008). Also, the renowned Mevlânâ Jalâluddîn Rûmî (d. 1273), who was Kirmânî's contemporary, criticized him for this reason (Erdem, Yiğit, 2010). It is reported that Kirmânî articulated the following in the face of these criticisms: "I sit with people, the distinction between men and women is your choice, I don't even think about being together with women" (Gültepe, 2008).

Kirmânî's answer is a reaction to the sexist understanding that advocates gender polarization in social life. Women who were not marginalized in his lodge could become mentors/spiritual guides (*murshid*) to men. The roots of the female mentor tradition in Baciyan go back to Khorasan. Gawhar Shakhnaz Hatun, the

* The origin of the game of "çaydaçıra" played in Anatolia today is based on the whirling assemblies that Kirmânî organized by giving oil lamps to the hands of dervishes in the dark of night (Bayram, 2008).

daughter of famous Turkish Sufi Ahmad Yasawî (d. 1166), continued his activities after her father's death (Alşan, 2021). As a reflection of this culture, there were female lodge sheikhs in Anatolia during the establishment period of the Ottoman Empire. It is stated that some zawiya had female sheikhs such as Kiz Baci, Ahi Ana, Haji Fatma, and Sakari Hatun (Barkan, 2002). All these sheikhs were the product of the egalitarian Turkmen culture.

Erdem and Yiğit associate the social activity of Baciyan-i Rûm with Sufism. According to them, "Sufism offered women the opportunity to take part in religious and social life" (Erdem, Yiğit, 2010). Although Sufism indeed helped Turkmen women find a place in religious life after Islam, the active participation of Sisters in social life and the fact that they were much more efficient in the religious field than women of other cultures stem from the immigrant culture of the Turkmen, not from the Sufi culture. Ibn Battuta expressed astonishment that women did not "escape from men" in the Turkmen culture, that is, they could freely take place in social life (2013). In fact, in some regions where the aforementioned traveler Turks lived, he mentioned the extreme respect men showed to women and said, "Women are considered superior to men!" (Ibn Battuta, 2013, 317). This expression can be read as a reaction of a person, who grew up in a patriarchal culture, against gender equality.

Brotherhood and Sisterhood Organizations were against gender discrimination, which was the norm for many societies, because they adopted this principle of Bektashism: "Half an apple is male and half is female" (Köken & Büken, 2018). It is stated that while the motto of the Anatolian Brothers was "Look out for your hands, your tongue, and your waist", the Anatolian Sisters adopted the motto of "Protect your job, your food, and your spouse". These maxims are attributed to Haji Bektash Walî. Significantly women adopted the principle of protecting their jobs as well as their spouses. This advice given to women is important for reminding them that they should take part not only in the home and the marriage life but also in economic life (Güvendik, 2020).

Conclusion

Baciyan-i Rûm, which is a "game changer" organization in terms of women's history, has been an indicator of women's worth in nomadic Turkmen culture and has shown the social importance of productive women (Köken & Büken, 2018). Sisters, together with the Brothers, contributed to the Islamization of Anatolia and the economic empowerment of the Turkmen. Due to the spiritual education they received, they did their jobs with passion considering working a type of

worship, and with their active participation in social life, the Turkmen enabled Anatolia to reach a new civilization (Erdem, Yiğit, 2010). Even after hundreds of years, it is possible to find traces of the Sisters in Anatolia. The old name of Ankara's Polatlı district is Baci, where there are “Fatma Baci Karyesi”, “Baci Zaviyesi” and a mosque named Baci. In addition, there are sisters named Ahi such as “Ahi İklim Hatun” in the Ankara registries (Erdem, Yiğit, 2010).

Although we come across the historical traces of Sisters in the territory of Anatolia, women living in Anatolia today are quite far away from Baciyan-i Rûm's sphere of influence. Many women in Turkey move away from production and education and become addicted to TV programs that humiliate them. With the lack of production and education, the rates of domestic violence are increasing day by day. The way to eliminate violence against women, which is a bleeding wound for Turkey, is to strengthen the social position of women. The vision of “being in business life and playing crucial roles in both economic and social life”, which Turkmen women achieved many years ago, can be a reference point for today's women.

The social empowerment of women will be realized primarily through the struggle against patriarchy. The re-establishment of the egalitarian understanding of gender in Turkish culture is the primary factor that will strengthen the position of women in our society. To revive this original spirit, it is of great importance that examples such as Baciyan and Ahiyan be presented to society and conveyed to the masses, especially through the media. Women-friendly elements in Turkish culture should be highlighted in TV series about Turkish history, and thus a gender equality perspective should be brought to the society.

Gültepe concludes his book as such:

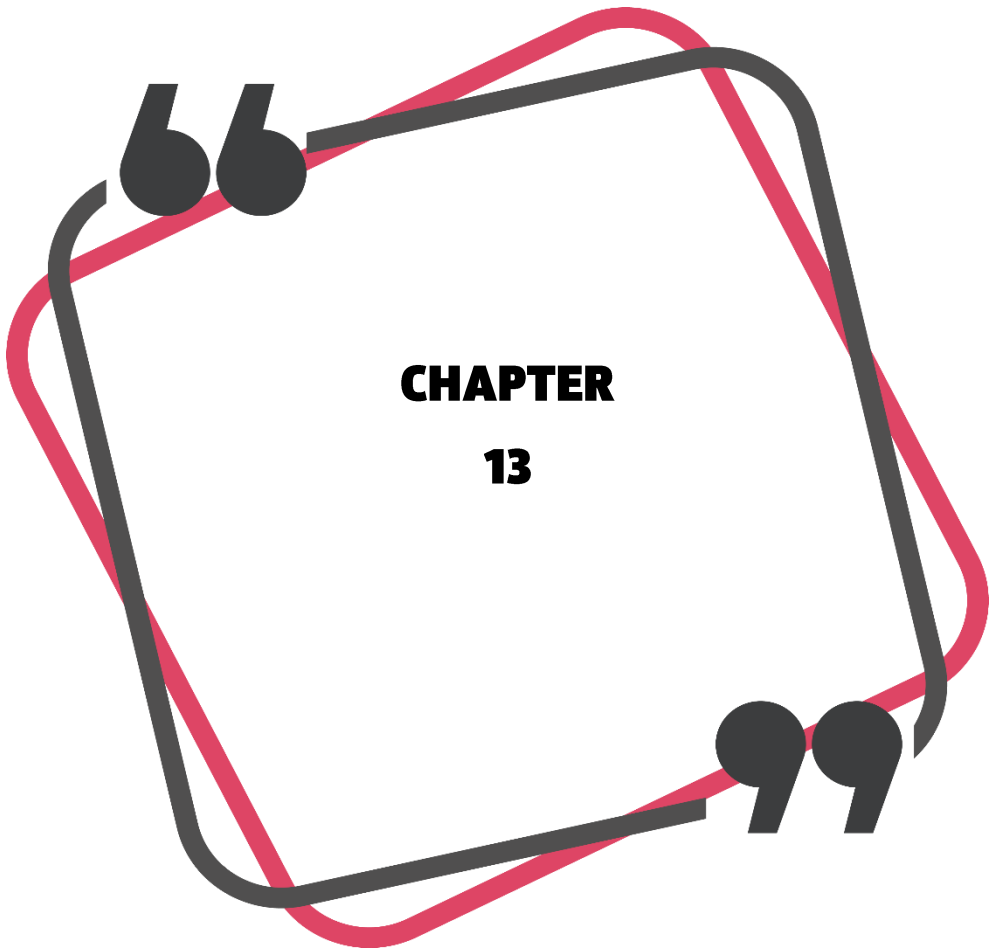
As a result, it seems that the women of Turan transported the genetics of “Amazon and Warrior Women” to Anatolia from ancient times to the 13th century, and finally, after establishing the 'Last Turan State Ottoman', they either withdrew from the stage of history for now or went to sleep. ... who knows!” (Gültepe, 2008)

To awaken the sleeping Amazonian spirit, it is crucial to memorialize Baciyan-i Rûm and other examples of strong women.

REFERENCES

- Açıl, O. (2016). İlk Türk Devletlerinde Kadın Algısı ve Kadın Hakları. *Recep Tayyip Erdoğan Üniversitesi Sosyal Bilimler Dergisi*, (3), 63-72.
- Akman, M. (2006). *Balıkesir Yöresinde Ahilikten Kalma Tören ve Uygulamalar* (Yayınlanmamış Yüksek Lisans Tezi) Balıkesir Üniversitesi Sosyal Bilimler Enstitüsü.
- Alşan, M. H. (2021). *Horasan Erenleri*. İstanbul: Önsöz Yayıncılık.
- Aşıkpaşazâde. (2003). *Tevârih-i Ali Osman*. İstanbul.
- Bakırcı, Ç. M. (2011). Mitokondriyal DNA (mtDNA) Nedir? Nasıl Kullanılır? *Evrım Ağacı* (Erişim tarihi 20.12.2022). <https://evrimagaci.org/mitokondriyal-dna-mtdna-nedir-nasil-kullanilir-74>
- Barkan, Ö. L. (2002). Osmanlı İmparatorluğunda Kolonizatör Türk Dervişleri. *Türkler Ansiklopedisi*, 9. Ankara: Yeni Türkiye Yayınları.
- Bayram, M. (2006). *Ahi Evren Tasavvufî Düşüncesinin Esasları* Ankara: Türkiye Diyanet Vakfı.
- Bayram, M. (2002). *Anadolu Bacıları (Bâciyân-ı Rum)*. <https://www.ahilik.net/anadolu-bacilari-baciyani-rum/> (Erişim tarihi 18.12.2022)
- Bayram, M. (2002). Bacıyan-ı Rum ve Fatma Bacı. *Türkler Ansiklopedisi*, 6. Ankara: Yeni Türkiye Yayınları.
- Bayram, M. (2008). *Fatma Bacı ve Bacıyan-ı Rum*. İstanbul: Nüve Kültür Merkezi Yayınları.
- Cebecioğlu, E. Bacıyân-ı Rum. *Türk Aile Ansiklopedisi*, 3. Ankara: Başbakanlık Aile Araştırma Kurumu Yayınları.
- Çağatay, N. (1986). *Ahilik ve Esnaf*. İstanbul: Esnaf ve Sanatkârlar Dernekleri Federasyonu Yay.
- Çubukçu, H. (2015). Bâciyân-ı Rûm ve Anadolu Tasavvufundaki Yeri. *FSM İlmî Araştırmalar İnsan ve Toplum Bilimleri Dergisi*, (5), 217-231. DOI: 10.16947/fsmiad.88751
- Deveci, Ü. (2021). Dede Korkut'un Kırk İnce Belli Kızlarından Bacıyân-ı Rûm Teşkilatında Sosyal Örgütlenmenin İzleri. *DEÜİFD Türk Kültürünü Mayalayanlar Özel Sayısı*, 799-815.
- Divitçioğlu, S. (1996). *Osmanlı Beyliğinin Kuruluşu*. İstanbul: Eren Yayınları.

- Erdem, Y. T & Yiğit, H. (2010). *Bâciyân-ı Rûm'dan günümüze Türk Kadınının İktisadi Hayattaki Yeri*. İstanbul: İstanbul Ticaret Odası.
- Gölpınarlı, A. (1958). *Manakıb-ı Hacı Bektâş-ı Velî (Vilâyet-nâme)*. İstanbul: İnkılâp Kitabevi.
- Gültepe, N. (2008). *Türk Kadın Tarihine Giriş Amazonlardan Bâciyân-ı Rûm'a* İstanbul: Ötüken Yayınları.
- Güvendik, E. (2020). *Anadolu Selçuklu Devleti Döneminde Bir Kadın Örgütlenmesi Örneği: Baciyân-ı Rûm*. <https://www.tuicakademi.org/anadolu-selcuklu-devleti-doneminde-bir-kadin-orgutlenmesi-ornegi-baciyân-rum/> (Erişim tarihi 20.12.2022).
- İbn Battûta. (2013). *İbn Battûta Seyahatnâmesi*. çev. A. Sait Aykut. İstanbul: Yapı Kredi Yayınları.
- Köken, A, & Örnek Büken, N. (2018). XIII. Yüzyılda Güçlü Bir Toplumun Gelişmesine Katkı Sunan Fatma Bacı ve Dünyanın İlk Kadın Örgütlerinden: Baciyân-ı Rûm (Anadolu Bacılar Teşkilatı). *Mersin Üniversitesi Tıp Fakültesi Lokman Hekim Tıp Tarihi ve Folklorik Tıp Dergisi*. 8 (2), 113-119. DOI: 10.31020/mutftd.418492.
- Köprülü, M. Fuad (1981). *Osmanlı İmparatorluğunun Kuruluşu*. İstanbul: Ötüken Neşriyat.
- Sırım, V. (2015). Osmanlı Kadınının Ekonomik Hayata Etki Katılımı: Baciyân-ı Rûm Örneği. *Hak İş Uluslararası Emek ve Toplum Dergisi*, 4 (8), 118-125. <https://dergipark.org.tr/tr/pub/hakisderg/issue/7582/99535>
- Tatlıhoğlu, K. (2012). Socio-Psychological Approach on Anatolian Turkish Woman's Entrepreneurship in Akhism Constitution. *Bingöl Üniversitesi Sosyal Bilimler Enstitüsü Dergisi* 2 (4), 69-93.
- Turan, O. (1978). *Türk Cihan Hakimiyeti Mefkûresi Tarihi*. İstanbul: Nakışlar Yayınevi.
- Uludağ, S. (1996). Fütüvvet. *TDV İslam Ansiklopedisi* 13 İstanbul: İSAM.
- Varinli, I, & Akgül, D. (2012). Günümüzde Uygulanan Kadınlar Yönelik İştihtam Projeleri ve Baciyân-ı Rûmda Kadın. *II. Uluslararası Ahilik Sempozyumu Bildiri Kitapçığı*, 75-86.



**AIRCRAFT RESCUE & FIRE FIGHTING (ARFF)
PERSONNEL TRAINING STANDARDS WITH THE SCOPE
OF HIGH REACH EXTENDABLE TURRET (HRET)
SYSTEM USED IN AIRCRAFT FIRE**

Assist. Prof. Dr. Kaan KOÇALI

Istanbul Gelisim University

Istanbul Gelisim Vocational School

Occupational Health and Safety Program

Kampüs Mining Consulting Mac. Ind. Dom. and For. Trade Co. Ltd.

CEO & Occupational Health and Safety Specialist (A Class)

ORCID ID: 0000-0002-1329-6176

1. INTRODUCTION

Airplanes are the main unit of air transport. While providing this service, airplanes need airports where they can land/take off safely. Various safety measures are taken for aircraft at airports. Various teams are established to ensure these safety measures. One of them is fire crews.

Fire crews established at airports are formed in accordance with various standards. Airport fire crew personnel are specially trained for aircraft fires. Personnel working in airport fire teams in our country receive fire training at the Civil Defense and Fire Fighting Department of Universities, then they receive ARFF (Aircraft Rescue and Fire Fighting) training by the General Directorate of State Airports Authority (DHMI, 2016).

Fire crews may encounter various aircraft fires and accident-destruction. The most intense of these is the emergency situation experienced as a result of a bird hitting the engine (propeller) section. Although we encounter engine fire more often in airplanes, another fire area that we should pay attention to is the inside of the fuselage of the airplanes. Established fire teams are equipped with specially manufactured vehicles. These vehicles have various features that are not found in other fire vehicles. There are three types of vehicles in firefighters. These; Airport Fire Response Vehicle, Accident Crime Rescue Vehicle and Instant Response Vehicle. The most important fire tool is the Airport Fire Response Vehicle. It is an extremely effective tool in aircraft fires with its features. This vehicle has a

system specially designed to fight in-body fires. The name of this system is the High Reach Extendable Turret (USA Air Force Research Laboratory, 2011).

2. AIRPORT FIRE CATEGORIES AND NUMBER OF FIRE VEHICLES

When establishing airports, a fire team is formed at their central points. The reason why the airport fire teams are set up at the central point is to reach the farthest points of the airport in a safe and effective time in case of emergency. Established fire teams are shaped according to certain standards. In these standards, it is stated that the airport fire category should be determined as the priority. The number of personnel and vehicles is determined according to the determined aerodrome category (SHGM, 2010; ICAO 9137-AN/898, 2014; NFPA 403, 2018) Table 1 below shows the square categories.

Table 1: Aerodrome Category

Aerodrome Category	Aircraft Length	Trunk Width
1	From 0 m to 9 m (excluding)	2 m
2	From 9 m to 12 m (excluding)	2 m
3	From 12 m to 18 m (excluding)	3 m
4	From 18 m to 24 m (excluding)	4 m
5	From 24 m to 28 m (excluding)	4 m
6	From 28 m to 39 m (excluding)	5 m
7	From 39 m to 49 m (excluding)	5 m
8	From 49 m to 61 m (excluding)	7 m
9	From 61 m to 76 m (excluding)	7 m
10	From 76 m to 90 m (excluding)	7 m

After the aerodrome category is determined, the number of personnel is determined. In Table 2, the minimum number of personnel required to be in the airport fire team is given.

Table 2: Minimum number of ARFF personnel to be present at airports

Aerodrome Category	Number of Staff
1	2
2	2
3	2
4	3
5	6
6	9
7	9
8	12
9	15
10	15

After determining the number of personnel, the minimum number of fire vehicles is determined according to Table 3 below.

Table 3: Minimum number of fire vehicles determined by aerodrome category

Aerodrome Category	Number of Fire Vehicles
1	1
2	1
3	1
4	1
5	1
6	2
7	2
8	3
9	3
10	3

The number of personnel and vehicles given in Table 2 and Table 3 are the minimum numbers. This amount can be increased according to the number of runways or risk assessment. In addition, the numbers specified are the quantities that should be present in one shift. The logic of the category system is the fire load calculation of the aircraft. For this reason, the selection of categories is based on aircraft dimensions. The main thing is to determine the number of personnel and vehicles that can fight against the determined fire load.

3. FEATURES OF AIRPORT FIRE FIGHTING VEHICLES

Airport firefighting vehicles are specially designed for combating aircraft fires. So much so that the amount of fire extinguishing agents (water, foam, supplemental substances) in these vehicles is determined according to the airport aerodrome category (Airport Standards Directive 702, 2016). In Table 4 below, the minimum amount of water required in the vehicles according to the aerodrome category is given.

Table 4: Minimum amount of water required in airport firefighting vehicles

Aerodrome Category	A Level Foam	B Level Foam
	Amount of Water (liter)	Amount of Water (liter)
1	350	230
2	1000	670
3	1800	1200
4	3600	2400
5	8100	5400
6	11800	7900
7	18200	12100
8	27300	18200
9	36400	24300
10	48200	32300

Before supplying a special fire extinguishing vehicle to the airport, we need to pay attention to the dimensions and criteria specified in the NFPA 414 Standard for Aircraft Rescue and Fire Fighting Vehicles (NFPA, 2012). The basic features of fire fighting vehicles at airports are given below:

- It should have a water tank of suitable capacity,
- It should have a foam tank of appropriate capacity,
- It should have a complementary material warehouse of appropriate capacity,
- Water and foam tanks should be made of corrosion-proof material,
- It should have a pump system with an appropriate capacity,
- The pump system must be capable of operating while the vehicle is in motion,
- There should be main water outlet points,
- Must have emergency response hoses (wrapped in drum and rubber),
- Must have bumper turret,
- Must have a roof turret,
- Must have Extended Roof Monitor (optional),
- The vehicle must have lower irrigation nozzles,
- It should have a fire protection system,
- Must have the necessary equipment and materials to be used in the fire extinguishing process,
- It should have a water and foam suction system,
- It should have an automatic or semi-automatic transfer system,
- Must have an engine with instant acceleration,
- Must have a cabin with a crew capacity of at least 4 people,
- Must have strong braking system,
- There should be a warning system against overturning,
- Must have projection lighting system,
- Must have audio broadcasting system,
- It should have warning and warning lights,

- It should have an area where portable fire extinguishers can be placed,
- Must have the ability to move in the field,
- Must have material cabinets,
- There should be filling caps in the upper parts of the water and foam tanks,
- There should be a single piece of glass with panoramic view in the front of the cabin,
- Must have a radio system.

4. HIGH REACH EXTENDABLE TURRET (HRET) SYSTEM

There are many systems and tools to be used in fire prevention and extinguishing activities at airports. Fire extinguishing systems installed in hangars and special production airport fire response vehicles in fire teams can be given as examples of these systems and vehicles. Today, developing technology has also been effective in fire vehicles used in airports. Airport fire vehicles have many features unlike conventional fire vehicles. The most important of these is the High Reach Extendable Turret (HRET) System (NFPA 402, 2019).

4.1. HRET SYSTEM ADVANTAGES AND DISADVANTAGES

High Reach Extendable Turret (HRET) System has many advantages over the conventional roof monitor. Some of these are listed below:

- More effective intervention by using less extinguishing agent,
- Range increase according to the intervention distance of the roof monitor (thanks to the extended arm),
- Accessibility without moving the vehicle with its lateral, vertical and linear movement features,
- Intervening in body fires more quickly with the possibility of external intervention,
- Enabling firefighting personnel to intervene in the fire more easily with the ventilation of the system,
- As a feature of the piercing nozzle, the possibility of intervention with fine water spray,

- extinguishing agent effectiveness with less interaction with the wind,
- Possibility of direct intervention in the center of the fire,
- Access to all parts of the aircraft,
- More sensitive response to fire with centralized intervention,
- Possibility of opening a ventilation hole in the body of the aircraft thanks to the piercing nozzle
- Controlled response to fire with setting options such as high flow and low flow,
- Easy access to engines placed at high points,
- It has the opportunity to get more efficiency with less personnel.

High Reach Extendable Turret (HRET) System has both advantages and disadvantages. These;

- Since it is a metal structure, it can conduct electricity,
- Possibility of misuse due to lack of training in aircraft risk areas,
- Damage caused by holes to be drilled in the body as a result of incorrect determination of the fire location,
- The possibility of the system affecting the passengers as a result of the inability to effectively evacuate the passengers,
- It has disadvantages such as direct injection into fuel tanks and causing fuel leakage.

4.3. CONSIDERATIONS IN USING THE HRET SYSTEM

High Reach Extendable Turret (HRET) System is an extremely effective system in the fight against fires. For this reason, we need to know how to use it in detail and well. There are many issues that the operator should pay attention to regarding use. Before we start using the system, we need to make a good event analysis. As the system operator, we need to take into account the directives of the crew chief, and we need to implement sudden decisions according to the flow of the event. While analyzing the incident, we must definitely check the inside of the fuselage using the thermal camera. This control will provide us with the possibility of point intervention.

After the incident analysis is done, we need to check whether the evacuation process has been carried out or not. The use of the system without evacuation will adversely affect the passengers. If the evacuation has not been done yet, we can use the system to secure the evacuation area. For example; foaming can be shown to materials that have a risk of burning in the discharge area. After the evacuation process, the doors of the aircraft should be closed to prevent air entry into the fuselage. In this way, we can reduce the oxygen rate that will feed the fire. Another thing we need to pay attention to is to position the fire extinguisher appropriately according to the mobility of the High Reach Extendable Turret (HRET) System. The effective position of using the drill nozzle at the end of the system is the position where it stands parallel to the ground. We need to pay attention to this issue as much as possible. We must determine the point and angle we will drill well. The most important extinguishing agent in the fight against aircraft fires is foam. When using the High Reach Extendable Turret (HRET) System, we should definitely use foam as extinguishing agent. In some models of the system, we can also use supplementary materials. By using the complementary material with foam, we have the opportunity to obtain a more effective extinguishing agent. We can easily use the High Reach Extendable Turret (HRET) System for cooling and covering operations. Cooling or covering is done by transferring extinguishing agent to the body from outside. The operator using the system must have knowledge of aircraft construction materials and risk zones. When inappropriate response procedures are investigated, this is usually operator-related. The operator either does not know the system well or does not know the risk zones of the aircraft. In particular, risky areas such as fuel tanks and points where oxygen cylinders are located should be well known.

4.4. HRET SYSTEM TRAINING

The most important issue with the supply of a system is the correct use of the system. Good training is required to ensure this. Generally, the training of the provided vehicle is given by the company that provides it. Afterwards, a trainer training course is given to some personnel from the user institution, depending on the supply contract. After this stage, the trainings continue to be given in-house. There are many elements in the content of the High Reach Extendable Turret (HRET) System training. While creating the training content, the following points should be considered (FAA ARFF Vehicle and High Reach Extendable Turret (HRET) Operation, 2010):

- First of all, it should be ensured that the personnel receive training on aircraft risk areas.
- Subsequently, aircraft building materials should be taught.
- High Reach Extendable Turret (HRET) System training should be arranged for each aircraft separately.
- Positioning training should be given to position the firefighting vehicle relative to the High Reach Extendable Turret (HRET) System.
- Separate training should be provided for different models of vehicles in the fire team.
- The training content should be updated every year, and the trainings should be developed depending on the use of the system. For this, incident reports should be kept in detail.
- Vehicles with High Reach Extendable Turret (HRET) System have a different center of gravity compared to normal fire extinguishers. In this regard, drivers should be given special driving training.
- All drivers, whether used as system operators or not, should be included in the training to learn the system.
- Simulator programs related to the use of the High Reach Extendable Turret (HRET) System should be provided. Simulated training has advantages over regular practical training. As an example to this; Many scenarios can be realized more cost-effectively.
- The training carried out should be renewed every 12 months, that is, once a year.
- The staff working as trainers should pay attention to the initial and refresher trainings and they should definitely be certified by the authorized institutions.

5. ARFF STAFF TRAINING STANDARDS

In order for Aircraft Rescue & Fire Fighting Personnel (ARFF) to perform their duties correctly, including in structural fires; It is necessary to successfully complete a basic education that covers many vital issues such as fire extinguishing, personal protective equipment, fresh air breathing devices, search and rescue, ventilation and first aid and requires the highest level of discipline. The ability of

the personnel in the ARFF services to perform rescue and firefighting activities correctly and effectively in the event of an aircraft emergency, which is not seen very often, depends on their lack of training. In this respect, the training programs to be implemented should cover all the incidents that the ARFF personnel may encounter in a realistic and challenging manner.

5.1. AC 150/5220-17B - Aircraft Rescue and Fire Fighting (ARFF) Training Facilities

This advisory circular has been prepared to guide users in the design, construction and operation of Aircraft Rescue & Fire Fighting Personnel (ARFF) training facilities. This guide contains information about both fixed and mobile training facilities fueled by hydrocarbon or propane. The aim of ARFF training facilities is to provide a safe training environment that can be visually and physically realistic, reproducible and documented. These provide safe and realistic use of the flame, heat and smoke effects and poor visibility that ARFF personnel may encounter when responding to real aircraft emergencies. A mobile or fixed ARFF training facility should have a combustion area, vehicle maneuvering area, aircraft simulator, control station, support systems, water distribution and water collection, fuel distribution and fuel collection, and electricity. The aircraft simulator to be used must be of a size and structure that represents the aircraft landing and taking off at the airport. In this airplane simulator, realistic airplane fires can be created with various scenarios. The aircraft simulator to be used can be stationary or mobile. While hydrocarbon and propane can be used as fuel in the stationary airplane simulator, propane is not allowed to be used as fuel in the moving airplane simulator. The primary consideration for the fuselage size and shape of the aircraft simulator is to provide a suitable target for the implementation of aircraft rescue and firefighting operations. Therefore, creating a reasonably realistic airplane section often fulfills the functional requirements of the airplane simulator. In all simulators designed for interior aircraft firefighting operations, the interior fuselage base must be able to carry loads loaded by those trained during rescue and interior firefighting operations. The tail part of the aircraft simulator can be with or without a motor, depending on the aircraft type. For rescue training in the aircraft simulator, there should be at least two doors on each side. (AC 150/5220-17B, 2010).

5.2. NFPA 1402 Standard on Facilities for Fire Training and Associated Props

NFPA 1402 generally defines the training stations that should be in the fire training facility. These stations include an aircraft fire extinguishing and rescue station, which are covered extensively in Chapter 13 of this standard. One of the primary duties of ARFF crews is to assist cabin crew in aircraft evacuation by creating and maintaining a habitable area in the aircraft fuselage. In order to perform this task effectively, real aircraft and/or models can be used during the training and evaluation phase. Flame firefighting training should be aimed at improving the ability of firefighting personnel to work as a team during realistic and challenging training activities. Aircraft firefighting and rescue training simulators can be built with low-cost materials and equipped to use hydrocarbon fuels or the more environmentally friendly propane (NFPA 1402, 2012).

5.3. NFPA 402 Guide for Aircraft Rescue and Fire-Fighting Operations

This standard provides information on ARFF operations for airport and city fire brigades. Although some aircraft rescue and firefighting firefighters respond to structural fires, this standard does not address structural fires. Chapter 14 of NFPA 402 mentions the importance of aircraft fire extinguishing simulators in pre-event planning and training. As in all fire incidents, teamwork is a very important and vital issue in aircraft fires. Personnel in ARFF services should apply realistic pre-incident training against aircraft fires. Negative psychological factors that may arise related to aircraft firefighting activities can be eliminated with realistic training before the event occurs. It should be kept in mind that aircraft accident crash and firefighting activities, which are not certain when it will take place, can create stress for the personnel in ARFF services. It is important to use realistic aircraft simulators in order to increase the organizational skills of the personnel who respond to such events and to gain the ability to cope with stress. The aim here is to increase the knowledge and skill levels of the team before a real event. Preparing for aircraft accident crash and fire incident with firefighting drills is a good training for ARFF personnel. Although hydrocarbon fuels are generally used in this type of training, propane fueled simulators meet the needs with environmental laws and developing technology. On the aircraft simulator to be used in training; In-flight (cabin, cockpit), engine, landing gear, three-dimensional fire extinguishing scenarios should be applied. Performing firefighting training on a burning aircraft simulator using aircraft firefighting equipment and

hose lines can help fire specialist personnel develop knowledge, skills and confidence in such incidents. Training between military-civil airport and structural fire fighting units will provide coordination and effectiveness in joint response fire incidents (NFPA 402, 2013).

5.4. STANAG 7145 Minimum Core Competency Levels and Proficiency of Skills for NATO Fire Fighters

It is prepared for NATO member countries to bring their fire-specialized personnel to the level of mastery in the common core experience and skills necessary to protect aircraft, flight crew, weapons, mission-priority facilities and other resources from fires. According to STANAG 7145, it is compulsory for fire specialist personnel to attend flame fire extinguishing trainings. Flame firefighting training can be conducted with hydrocarbon (aircraft) fuels or the more environmentally friendly Liquid Petroleum Gas (LPG). STANAG also requires the flight crew, crew and passenger rescue trainings on the 7145 aircraft to be realistic and challenging. Especially for large-bodied aircraft, the issue of evacuation of passengers and protection of evacuation routes is an important issue that should be emphasized in trainings. Flame fire extinguishing training should be carried out in day and night conditions. Efforts should be made to construct a suitable flame-fighting training facility that does not harm the environment in order to carry out realistic and challenging trainings in order to meet the issues stated in this STANAG (STANAG 7145, 2014).

5.5. NFPA 405 Standard for the Recurring Proficiency of Airport Fire Fighters

Flame fire extinguishing trainings are mentioned in Chapter 15 of this standard. Flame firefighting training should use hydrocarbon fuel, propane, or a combination of the two. It is expected that fire-specialized personnel will be able to select an appropriate extinguishing agent using personal protective equipment and a hose line, and fully extinguish a fire in at least three of the six aircraft emergencies listed below, in accordance with their technique (NFPA 405, 2015).

- Internal fires,
- Auxiliary power unit (APU) fire,
- Engine fire,
- Landing gear / lining fire,

- Electronic and electrical compartment fire,
- Three-dimensional fires.

5.6. NFPA 1003 Standard for Airport Fire Fighter Professional Qualifications

The main task of ARFF personnel is to carry out firefighting and rescue activities and they are required to fulfill all the requirements defined in Chapter 4 of this standard (NFPA 1003, 2015). ARFF personnel are required to obtain general information on the following subjects:

- Basic aircraft firefighting techniques,
- Use of personal protective equipment (PPE);
- Fire behavior,
- Firefighting techniques in oxygen-rich atmospheres,
- Reaction of aircraft materials to heat and flame,
- Critical components and hazards of civil aircraft manufacturing and systems related to RFF operations,
 - Special hazards associated with military aircraft systems,
 - Properties of different aviation fuels,
 - Hazardous areas in and around aircraft,
 - Aircraft fuel systems,
 - Aircraft exit / entrance (covers, doors and chutes),
 - Hazards related to air cargo, including dangerous cargoes,
 - Critical stress management policies and procedures

5.7. AC 150/5210-17C Programs for Training of Aircraft Rescue and Firefighting Personnel

The AC 150/5210-17C provides information on course and reference materials for training ARFF personnel. ARFF personnel must participate in a fire extinguishing exercise at least once every 12 months. In order for this exercise to be a realistic and challenging training, an aircraft simulator and sufficient fuel should be used. The training scenario should include the types of fires that can be encountered on the aircraft at the airport/airport where they are assigned. The trainings should be in a way that allows the use of materials and equipment that ARFF personnel can use in a real accident and fire incident, so that the confidence and skills of ARFF personnel can be developed against a real incident that they will encounter. The casualty dummies to be used on the plane will also help create a

realistic simulation. It is important that aircraft simulators to be used in flame fire extinguishing trainings are designed in such a way as to help ARFF personnel develop their ability to use hose lines and vehicle turrets (monitors). However, turret use alone is unacceptable in flaming aircraft firefighting training. Therefore, hose lines must be used in trainings. During the trainings, ARFF personnel should learn how to protect both the aircraft crew and passengers from the flames, and to keep the escape routes safe, with aircraft fire extinguishers. The fuel for the aircraft simulator to be used for flame firefighting training can be hydrocarbon or propane (AC 150 / 5210-17C, 2015).

5.8. ICAO Doc. 9137-AN/898 Part-1 Rescue and Fire Fighting

The effectiveness of the rescue efforts carried out to save the survivors of an aircraft accident that no one desires depends on the training received by the ARFF personnel, the efficiency of the equipment used in the rescue and extinguishing activities, and the correct, effective and short-term operation of the personnel assigned to the ARFF services. Personnel performing ARFF services rarely respond to a large aircraft accident or fire. Therefore, with a well-planned and well-executed training program, they can overcome a major aircraft accident and fire, as their knowledge and skills will rarely be put to the test, except in a few simple emergencies. The training programs prepared should ensure the development of the ability to work at the individual and team level so that ARFF personnel are always available for emergencies (ICAO Doc 9137-AN/898, 2015).

5.9. FAA 14 CFR Part 139-319 Aircraft Rescue and Fire Fighting, Operational Requirements

All ARFF personnel must attend at least one firefighting training prior to the initial performance of rescue and firefighting duties and no later than 12 months after enlistment (FAA 14, 2018).

5.10. SHT-HES REV2 General Directorate of Civil Aviation Airport Safety Standards Instruction

It is important that ARFF personnel receive appropriate training for ARFF services and participate in firefighting training appropriate to the aircraft types and RFF equipment being used at the airport, including pressurized fuel fires (SHT-HES REV2, 2018).

CONCLUSION

High Reach Extendable Turret (HRET) System is very effective not only in interior fires, but also in fires in different areas. It has many advantages as well as disadvantages. The important thing is to constantly consider the disadvantageous factors during use and to take precautions against it.

Internal fuselage fires pose a great risk to aircraft. This is because the entire fire load is accumulating in this area. High Reach Extendable Turret (HRET) System has been specially produced for use in fires in this region. However, despite being such a useful system, it is not widely used, especially in our country.

Since airport firefighting vehicles are special production vehicles, their cost is higher than other fire extinguishing vehicles. High Reach Extendable Turret (HRET) System also adds additional cost to these vehicles. Often, providers do not provide these featured tools to avoid cost, ignoring the benefits of the High Reach Extendable Turret (HRET) System.

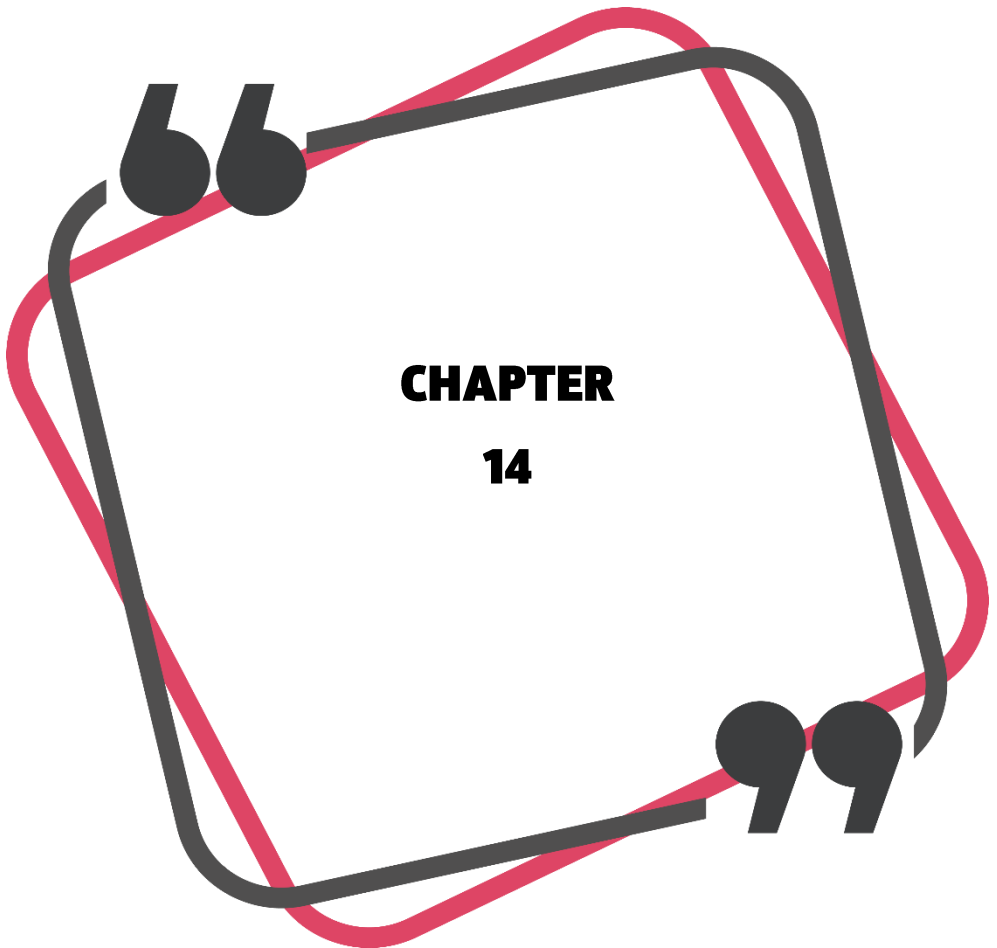
Along with all the factors, attention should be paid to the regular maintenance of the system. The system, which will not work at the time of the event, will bring us more harm than good, despite all its qualities.

As a result, firefighting vehicles with High Reach Extendable Turret (HRET) System are particularly effective in interior hull fires. In national and international norms, a separate parenthesis should be opened for these tools and supply should become mandatory. This will create fully equipped fire crews and increase the success rate in combating aircraft interior fires.

REFERENCES

- AC 150/5220-17B Aircraft Rescue and Fire Fighting (ARFF) Training Facilities Advisory Circular, 2010.
- AC 150/5210-17C Programs for Aircraft Rescue and Firefighter Training, Advisory Circular, FAA, 2015.
- Airport Standards Directive 702, Rescue and Fire Fighting, Airport Division Department of Civil Aviation Malaysia, 4, 2016.
- DHMI General Directorate of State Airports Authority Accident Crimea Rescue and Fire Fighting, 2016.
- FAA 14 CFR Part 139-319, Aircraft recovery and firefighting: Operational requirements, 2018.
- FAA ARFF Vehicle and High Reach Extendable Turret (HRET) Operation, Training and Qualifications, 2010.
- Airport Safety Standards Instruction (SHT-HES REV2), 2018, 361-362.
- ICAO 9137-AN/898 Airport Service Manual Part 1, Rescue and Fire Fighting, 2014.
- ICAO Doc 9137-AN/898 Part 1, Rescue and Fire Fighting, 4th Edition, 2015.
- NFPA 1003 Airport Firefighters Repetitive Qualification Standard, 2015.
- NFPA 1402 Guide to Establishing Training Centers in Fire Services, 2012.
- NFPA 402 Aircraft Rescue and Fire-Fighting Operations, 2019.
- NFPA 403 Standard for Aircraft Rescue and Fire-Fighting Services at Airports, 2018.
- NFPA 405 Airport Firefighters Repetitive Qualification Standard, 2015
- NFPA 414 Standard for Aircraft Rescue and Fire-Fighting Vehicles, 2012.
- SHGM Annex 14 Airports, Volume 1 Airport Design and Operation, 2010.
- STANAG 7145 Skilled Mastery and Minimum Ability Level for NATO Fire Specialized Personnel, North Atlantic Treaty Organization (NATO), 2014.
- USA Air Force Research Laboratory, Test and Evaluation of Next Generation 65-Foot, High-Reach Extendable Turret, 2011.

ISBN: 978-625-6971-27-1



ADVERTISING AND MARKETING STRATEGIES OF DOMESTIC AIRLINES IN TURKEY

Assist. Prof. Dr. Muhammed Talha NARCI

Istanbul Aydin University
ORCID: 0000-0002-2103-4037

Introduction

The aviation sector, which is one of the most prominent sectors today, attracts investors both strategically, in employment, and economically. Among the reasons why the sector is so lively and attractive, besides being technology and quality-based, the impact of globalization, which we feel intensely in our age, should not be ignored. Accordingly, the most important part is the intensely competitive environment in which all companies hesitate and develop strategies. Because the aviation industry is such an intensely competitive field, companies act with the idea of better meeting the demands and requirements of their customers in marketing and advertising activities. In addition, businesses have to act with the logic of increasing their brand identities and surviving in the competitive environment with the marketing strategies they will develop since they are also responsible to their employees and society. The civil aviation sector, which can show a certain level of progress by the state in Turkey, has grown over the years thanks to the private airline companies established after 1983, when the liberalization of domestic routes was allowed (Deniz and Bedir, 2017: 173). However, airline companies, whose numbers have increased, have also revealed competition in the field of globalization. On the other hand, businesses have tried to increase their quality in both communication and service areas to show their differences from the companies they compete with while meeting the demands. Today, Turkey attracts attention as a very important environment for airline companies, both geographically and strategically. For this reason, aviation companies need to attach importance to advertising or marketing strategies to be in an area with such dynamic and intense competition, to continue their existence, and to compete with their environment.

It is necessary to know the consumers better, to predict the trends of the consumers, to increase the income of the companies by creating a closer, more effective, and wider communication network to the customers by making a difference

in every sense, and to survive in the competitive environment. Because the awareness of customers and the change in sales with new technologies have led businesses to increase the importance they attach to advertising and marketing activities, and to increase their stable and target-oriented market share by adapting to changing market conditions. For businesses to increase their income and grow sustainably, it is necessary to be able to predict what customer trends are, to know and understand customers, and to communicate with them in a close and sincere way.

The aviation sector, which we choose as the sector in our study, is an area that has many different fields of activity and a very agile structure. In addition to the passenger transportation that comes to mind first, the aviation industry is also a complex but modern industry where cargo transportation, supporting ground services and catering services, air traffic control services, fuel services, terminal services, training services, and many more activities are carried out. While aviation, which is an area that directly affects the tourism sector, is generally used for international flights in underdeveloped countries, it is understood that both domestic and international flights are used more in more developed countries. Therefore, it is known that people who use the airline as transportation want to feel more secure.

It is known that speed, safety, comfort, and quality are among the reasons why consumers prefer air transportation in their international and national journeys. In addition, it is an inevitable fact that airline companies must follow a set of strategies and policies to increase the number of customers in the market they are in and to continue their race with their competitors in every sense. When these strategies are examined in general, it is seen that the first thing that draws attention is the quality of service. Because it is the nature of the business that the speed and other legal requirements in air transportation are the same for all carriers. Besides, we can count the security and service standards that are mandatory as a minimum standard in all airline companies. Therefore, the remaining part, service quality, and reasonable price factors are the part where airline companies compete to get a larger share of the market they are in. Those who can achieve this are the businesses that provide more benefits to their customers in terms of quality, price, and reliability. Karaman (2022: 149) mentions that the number of people who prefer air transport has increased because they want to try the quality level of the service provided and that this is also an indicator of the socio-economic development levels of the relevant countries. At the same time, it is stated that the high-level competition between aviation enterprises has reached a completely different level with the effect of the applied management and marketing strategies.

Today, with the development of technology, the facts that will provide companies with a competitive advantage over each other are decreasing and all companies are starting to resemble each other by decreasing the differentiation in the services they provide. The fact that there are general standards in the race, especially in areas where homogeneous products are the final product, with the increase in global competition along with the local, makes it easier for customers to easily switch from companies they receive service from to other companies in case of the slightest dissatisfaction. On the other hand, it is a prominent necessity for businesses to pay attention to the formation of customer loyalty by producing different policies to continue their existence. In addition, it has become a necessity rather than a necessity for companies to continue different marketing and advertising activities to achieve their goals. However, while developing customer-oriented marketing policies, businesses need to maintain these strategies within a plan they have determined to reach their determined goals. In this, the main thing to do is to know the customer and to keep the customer in their hands by influencing them in line with their own common goals. In this sense, planned and effective implementation of customer relationship management is needed to measure the value of the customers that are owned and planned to be acquired in the future. As in all other sectors, aviation enterprises do not engage in advertising activities just to increase the sales of a service they provide or to increase their recognition. In the changing competition market, companies are also different from their competitors and continue their advertising activities to increase their distinguishable parts. Since they do not have the fear of promoting or increasing the sales of a service provided in such advertisements, their main purpose is to bring their corporate identity to the fore and to deliver these features to their target audiences through determined marketing and advertising ways. Babür and Tosun (2007: 187) also state that the most chosen method among such strategic communication ways is corporate advertising and they mention that corporate advertisements contain messages aimed at gaining a kind of reputation for the relevant institution.

Domestic Airlines in Turkey

The regulations made in 2003 for private airline companies to run their businesses in Turkey constitute the beginning of a turning point in our civil aviation history. Saribas and Tekiner (2015: 22) also mention that after 2003, air transport in Turkey assumed a competitive market structure, as well as an increase in the quality of service provided, as well as a decrease in prices. While the growth rate of the aviation industry in Turkey was around 5 percent in the world at the relevant dates, it is noteworthy in the reports that it increased to 30 percent (<http://web.shgm.gov.tr>, Annual Reports). According to the reports, it is seen that while 103 air transport companies were operating in our country as of 2013, this figure reached 199 air operators by 2021. Table 1 contains information on the annual reports by DGCA, but the figures for four years could not be reached because it was published after 2007.

Table 1: Air Transport Operations in Turkey between 2003-2021

Date	Airline Businesses	Airline Taxi Businesses	General Airline Businesses	Hot Balloon Businesses	Total
2003	13	52	32	6	103
2004	--	--	--	--	--
2005	--	--	--	--	--
2006	--	--	--	--	--
2007	--	--	--	--	--
2008	17	66	31	10	124
2009	17	61	29	12	119
2010	16	61	38	16	117
2011	15	60	41	16	132
2012	15	55	44	17	131
2013	13	53	53	22	141
2014	13	50	65	25	153
2015	13	49	72	25	159
2016	13	45	72	26	156
2017	13	43	78	26	160
2018	11	43	82	31	167
2019	11	42	83	34	171
2020	10	40	85	47	182
2021	10	40	86	63	199

Source: DHMI, 2021 Airline Sector Report

As of 2021, travel restrictions brought to all countries due to the Covid-19 pandemic experienced all over the world have started to be lifted gradually. With

the effect of this, the stagnation experienced in the aviation industry was replaced by a recovery. According to the reports prepared by the International Civil Aviation Organization, called ICAO (2021), the number of passengers carried after the decline in international passenger traffic in 2021 was 2.3 billion. Compared to the pre-pandemic, passenger transport decreased by 60% in 2020. This rate is stated as 49% in 2021 with the specified figure. According to the same report, airline companies have experienced a financial loss of 372 billion dollars as of 2020 due to the effects of Covid-19, and this figure was 324 billion dollars in 2021. On the other hand, in Turkey, all the administrative, financial, and technical support needed in the aviation industry was provided by the state during the pandemic process. As a result of this, Turkey was among the countries that started to normalize in the fastest way after the pandemic. In the annual report of the General Directorate of Civil Aviation (SHGM, 2021: 27), it is stated that while the recovery processes in the world are at the levels of 60% to 70% as of 2019, in contrast, this rate is between 80% to 90% in Turkey.

As of 2021, the total number of aircraft (planes) belonging to domestic airline companies in Turkey is stated as 558 (DHMI, 2022: 29). When this figure is compared with previous years, it is seen that it does not show a significant decrease, including the pandemic process, on the contrary, it has increased slightly. In addition, as stated in the same report, it is also stated in these figures that the number of aircraft, which was 162 as of 2003, increased to 554 by 2020. The report reports the information of 8 domestic private airline companies, including cargo companies, excluding Turkish Airlines.

Table 2: Number of Aircraft of Domestic Airlines in Turkey for the Years 2020-2021

Airline Companies	Number of Aircraft	2020	2021
Turkish Airlines		341	356
Pegasus Airlines		93	90
SunExpress		58	55
Onur Air		23	14
Corendon Airlines		13	15
Freebird Airlines		8	8
Tailwind Airlines		5	5
MNG Airlines		5	7
ACT Airlines		5	5
ULS Airlines Cargo		3	3
Total		554	558

Source: DHMI, 2021 Airline Sector Report

Advertising and Marketing Strategies in Airline Businesses

1. Growth Strategies

When examined in detail, it is concluded that the word strategy is a concept that has a very wide use in business management, but comes from the military language. According to the definition of Islamoglu (2008: 75), strategy is the decision about the objectives of the organization and the differences in these objectives, as well as the collection of resources to be used to achieve these, and their distribution when necessary. In the field of business management, on the other hand, Eren (2002: 5) explains the strategy as all of the preferential decisions to be made about resolving the confusion in the various functions of the organization and regulating the capabilities that reveal the general objectives, as well as moving the organization to the most appropriate level in the economic field. Within the framework of the marketing strategies implemented by the airline companies, more competition, customer acquisition, growth, market share, cost reduction strategies and their exemplary uses in Turkey will be emphasized in the study. In fact, with the growth strategy, organizations gain advantages in responding to the pressures coming from their environment, adapting to the environment, developing by expanding the market, increasing the competitiveness in the market, and

defending, and companies aim to grow for this reason. According to Islamoglu (2008: 188), another reason for the growth is to motivate employees to produce more and be more beneficial by setting new targets. Growth strategies are divided into 3 groups' intensive growth, integration-based, and diversified growth strategies. Airlines businesses want to implement growth strategies to dominate the market, stay in a strong position in the competition, and also increase their revenues.

The intensive growth strategy is divided into three market penetration, service development, and market development. An intense growth strategy aims to expand in the market. As in the rest of the world, it is seen that those who aim to influence the market from airline companies in Turkey frequently aim to connect customers to their companies by implementing traveling passenger programs. For this purpose, various discounts are made on the ticket prices of the routes to be traveled, and it is planned to attract not only its customers but also rival customers.

The market development strategy aims to increase sales, grow firms and find new markets. With this strategy, more market share is emphasized in the existing markets (Korkmaz et al., 2009: 136), and further expansion is emphasized (Korkmaz et al., 2009: 136), and airline companies can apply a growth strategy by targeting different market segments. According to Simsek (2007: 71), the service development strategy is to aim for growth by entering the market with a different style by making some changes to the current products and services. Airline companies can make improvements by adding new aircraft to their fleets or by replacing their fleets with different aircraft types. For instance, Turkish Airlines makes such changes from time to time, while Pegasus Airlines tries to change the same model aircraft types it has been using for many years, thanks to developing and advancing technology.

Another strategy is the integration-based growth strategy, which is divided into two groups vertical and horizontal. According to Kotler (1989: 48), this strategy aims to create business branches that produce different services or goods within the sector or to own or control the existing ones in different ways. According to Porter (1985: 365), there are not many companies that implement horizontal growth, which is one of the two pillars of the integration-based growth strategy. It is a growth strategy that covers the industry area, based on the purpose of both having business experience and establishing relations with existing units. According to Islamoglu (2008: 195), a company that grows horizontally, while getting the demand on the one hand, keeps the distribution areas under control on the other hand. Vertical growth, on the other hand, is divided into two groups

backward and forward vertical growth (Simsek, 2007: 71). As the name suggests, horizontal growth is the type of growth that is chosen as the company's going out of a main field of activity and mostly operating in non-specialized parts. In the field of backward vertical growth, an example is that airline companies start to outsource companies or services themselves. For example, the fact that the companies that provide ground handling services to airline companies are handled by the airline itself can be given as an example regarding this part, which is practiced by Turkish Airlines and Pegasus Airlines in our country (<https://tavhavalimanlari.com.tr/tr-TR/servis-sirketlerimiz/havas-servis-sirketleri/pages>). Forward vertical growth emerges when a company delivers the goods or services it produces to its customers and it can be expressed as the use of the goods or services produced by a business by creating its sales organizations instead of selling it through other people or organizations. In airline companies, this type of growth can be given as an example, especially by using their travel agencies for ticket sales, as well as selling and marketing with their websites. Today, all commercial enterprises use this route, as well as airline companies.

Finally, diversifying strategy among the growth strategies can be said as a strategy for companies to turn to new products or markets. Companies that think that they cannot grow much in their market may think that there are more opportunities in other parts and that they will have more advantages, and therefore companies will plan to increase their market share by using diversification. According to Tek (1997: 8), since the implementation of a diversified growth strategy carries risks, companies that will choose this path should have the necessary power and knowledge beforehand. If the aviation industry uses such a strategy, it will need to develop new services and turn to new markets. Airline companies opening new flight lines and starting to offer different services on the lines they fly or plan to fly can be given as an example in this regard. All companies in Turkey, especially Turkish Airlines and Pegasus Airlines, are using the growth strategy, diversifying by adding new lines to the lines they fly constantly (<https://www.flypgs.com/basin-bultenleri/pegasus-hava-yollarindan-3-yeni-hat>).

2. Competitive Marketing Strategies

Strategies that are related to competitors in the markets in which businesses are located are called competitive strategies. According to Icoz (2001: 199), it should not be forgotten that the competitive behavior of businesses in the market will affect their competitors, and it is possible to gather these strategies under four

headings as market leader, market challenger, market nicher, and market followers.

According to Yukselen (2001: 50), the market challenger strategy is that the companies that are leaders choose the way of challenge to gain superiority over others. In this way, where the strategy of taking a higher risk is chosen, what businesses must do is make innovations in the goods or services and their distribution, to adopt a better level of service understanding while applying discounts on prices. In the market follower strategy, it is called that the businesses follow the leader in the market they are in. They choose the way of gaining customers by developing similar products or services and following the strategy of both retaining their customers and gaining new customers. According to Kotler (2000: 244), in this strategy, the leader's product is sold as a black market by copying its packaging, using both the packaging and the name by making some minor changes in the leader's product, copying some parts of the leader's product and selling it by making changes in parts such as advertising, price, and packaging, or It is divided into four parts as the leader's product is developed through several different applications and sold to different markets.

In the market niche strategy, those who use the application are mostly small businesses. Here, success comes with specialization. According to Yukselen (2008: 70), specialization can be listed as specializing in the field of production of a product or series of goods, specializing in only one type of customer group, specializing in a certain part of service, specializing in only one channel, or specializing according to the different needs of each customer.

The market leader strategy is used by businesses that are in the leading position in the market. In this strategy, the companies that are already in the leading position will continue to increase their share and size while maintaining their market shares. According to İçöz (2001: 200), businesses using this strategy need to have a strong distribution network and they need to act with the idea of being a leader in the market, especially through promotional activities using advertisements. This is a kind of defense strategy, and the main goal of the leading company is to protect it. The company that constantly applies this in Turkish civil aviation is Turkish Airlines and this company can be shown as the best example.

3. Product Life Cycle Strategies

In all types of markets, services, or goods, each product has a life cycle. Like a real living organism, every product is born, grows, and continues in this way

for a while when it reaches the highest level and dies by decreasing. According to Kotler (2000: 11), some opportunities or problems are encountered in terms of both marketing strategy and revenue power during the sales phases of the good or service, and it is thought that strategies can be developed in the current market. There are four different parts of this life cycle process: Introduction first, then growth, maturity, and finally decline (Mucuk, 1997: 138). Strategies that have a product at work need to be overhauled in certain periods and changed when necessary. The introduction period is called the entry of the good or service into the new market, sales may be low in this stage but the important thing is to carry out promotional activities in the market by making high advertising and expenditures (Mucuk, 1997: 138). The opening of a new line in private airline companies in Turkey can be given as an example. When the first flight lines are opened, the demand may be low, but this issue will be settled with advertising and promotional activities. The second part is the growth period, which is called the period when sales increase and income level increases accordingly. The third part is the maturity period which is called the point where sales reach the highest level. After this period, there is no increase, and the number of competitors in the current market increases, and competition increases, weak businesses withdraws from the market. The decline period is the last of these sections, and in this section, sales drop too much, competition increases, and customers may start to abandon the product they are using. As an example, it is seen that domestic airline companies flying in Turkey close their flight lines in certain periods. For instance, companies may close their flight lines as a result of the closure of the routes that are frequently flown in the summer season because they are not requested in the winter season, or as a result of the more favorable price strategies of the competitors.

4. Customer Acquisition Strategy

Many companies prefer customer-centered strategies today. The point here is how to appeal to customers, and businesses aim to be at the forefront of delivering value. Therefore, for the top management, the issues of how to treat customers and what kind of strategy to follow our priorities, and businesses should determine the markets and customers in which they will compete in this regard. The customer dimension helps to achieve successful results in well-designed and implemented strategies (Kaplan and Norton, 1999: 73). Criteria such as market shares in the targeted market segments, retaining customers by winning, and gaining profit from customers by providing customer satisfaction are included in the general results. Therefore, although these measures are seen as general measures

for the whole business, they can also be connected with the customer parts of the organizations where they plan to develop and profitability.

5. Cost Reduction Strategies

These strategies are a factor for all companies to focus on as reducing or minimizing their costs while continuing their activities. Because, according to Binbay (2007: 69), to attract customers by using the best price in markets where competition is very high, the most necessary thing is to reduce costs and thus provide the lowest price and service together. To reduce costs, the reduction of costs in all activities of the enterprise should be calculated differently from the management process. To serve with this strategy, it is necessary to benefit from experience and economies of scale. If the airline companies that follow this style can offer the same service to their customers at a low price, they will be able to gain an advantage over their competitors. The reason why this method is not very effective to provide a competitive advantage in the long term is that the managers do not see it as appropriate because they want to keep the service level active all the time. Even if airline companies in Turkey apply discounts on prices in certain periods, it is frequently seen that they increase prices in the same proportion as the increase in demand in the long run. It is also known to everyone that airline companies maintain their profitability without reducing prices on lines with high occupancy rates.

Advertising and Marketing Strategies of Domestic Airlines in Turkey

In this section, the most important part will be digital marketing, which is used more in every field today. This new generation of marketing has been one of the most effective and necessary approaches of the current century. According to Kaplan and Haenlein (2010: 59), digitalization, which is an important factor that changes or reorganizes the relationships of people in daily and working lives, the behavior of consumers, and the marketing areas of companies, attracts a lot of attention in marketing as in many areas. In the simplest sense, different from traditional media, marketing activities made by using the internet, interactive platforms, and mobile devices to promote works and brands are called digital marketing. It is an important part of digital marketing that the Internet changes marketing strategies from the beginning by creating an environment making are accessible to all masses cheaply (Chaffey et al. 2013: 102). Digital marketing is implemented with four main headings: acquisition, acquisition, measurement, and

optimization, and lastly, growing by owning. These are the successive stages of each other that have strategic importance to reach the customer. Although the main method of acquisition is search engine optimization, social media marketing, mobile marketing, and e-mail marketing also constitute other parts (Chaffey et al., 2013: 379). These are the actions taken for the website of an airline company to be at the top level on the search engine page. An algorithm comes into play here, and it can show the most relevant websites at the top of the first page, according to the company name written, and making adjustments according to the desired words and titles with search engine optimization, it is ensured that the web pages of the companies are displayed at the top of the popular search engines (Giomelakis and Veglis, 2016: 380). To try it, typed the names of the domestic airline companies in Turkey into the search engines, and it will appear in the first place on the webpage that opens. Thus, it is very fast and easy for those who want to buy flight tickets via the internet to reach the relevant company pages.

Today world, the use of information technologies and the internet are used extensively in the aviation sector, as in every area, and it increases the operational efficiency of aviation enterprises and provides them with a competitive advantage in the market they are in (Hanke and Teo, 2003: 22). Using digital marketing provides that airline companies reaching customers with low-priced tickets, e-tickets, or online check-in. In this way, airline companies reach an intermediary communication environment with their customers by leaving the traditional marketing methods used for a long time and making use of the website as much as possible (Nyshadham, 2008). 2000: 144; Tsai et al., 2005: 788; Lubbe, 2007: 75). By providing services with the use of digital marketing channels, airline companies both seem attractive to their customers and increase their revenues by increasing their competitive advantage in the market (Wei and Ozok, 2005: 1263). Hanke and Teo (2003: 23) state that some airline companies can apply more discounts to their customers if they buy their tickets from internet websites.

Another part is social media marketing, which helps to promote new routes or new services that airline companies use constantly and that can be traveled, thereby raising awareness and increasing the awareness of their brands. According to Gunelius (2011: 22), direct or indirect marketing activities made with internet tools such as social networks, content sharing, and blogs are called social media marketing. As can be expected, there are almost no airline companies that do not use these things, and it draws attention as a very effective and direct method of access, especially in promotional applications. Thanks to the affordable ticket price provided by the fact that the winter season tickets can be purchased months

in advance, both the passengers find the tickets at affordable prices, and the airline companies can use the ticket money in their investments since they receive the ticket money months in advance. Many examples of this can be seen in the marketing activities of Turkish Airlines and Pegasus Airlines, which operate fixed domestic flights in Turkey.

Among the digital marketing channels used by airline companies, Instagram, Facebook, Twitter, and Youtube are known as the most famous channels. First of all, when we look at Facebook, it is known according to 2020 data that around world is the most used social network and has 2.4 billion users. When we look at the first three places in the use of countries, it is seen that India is in first, the USA is in second, and Indonesia is in third place. Turkey, on the other hand, is ranked first in Europe and among the top 10 countries in the world with 37 million active users (Digital 2020 Report, 2020). Casteleyn et al. (2009) describe Facebook as a crystal ball in the social media platforms for understanding customers. In addition, Acar and Polonsky (2007) mention that Facebook is widely used in the fields of market segmentation and data mining because the likes of customers are easily understood. Skytrax, one of the aviation industry rating agencies, ranked Qatar Airways as the first, Singapore Airlines as the second, and All Nippon Airways as the third in the list of the top 20 airlines in 2019 according to the number of Facebook followers (Skytrax, 2019). The important point here is that Qatar Airways has over 16 million Facebook followers in total. Turkish Airlines, on the other hand, ranks 27th and has 10.7 million followers, while the number of Facebook followers of Pegasus Airlines, the other Turkish domestic airline company, is approximately 1.4 million.

Instagram, which is one of the most used social media platforms, has 1 billion users according to 2020 data. The highest number of users is stated as the USA first, India second, and Brazil third. Turkey, on the other hand, ranks sixth with 38 million users in the list of countries that use Instagram the most (Digital 2020 Report, 2020). In addition, today, social media users have become very important for SMEs in terms of both low cost and reaching large masses. In this regard, Ozelturkay et al. (2017: 179) mention that Instagram is very effective especially in "consumer-to-consumer", that is, C2C marketing. Airline companies use social media channels to take advantage of promotional activities. According to Bomsocial's (2020) research, Turkish Airlines, with 1.7 million followers and 1600 posts, is the other Turkish domestic airline company, Pegasus Airlines, with 279 thousand followers and 1055 posts effectively using Instagram.

Twitter, another social media application with the highest number of users, is a platform that is used not only by individuals but also by businesses. This channel, whose usage and popularity have been decreasing all over the world recently, has 340 million users as one of the most influential areas in 2020. In terms of Twitter usage, the USA ranks first, Japan ranks second, and England ranks third (Digital 2020 Report, 2020). On the other hand, Turkey has the highest number of users in Europe after the UK, with 11.8 million users. Twitter is used by many businesses both as a reactive and interactive marketing tool (Burton and Soboleva, 2011: 491). While Turkish Airlines has 1.5 million followers on Twitter, Pegasus Airlines, the domestic Turkish airline company, has 324,000 followers. According to the study by Ünder (2014), in which the use of social media by airline companies is examined specifically for Twitter, the customer-company interaction was examined in the tweets and replies of the customers about the domestic airline companies Turkish Airlines, Pegasus, and Atlasjet airlines. In this study, a total of 2727 tweets and 246 responses were examined, and it was understood that user tweets were written usually for satisfaction, individual updating, marketing, and information sharing, while airline companies were mostly written for marketing, information sharing, news, and social messages in their posts. The most striking part of this study was that Turkish Airlines received tweets about complaints at a higher rate than Pegasus Airlines and Atlasjet Airlines. In the research, it was concluded that Turkish Airlines is the aviation company that uses Twitter most effectively in Turkey by tweeting for news and events. Similar results were obtained in Kara's (2016)'s study of airline companies use of social media and Ozgen and Elmasoglu's (2016)'s research on Twitter use by airline companies from some other studies on Twitter. In another study conducted by Kurt (2017), it was concluded that the use of Twitter by our low-cost airline, Pegasus Airlines, has a high influence on users' decision-making.

Youtube, another social network, is one of the most influential social media platforms with 2 billion users in the world after Facebook (Digital 2020 Report, 2020). This social media platform is a social area where real videos can be uploaded, shared, and watched, especially in the field of tourism (Reino & Hay, 2011). In addition, there are YouTubers who are very effective in this field, and some problems may occur because much content is against the law (Wu, 2016). Duffet et al., (2019: 1-3), on the other hand, argue that Youtube, which is the largest search engine after Google, is the third most frequently used and most widely used video content creation site, and has moved from the brand liking part to the brand transfer phase to today's generation. . According to Avram (2017), digitalization, which is seen as the most important auxiliary element in the field of civil

aviation, is exactly a marketing way thanks to Youtube. In this area, information and images can be shared with large audiences with 407 thousand followers of Turkish Airlines and 29 thousand followers of Pegasus Airlines.

As mentioned, the use of digital marketing in the aviation industry, which is one of the sectors where technology and innovations are used the most, is an inevitable reality. Another of the ways of this style of marketing is through email marketing efforts. Email is a digital way used to communicate between customers and companies. However, when used as a marketing effort, contents, brochures, texts and all other visuals are designed by the demands of the target audience. This way allows for faster, more comprehensive, and more efficient use of marketing processes. According to Deniz (2002), for e-mail marketing, businesses make high use of both product development and receiving the thoughts and ideas of consumers, in all areas of marketing, including brand image creation and customer relations. The only negative in this part is that the customers feel uncomfortable with the e-mails that are sent continuously and as a result, they can choose to delete them without reading them. Therefore, companies need to prepare content to meet customer needs and expectations. Again, in Turkey, all domestic airline carriers constantly benefit from this type of marketing by sending information to their existing customers via e-mail.

Viral marketing, which is described as word-of-mouth marketing, is now taking place on the internet with advancing technology. This form of marketing, which can be called the use of social media networks to communicate with the consumer to promote or increase the sales of a good or service, has occurred by sharing information or circulating messages for the products or services of any business on the internet (Argan and Tokay Argan, 2006: 235). Comments or sharing information about airline companies in our country can also be used intensively as they affect sales. Particularly, feedback from consumers' appreciation or criticism can be very impressive in the field of advertising. It is called mobile marketing when businesses communicate with their customers to provide goods or services information through mobile communication ways. As another definition, according to Hofacker et al. (2016: 27), interactive, place and time-effective activities with targeted customers through targeted communication are called mobile marketing. The main purpose here is to reach customers through some activities and attract their attention. Since mobile phones are widely used in our country, it is very fast and easy for customers using the airline to reach companies via mobile phones or for companies to reach them. Therefore, mobile marketing is also widely used in Turkey.

Another example of advertising and marketing is described as creating a lovemark. It is worth emphasizing the fact that emotions and instincts guide the behavior of customers, from the knowledge that customers do not always act only with their minds. According to Shimp and Andrews (2013: 488), some brands' strong communication with their customers is provided by emotional bonds. With brands that do not communicate with them for a long time, customers, for whatever reason, like some brands more than others. According to Giovanis and Athanasopoulou (2018: 276), brands are shown as brands that have turned into lovemarks. With the shortest explanation, such brands are brands that steal the hearts of customers. According to Agilonu et al. (2010: 38), Lovemarks are described as brands that cannot be lived without them, and they gain an advantage in consumption strategy by communicating with customers' perceptions. Establishing and strengthening an emotional bond between customers and brands is the next step for Lovemark in terms of branding. As a basic explanation, lovemark is the formation of a product or service that strengthens the concept of loyalty beyond logic, and according to Roberts (2014: 378) it is the combination of many high-level positive emotions that can be elaborated such as identity, friendship, inspiration, beauty, and enthusiasm in reaching the minds and hearts of customers.

In their study, Kocyigit and Kucukcivil (2021: 983) examined Turkish Airlines, Pegasus Airlines, and Anadolujet Airlines, which are among the first companies that come to mind in Turkey, in terms of social media-linked brand identity, brand awareness, and interaction. In the related study, it is seen that Turkish Airlines mostly shares photos from its social media accounts and receives a lot of likes in return. Pegasus Airlines, on the other hand, was seen to share more in classical video format, and it was understood that more information and suggestions were received in response to this. It was understood that Anadolujet Airlines, like THY, shared photos and received likes in return. When the whole research is examined, it is understood that domestic airline companies are trying to benefit from all social media tools. It is understood from the results of the research that it tried to appeal to different emotions with the posts made in many types and to create content that gives the customers the feeling that they are special with the sincere atmosphere created. It is stated that Turkish Airlines is more attractive and active on the Instagram platform compared to other brands, and it is advantageous in creating a Lovemark, and by this way, it establishes communication with its customers based on trust, passion, and love.

Another method that should be mentioned is the sponsorship strategy. As in all other sectors, in the aviation sector, all communication infrastructures and

channels of the enterprises are utilized, and sponsorship activities are used to achieve corporate goals, sales development goals, advertising, and marketing (MEB, 2011: 3). According to Sportcal (2017), aviation is the most invested sector among traditional sponsorship areas with its billion-dollar market. According to Sezer (2019), the level of competition between airline companies that grow over time and want to generate higher income from different geographical areas and passenger markets continues to increase.

The aviation industry, which has high costs and sensitivities, is naturally more affected than other industries in any crisis that may occur. On the other hand, it is seen that such enterprises intervene in marketing processes at a higher rate in times of crisis and take more measures to increase sales (Inceoglu, 2017). It should not be forgotten that some crises, which are not even seen as a risk in other sectors, may cause heavy and irreparable damage to businesses operating in the aviation sector, which has a low tolerance. Crisis management has a very different importance for aviation businesses in terms of both the activities to be carried out and quality since customer life is at stake and it contains risks. With the latest developing technologies and social media, dangerous situations such as the seizure of passenger information by cyber thieves are not ignored, except for plane crashes that may occur. Because with such cybercrimes, stealing passenger information or destroying the systems to affect the operations of the airline will negatively affect the trust and quality understanding shown to the relevant company. According to Arslan (2019), the closest example in this regard is the cancellation of approximately 2000 flights as a result of the computer systems of Southwest Airlines not working for more than 12 hours due to the technological disruption experienced in 2016, and as a result, thousands of passengers were negatively affected by the situation.

Also, Turkish Airlines, which is the largest national airline carrier in our country in sponsorship activities, has achieved great success, especially with its contributions to the field of sports, and has contributed to making its name known globally in terms of both brand awareness and prestige. For instance, with the sponsorship agreements signed by Turkish Airlines with both the Spanish team Barcelona and the English giant Manchester United in 2009, they both assumed the transportation of these teams and conveyed the message that they stand by the world giants and that the world giants trust Turkish Airlines in the commercials about the relevant clubs (THY, 2020a). In addition, the fact that they were presented as the choice of comfort and trust in the commercial film shot with Manchester United has also started to take a place in the perceptions of customers all over the world with the sponsorship application. The prestige and image that were

affected after the accident at the Amsterdam airport in the same year were tried to be corrected with sponsorship advertising activities, as we mentioned above. According to Ercis (2012: 124), Turkish Airlines states that after all these sponsorship agreements, occupancy rates have increased, and significant gains have been achieved in terms of awareness and brand recognition, especially in international environments. In addition to the sponsorships of foreign companies, Turkish Airlines has also signed agreements with our football clubs in Turkey and currently maintains sponsorship agreements with Galatasaray, Basaksehir, and Trabzonspor (THY, 2020a). Tekin and Eskicioglu (2015) mention that thanks to the tennis and golf sponsorships mentioned in the 2010 annual report of Turkish Airlines, it is aimed to target the upper level, namely First Class or Business Class passengers, and this way, the company contributes positively to the prestige and brand perception for itself. Therefore, success has been achieved by reaching top-level businessmen who are constantly traveling, and who is the target audience of golf.

In the literature research, it is understood that all airline companies concentrate on sports sponsorship (Chadwick & Widdop, 2017; Scott, 2016). Because it is known that the sponsorship contracts are effective on the target audience when the basis of the marketing phenomenon is reached. Accordingly, it will not be strategic management in terms of sustainability for all airline companies to show sponsorship activities only in the field of sports. Sponsorship activities only due to economic fears may also damage the sense of trust between the customers and the company, and the corporate reputation may suffer from this situation. For this reason, by shaping the sponsorship activities in a way that embraces all areas apart from the fear of being unilateral and economic damage, more benefits and reaching all of them will be achieved without seeing the difference between high-level passengers and low-cost passengers.

The sections mentioned so far reveal the importance of marketing communication. In short, it is called marketing communication to develop a strategy according to the demands and complaints by examining the positive or negative messages coming back from the target customers in return for the communication of the business or company to the targeted customers (Kocabas, et al., 2000: 16). In this way, while businesses have the opportunity to convey explanations about the goods or services they provide to their customers, they also have the opportunity to fulfill customer demands and make changes in line with customer needs. In the age of technology, customers' expectations and demands are met and CRM solutions are made by using artificial intelligence applications in the field of marketing.

Like Turkish Airlines, Turkey's second-largest airline, Pegasus Airlines, is a domestic airline company that closely follows low-cost but innovative technologies and works with a human-centered approach. Affordable ticket sales are the priority of the company's marketing policies. Unlike other companies, it not only generates sales revenue in return for transportation services, but also offers additional services such as additional luggage purchase, the possibility of choosing different seats, and different food and beverage services at an extra price. It shapes these services according to the customer's requests, allowing for a different application and these services to be provided on the website without going to any agency. Findik (2018: 83) mentions that the information technologies department at Pegasus Airlines works as a department that follows the technologies made or used worldwide, tries to apply them to the business, and thus determines the requirements. Findik also highlights that this is an indication that the company knows itself well and can follow it.

Conclusion and Discussion

In this study, which examines the advertising and marketing strategies of domestic airline companies in the Turkish civil aviation sector, it is seen that there are two types of structuring as everyone knows. It is observed that airline companies choose either full service or service provider or low-cost transportation models to maintain competition in the sector and to plan different business models. Whichever strategy is chosen, to ensure sustainability, all businesses need to communicate effectively with their customers, namely their passengers, to determine their purchasing intentions or needs, and to produce promotional and marketing policies to influence and encourage them to buy. In the aviation sector, the most important aspect of providing direction in the ticket purchases of the customers with the advertisements is the message of the advertisement and the targeted audience. The purpose of Turkish Airlines and other domestic airline companies to use especially famous people in their advertisements is to show the reputation and quality of their brands not only to the domestic market but also to the international market with an integrated interaction in marketing.

Aviation advertisements describe buying not only a flight ticket but also a lifestyle, quality, and luxury. Although airline companies are a means of high-budget promotion of television advertisements, they have a very strong effect and provide their customers with the feeling of prestige and quality with the ticket sold. In fact, with these feelings, customers are influenced in making decisions in their memories about the brand and image, even if they do not directly turn to

purchase behavior. As a matter of fact, the use of digitalization and technology in the field of marketing in the aviation industry has provided great benefits and somehow created a multiplier effect with the positive feedback of the experiences they have gained from the customers. In this sector, the fact that passengers benefit from services such as ticket purchasing, online check-in, boarding pass, hotel and car rental services, and meal and seat selection through mobile applications both provide a reason for preference and a perception of quality in service. While many companies in the world can be shown as an example in this field, it is seen that Turkish Airlines and Pegasus Airlines apply this impressive marketing strategy in Turkey. As mentioned above, it is seen that customers in the aviation industry attach importance to the affirmative brand shares of famous people. In fact, Ohanian (1990) states in some studies that people trust famous validators. Digital applications such as points earned through loyalty cards and promotions, and rewards given by becoming a member, and gamification technique, which is another way, is one of the marketing tools used in the aviation industry in Turkey. According to Werbach and Hunter (2012), the important thing about marketing in the aviation industry is to gain the loyalty of customers, while entertaining the services provided, and keeping them in the minds of the customers at the same time.

In addition, what domestic airline companies should do is to take care about making their websites user-friendly, especially to welcome their passengers, that is, their customers, in a sincere and friendly way, and design their ticketing processes in this way. Since price stability and economy seem to be the most important marketing and customer satisfaction criteria, it is also necessary to give importance to campaigns by following a transparent price policy. Karaagaoglu and Ulger (2020) examine in their study, the digital marketing field of airline companies, mention that Turkish Airlines and Pegasus Airlines have a low impact on purchasing passenger tickets on social communication channels such as Facebook, as well as being effective on the decision to purchase passenger tickets, especially in Pegasus Airlines' Instagram posts. While it is stated that the two most preferred domestic airline companies in Turkey do not have the power of Twitter shares, and it affects the ticket sales in Youtube shares, they also reveal that there are extra parts to be considered in the field of digital marketing strategies. In their work on the lovemark formation process, Kocyigit and Kucukcivil (2012) state that Turkish Airlines is the first in the use of Instagram, Pegasus Airlines is the second and Anadolujet is the third in the field of social media. In the same study, it is explained that all companies use this social network very intensively, and it is detailed that the sharing methods they apply are a strategy

to strengthen the communication process by asking questions to customers and providing feedback on the answers. It has even been highlighted that airline companies, especially Turkish Airlines, sometimes provide direct information and sometimes take action mysteriously without detailed explanations and create excitement by communicating with customers.

It is stated in Yilmaz's (2020) study that within the scope of sponsorship activities, which is another advertising and marketing method, Turkish Airlines tries to keep its corporate brand image and prestige in the foreground by making sponsorship agreements with well-known brands, popular athletes, teams and familiar faces. It is very important for airline companies to shape their sponsorship activities in their market according to the target audience and to protect their brand prestige by paying particular attention to cultural differences. It will help companies that carry out sponsorship activities to make their methods free of economic concerns, diversified in a way that covers all areas and in a one-way manner, to see the benefits more. With such an approach, both product and service differentiation will be offered, while differentiation will be ensured by reaching all audiences without discrimination of business class passengers with the low-cost strategy.

With the developing technology, it becomes easier to respond to customers' requests and complaints, to determine the marketing strategies to be applied and the advertisements to be used. Pegasus Airlines, which appears to be the strongest company in low-cost airline transportation in Turkish civil aviation, does not need a sales network thanks to technology. Because this company, which adopts a cost-oriented strategy, does not use the way of opening sales agencies, and carries out all ticket sales transactions only online, unlike other companies. While this company increases customer satisfaction thanks to the technological infrastructure it uses, it also has the opportunity to transfer the energy it will spend as human resources to other areas, and it can develop business by using its human resources effectively. Here, the most important benefit can be seen as the ability to make accurate reports from the information of millions of people using the internet by using new technologies. Like Turkish Airlines, Pegasus Airlines focuses on the use of new technology and artificial intelligence in the field of advertising and marketing. Of course, since this system should not be limited to the marketing department in the field of passenger satisfaction and loyalty, it will also ensure that the information technology department continues the process in coordination with all other departments, ensuring that the system is maintained powerfully and efficiently.

References

- Acar, A. S., Polonsky, M. (2007). Online Social Networks and Insights Into Marketing Communications. *Journal of Internet Commerce*, 6(4), 55-72.
- Ağılönü, B., Esmailzadeh, E., & Meral, S. (2010). *The Secret of Love: A Case of Lovemarks*, Master Degree Project, Lund University.
- Argan, M., & Tokay Argan, M. (2006). Viral Pazarlama veya İnternet Üzerinde Ağızdan Ağıza Reklam: Kuramsal Bir Çerçeve. *Sosyal Bilimler Dergisi*, 2, 231-250.
- Arslan, A. H. (2019). Havacılıkta Kriz Yönetimi: Southwest Havayolları Örneği. *Journal of Aviation Research*,1(1), 47-50.
- Avram, B. (2017). Ancillaries İn The Aviation Industry. Importance, Trends, Going Digital. *Expert Journal of Marketing*, 5(2), 53-65.
- Babür Tosun, N. (2014). *Marka Yönetimi*, Beta Publications: Istanbul
- Binbay, M. (2007). Otel İşletmelerinde Pazarlama Stratejileri. Yayınlanmamış Yüksek Lisans Dönem Projesi. Kahramanmaraş: Sütçü İmam Üniversitesi.
- Boomsocial, <https://www.boomsocial.com/Instagram> adresinden 25.04.2020 tarihinde indirildi.
- Burton, S., Soboleva, A. (2011). Interactive Or Reactive? Marketing with Twitter. *Journal of Consumer Marketing*, 28(7): 491-499.
- Casteleyn, J., Mottart, A., & Rutten, K. (2009). How to Use Facebook in Your Market Research. *International Journal of Market Research*, 51(4), 439-447.
- Chadwick, S., Widdop, P. (2017). Soft Power Sponsorships: How Qatar Uses Sport to Promote A Positive Picture to The Outside World. <https://www.scmp.com/sport/othersport/article/2123791/softpower-sponsorships-how-qatar-uses-sport-promotepositive>. Erişim Tarihi: 01.05.2020.
- Chaffey, D., Smith, P. R., & Smith, P. R. (2013). *eMarketing eXcellence: Planning and Optimizing Your Digital Marketing*. Routledge.
- Deniz, R. B. (2002). Yeni Bir Pazarlama Yöntemi Olarak Elektronik Posta Pazarlaması. *Journal of Istanbul Kultur University*, 2, 1-10.

- Deniz, E. ve Bedir, B. (2017). “Havacılık Ulaşımında Niş Pazarlama Stratejilerinin Kullanılması: Panjet (Pan Aviation) Örneği”, *Akademik Sosyal Araştırmalar Dergisi*, 5/57, 170-191.
- Devlet Hava Meydanları İşletmesi Genel Müdürlüğü. (2022). 2021 Havayolu Sektör Raporu. Ankara.
- Digital 2020 Report. (2020). <https://medyaakademi.com.tr/2020/02/03/2020-sosyal-medya-kullanici-sayilari/> adresinden 08.02.2020 tarihinde indirildi.
- Duffet, R., Petroşanu, D., Negricea, I., & Edu, T. (2019). Effect of YouTube Marketing Communication on Converting Brand Liking into Preference Among Millennials Regarding Brands in General and Sustainable Offers in Particular. Evidence From South Africa and Romania. *Sustainability*, 11(3): 1-24.
- Erciş, M. S. (2012). Pazarlama İletişimi Kapsamında Sponsorluk Faaliyetlerinin Önemi ve Bir Sponsorluk Uygulaması: Türk Hava Yolları. *Marmara Üniversitesi İletişim Fakültesi Dergisi*, 19, 112-124.
- Eren, E. (2002). *Stratejik Yönetim ve İşletme Politikası*. (6. Baskı). İstanbul: Beta.
- Fındık, Barış (2018). Dijital Havayolu Olmak, (Editör), Meltem Çiçek. Yer Gök PR, İstanbul: Papatya Bilim Üniversite Yayıncılığı, s.83-88.
- Giromelakis, D., & Veglis, A. (2016). Investigating Search Engine Optimization Factors in Media Websites: The Case of Greece. *Digital Journalism*, 4(3), 379-400.
- Giovanis, A., & Athanasopoulou, P. (2018). Understanding Lovemark Brands: Dimensions and Effect on Brand Loyalty in High-Technology Products, *Spanish Journal of Marketing-ESIC*, 22(3), 273-295. DOI 10.1108/SJME-07-2018-0035
- Gunelius, S. (2011). 30-Minute Social Media Marketing: Step-By-Step Techniques to Spread The Word About Your Business. McGraw-Hill.
- Hanke, Michael ve Teo, Thompson S.(2003), “Meeting the Challenges in Globalizing Electronic Commerce at United Airlines”, *Journal of Information Technology Cases and Application*, 5 (4); 21 – 38.

- Hofacker, C. F., De Ruyter, K., Lurie, N. H., Manchanda, P., & Donaldson, J. (2016). Gamification and Mobile Marketing Effectiveness. *Journal of Interactive Marketing*, 34, 25-36.
- İçöz, O. (2001). *Pazarlama İlkeler ve Uygulamalar*. Ankara: Turhan Kitabevi.
- İnceoğlu, S. (2017). Havayolu Şirketlerinin Kriz Döneminde Uygulaması Beklenen Stratejileri. *İstanbul Aydın Üniversitesi Dergisi*, 9(4), 99-102.
- İslamoğlu, A.H. (2008). *Pazarlama Yönetimi*.(4.baskı). İstanbul: Beta.
- Kaplan, A. M., & Haenlein, M. (2010). Users of The World, Unite! The Challenges and Opportunities of Social Media. *Business Horizons*, 53(1), 59-68.
- Kaplan, S. ve Norton, D. (1999). *Şirket Stratejisini Eyleme Dönüştürmek*. İstanbul: Alfa
- Kara, T. (2016). Sosyal Medya'nın Kaldıraç Etkisi: Türk Sivil Havacılık Endüstrisi Sosyal Medya Gücünü Nasıl Kullanıyor? *The Turkish Online Journal of Design*, 6(1), 62-73.
- Karaağaoğlu, N., & Ülger, G. (2020). Havayolu Şirketlerinin Dijital Pazarlama İletişiminin Yolcu Satın Alma Kararına Etkisi. *Maltepe Üniversitesi İletişim Fakültesi Dergisi*, 7(2), 176-206.
- Karaman, F. (2022). Türk Sivil Havacılık Sektöründe Etik Liderlik Unsurlarının Çalışanların Örgütsel Bağlılığına ve İş Performansına Etkisi. *Sosyal Bilimlerde Güncel Tartışmalar 11 Kitabı* (1), 149-167.
- Kocabaş, Füsün; Elden, Müge; Çelebi, İnci (2000). *Marketing PR*, Ankara: MediaCat Yayınları.
- Koçyiğit, M., & Küçükçivil, B. (2021). "Lovemark" Oluşum Süreci ve Instagram Kullanım İlişkisi: Havayolu Şirketleri Üzerine Bir Analiz. *Gümüşhane Üniversitesi Sosyal Bilimler Dergisi*, 12(3), 977-996.
- Korkmaz, T., Uygurtürk, H., & Darıcı, H. K. (2009). Küresel Ekonomik Krizin Turizm Sektörüne Etkisi: Panel Veri Analizi. *Journal of Commerce*, (2), 227.
- Kotler, P. (1989). *Marketing For Hospitality And Tourism*, Upper Saddle River, NT: New Jersey: Prentice Hall International.

- Kotler, P. (2000). *Marketing Management*, New Jersey: Prentice Hall International
- Kurt, Y. (2017). Düşük Maliyetli Havayolu Kullanıcılarının Sosyal Medya Etkileşimi: Pegasus Havayolları Twitter Analizi. *The Journal of Academic Social Science Studies*, 60, 465-491.
- Lubbe, Berendien (2007), "The Effect of Internet Apprehension and Website Satisfaction on Air Travellers' Adoption of An Airline's Website", *Journal of Air Transport Management*, 13(2007); 75 – 80.
- MEB. (2011). Sponsorluk. Ankara: T.C. Milli Eğitim Bakanlığı.
- Mucuk, İ. (1997). *Pazarlama İlkeleri*, İstanbul: Türkmen.
- Nyshadham, Easwar A. (2000), "Privacy Policies of Air Travel Web Sites: A Survey and Analysis", *Journal of Air Transport Management*, 6 (3); 143 – 152.
- Ohanian, R. (1990). Construction And Validation of A Scale To Measure Celebrity Endorsers' Perceived Expertise, Trustworthiness, And Attractiveness. *Journal of Advertising*, 3(19), 39-52.
- Özeltürkay, E. Y., Bozyiğit, S., & Gülmez, M. (2017). Instagram'dan Alışveriş Yapan Tüketicilerin Satın Alma Davranışları: Keşifsel Bir Çalışma. *Marmara Üniversitesi Öneri Dergisi*, 12(48), 175-198.
- Özgen, Ö., & Elmasoğlu, K. (2016). Sosyal Medya Marka İletişimi: Havayolu Şirketlerinin Twitter Kullanımına Yönelik Bir Araştırma. *İletişim Kuram ve Araştırma Dergisi*, 43, 181-202.
- Porter, M.E. (1985). *Competitive Advantage and Sustaining Superior Performance*, The Free Press: New York.
- Reino, S., & Hay, B. (2011). The Use of Youtube as A Tourism Marketing Tool. *Travel and Tourism Research Association: Advancing Tourism Research Globally*.
- Roberts, K. (2014). Lovemarks in The Age of Now. In K. Kompella (Ed.), *The Definitive Book of Branding* (pp. 369-393). SAGE Publications Inc.
- Sarıbaş, H. ve Tekiner, İ. (2015). Türkiye Sivil Havacılık Sektöründe Yoğunlaşma, *Finans Politik & Ekonomik Yorumlar*. 52, 21-33.

- Scott, A. (2016). UAE Biggest Investor in European Football Shirt Sponsorship as Spending Rises. <https://www.thenational.ae/business/uae-biggest-investor-in-european-football-shirt-sponsorship-as-spending-rises1.159745> Erişim Tarihi: 01.05.2020.
- Sezer, F. (2019). Havacılık Sektöründeki Sponsorluk Faaliyetlerinin Kurum İmajına Etkisi: Turkish Airlines Euroleague Örneği. Yüksek Lisans Tezi. T.C. İstanbul Üniversitesi Sosyal Bilimler Enstitüsü İletişim Anabilim Dalı. İstanbul.
- Shimp, T. A., & Andrews, J. C., (2013). *Advertising, Promotion, and Other Aspects of Integrated Marketing Communications*. South-Western: Cengage Learning.
- Sivil Havacılık Genel Müdürlüğü. (2021). Faaliyet Raporu. Ankara.
- Sportcal. (2017). Sponsorship Sector Report: Airlines. <https://sportcal.com/Reports/Search/43> Erişim Tarihi: 01.05.2020.
- Skytrax. (2019). Skytrax World Airline Awards, 2019. <https://www.worldairlineawards.com/worlds-top-100-airlines-2019/> adresinden 09.02.2020 tarihinde indirildi.
- Şimşek, Ş. (2007). *İşletme Bilimlerine Giriş*. (14. Baskı). Konya: Yelken.
- Tek, Ö. B. (1997). *Pazarlama İlkeleri*. İzmir: Cem.
- Tekin, N. ve Eskicioğlu, Y. (2015). Spor Sponsorluğu: Türk Hava Yolları-Türkiye Basketbol Federasyonu örneği. *Spor Yönetimi ve Bilgi Teknolojileri Dergisi*, 10(1), 14-36.
- THY. (2020a). <https://www.turkishairlines.com/tr-tr/basin-odasi/sponsorluklar> (Erişim Tarihi: 01.05.2020).
- Tsai, Hsian-Tang, Huang, Leo ve Lin, Chung-Gee (2005), “Emerging E-Commerce Development Model for Taiwanese Travel Agencies”, *Tourism Management*, 26 (5); 787 – 796.
- Ünder, Ü. B. (2014). *Havayolu İşletmelerinin Sosyal Medya Kullanımları: Twitter örneği*. 2nd International Aviation Management Conference, Ankara.
- Wei, June ve Ozok, Ant (2005), “Development of a Web-Based Mobile Airline Ticketing Model with Usability Features”, *Industrial Management and Data Systems*, 105 (9); 1261 – 1277).

ISBN: 978-625-6971-27-1

Werbach, K., & Hunter, D. (2012). *For the Win. How Game Thinking Can Revolutionize Your Business*. Philadelphia: Wharton Digital Press.

Wu, K. (2016). YouTube Marketing: Legality of Sponsorship and Endorsements in Advertising. *Journal of Law, Business & Ethics*, 22, 59-66.

Yılmaz, M. K. (2020). Havacılık İşletmelerinin Halkla İlişkiler ve Sponsorluk Uygulamaları Üzerine Stratejik Bir Değerlendirme: Türk Hava Yolları Örneği. *Journal of Aviation Research*, 2(2), 142-167.

Yükselen, C. (2001). *Pazarlama İlkeler-Yönetim- Örnek Olaylar*. Ankara: Detay.

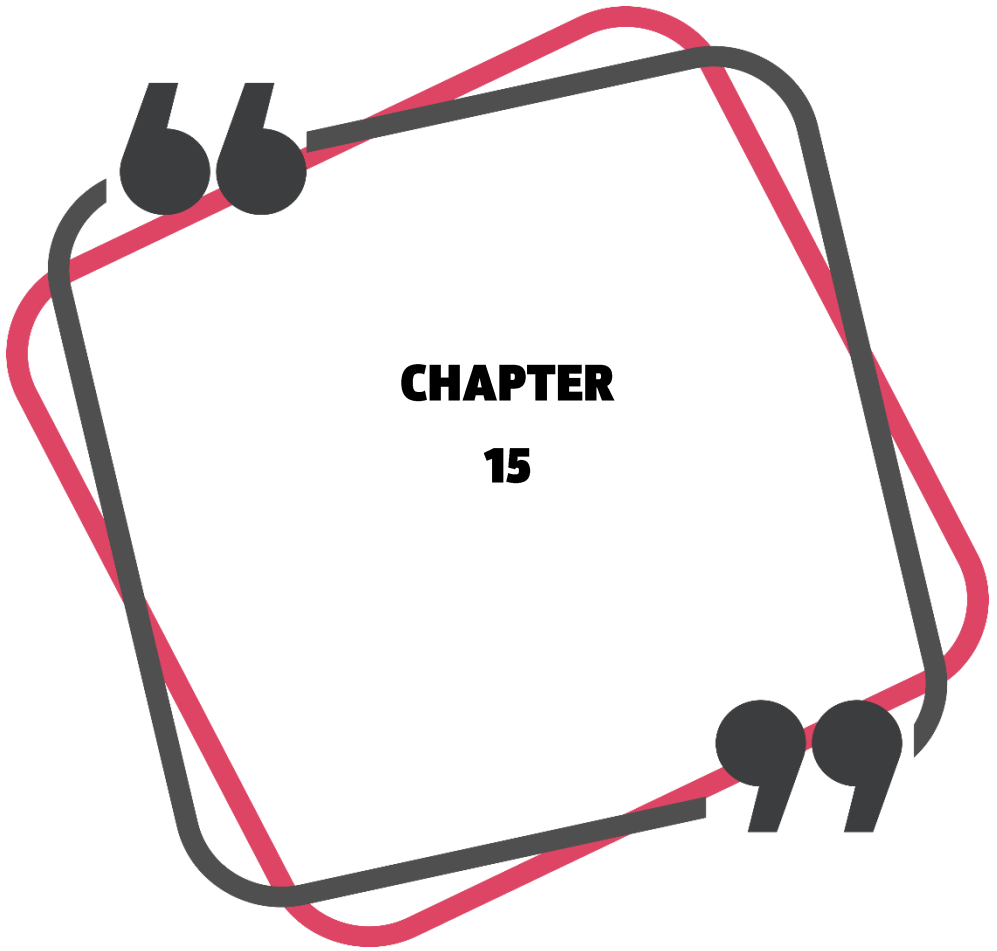
Yükselen, C. (2008). *Pazarlama İlkeler-Yönetim- Örnek Olaylar*. (7. Baskı).Ankara: Detay.

<https://www.flypgs.com/basin-bultenleri/pegasus-hava-yollarindan-3-yeni-hat> (Erişim Tarihi: 13.01.2023).

<http://web.shgm.gov.tr/tr/kurumsal/4006-faaliyet-raporlarimiz>, Sivil Havacılık Genel Müdürlüğü 2007-2018 yılları Faaliyet Raporları (Erişim Tarihi: 27.10.2019).

<https://www.icao.int/Newsroom/Pages/2021-global-air-passenger-totals-show-improvement.aspx>

<https://tavhavalimanlari.com.tr/tr-TR/servis-sirketlerimiz/havas-servis-sirketleri/pages> (Erişim Tarihi: 13.01.2023).



MARKET PLANNING IMPLEMENTATION MODEL OFFER FOR FOOD AND BEVERAGE BUSINESSES

Dr. Şerif BALDIRAN

Amasya Üniversitesi

Amasya Sosyal Bilimler Meslek Yüksekokulu

ORCID: 0000-0002-6948-5902

1. Introduction

The food and beverage industry is one of the business lines with the highest number of businesses and high competition. Due to the intense competition, it is of great importance for businesses operating in this field to retain their existing customers or find new customers in order to maintain their lives and make profits. At the same time, with the emergence of new technologies, the pandemic and the rapid change in the behaviour of consumers the need to develop and use up-to-date marketing techniques and methods has emerged in order for businesses to survive. The necessity of intense competition, the rapid change in consumer behaviour and technological challenges make it difficult to use new and active marketing techniques. However, it is of great importance that marketing and promotion are carried out in a planned manner, since they also cause extra costs.

Due to the low technical and legal entry procedures of the food and beverage industry today, it is often the first line of business for entrepreneurs. But short-lived restaurants and shutting down are nothing new due to the ease of imitation and fierce competition. Again, food and beverage businesses are faced with many uncertainties because consumers consist of a wide range and consumers' information is in an asymmetrical structure (Liao, 2013).

In addition, due to the increase in food prices and the high labour costs in the sector, marketing activities seem to be the only means for businesses to survive. However, although marketing activities are a business activity that is used to increase their sales and increase the profit rate, marketing activity is also a cost element. Therefore, it is great importance to plan marketing activities in businesses for effective use.

Planning is the pre-determination of who will do what work and when, and how and which resources will be used to achieve the target in an enterprise or an organization. It is called market planning when the marketing manager or top

manager determines what kind of work will be done when and how in order to reach the sales targets in a business or to hand out the products to the customer. Whalen & Holloway defines marketing planning as “the set of activities that lead to a logical marketing environment and the formulation of plans to achieve them” (Whalen & Holloway, 2012).

Market planning begins with the standard textbook model, marketing objectives and strategic analysis leading to strategy formulation, action programmes, implementation and control (Cousins, 1991). Current marketing theories largely follow rational planning information and base marketing planning activities on the strategic tracing of an optimum market outcome (Whalen & Holloway, 2012).

Market planning is a systematic process that businesses use to seek opportunities and target suitable markets, determine marketing methods and set an open direction for the business (Dibb, 1997). In market planning, it is determined which market the business can enter, which sales technique can be exercised and how the business resources (capital, workforce, machinery and equipment, image, etc.) will be used most appropriately and effectively.

Product-market planning for industrial enterprises defines the strategies and tactics relevant to align the company with outer and inward environmental factors to achieve strategic goals (Hughes, Hodgkinson, Morgan, Hughes, & Hughes, 2020). However, market planning in food and beverage businesses includes understanding potential customer groups in a rapidly changing environment and developing tactics that will enable them to quickly produce and sell products that meet their wishes and demands.

1.1. Food and Beverage Industry and Social Change

In order for businesses to compete with rival businesses, the importance of businesses to understand the elements that affect consumers' purchasing decisions is rising day after day. Today, one of the very effective methods that can be utilized to achieve consumers is social media. It is known that food and beverage consumers use social media effectively and are very much affected by social media sharing in their daily food and beverage business preferences (Acar and Turan, 2021).

Food and beverage marketers are increasingly using digital media to engage youth and integrate brands into their online identities (Cheyne, Mejia, Nixon, & Dorfman, 2014). When examining whether they are exposed to different marketing techniques promoting food and beverage on social media based on gender, it

is understood that food and beverage businesses use marketing techniques that vary according to gender. (Amson, Pauzé, Remedios, Pritchard, & Kent, 2023).

When choosing between restaurants, consumers look either at their peers or at anonymous reviews on the internet. It is observed that peer networks are significantly effective in influencing consumers' preferences for restaurants, and negative comments have more influence on preferences than positive comments (Tiwari & Richards, 2016).

Today, digital technologies are transforming businesses in many business lines, including restaurant operating systems and service delivery methods. The fact that customers prefer digital menus instead of paper menus can be approved as the first sign of this trend. Intelligent restaurant systems, which may radically change the working order in restaurants in the future, are an interesting application area to combine and expand cognitive abilities with food abilities, both cognitive and communication. It can be expected to include service robots whose first application trial has already taken place (Pieskä, Liuska, Jauhiainen, Auno, & Oy, 2013).

Individuals who do more active and passive outside information research in the restaurant industry usually visit restaurants before choosing a restaurant and consider restaurant advertisements before making a purchase decision. Active outbound is affected by family income and greater perception of differences between organizations, while passive outbound is affected by prior knowledge, use of price-quality criteria, perceived risk level, and family income (Iglesias & Guillén, 2002).

1.2. Marketing and Sales Approaches in the Food and Beverage Industry

The general approach of food and beverage businesses in the past; open the business, produce the products, sell and advertise and make a profit. The general approach of food and beverage businesses in the past; open the business, produce the products, sell and advertise and make a profit. This concept has been applied successfully for a long term. However, today, the development of technology has accelerated social change, social change has affected customer needs and expectations, and this situation has forced businesses to change. For this reason, the necessity of detecting rapidly changing customer demands in advance forces the enterprises to more planned production and marketing in the food and beverage sector where there is extreme competition.

Like other functions of the business, the role of the sales function has changed over the years. The main reason behind this change is the change in the business working environment. Although marketing and sales are semantically near to each other, it is obvious that they are not the same matter. While the main role of

sales is to make sales, marketing can be expressed as managing the whole process related to sales. The success of the marketing system depends on the success of the sales system (Jobber & Lancaster, 2012).

With the Covid 19 epidemic swept the whole world in 2020, an important sales approach has emerged in the food and beverage industry. In this instance, it has emerged as an important change that customers want to go to their home or workplace rather than going to the restaurant. This change in consumer expectations has caused food and beverage businesses to make significant changes in their marketing and sales methods. In particular, the beginning of taking orders via the internet and the distributing of orders to homes and workplaces by courier led to considerable changes in the organization and distribution channels of food and beverage businesses.

The pandemic of 2022 has ended, but with the beginning of the war between Russia and Ukraine, with the increase in energy prices, there have been considerable increases in food prices. The increase in inflation in the world, the reduction in the buying power of consumers and the reflection of inflationary pressure on labour prices show that a difficult period awaits food and beverage businesses.

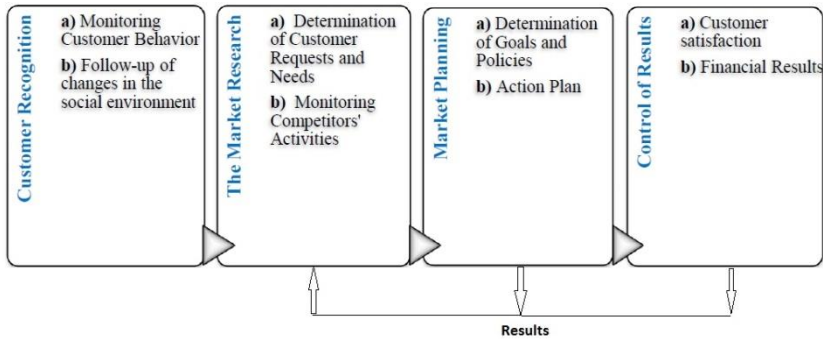
Along with the changing marketing dynamics, the infrastructure of the promotion activities of the brands has also changed. In this changing environment, it is only way for businesses to arrive their goals audiences with new communication technologies. The marketing approach of this new era is called digital marketing (Zeynalov, 2021). In turn for businesses to reach their marketing dynamics and achieve their marketing goals, they need to understand the marketing system well and use appropriate marketing models.

1.3. Marketing System in Food and Beverage Businesses

Marketing is the management process that establishes a business policy for a company or individual unit and organizes all business activities related to identifying, creating and satisfying customer needs and wants for the mutual benefit of producer and consumer (Shepherd, 1985).

Four key areas of marketing practice are often emphasized in small catering businesses. These are marketing planning, promotion methods, pricing methods and marketing research (Friel, 1999). The main factors involved in a marketing system for a catering business can be showed into four areas (Figure 1). These are consumer orientation tracking, marketing research, marketing planning and marketing control (Shepherd, 1985).

Figure 1: A Marketing System for Food and Beverage Businesses



Source: (Shepherd, 1985)

Customer Orientation and Customer Recognition: The first step in food and beverage marketing is to recognize the customer. Recognition of the customer can be in two ways as observing the economic environment of the customer and determining the purchasing habits of the customer. Technological changes, social and cultural changes, economic changes, changes in population structure, changes in laws, changes in transportation vehicles and changes in the competitive environment in the investigation of the environment in which the customer is located and which affect customer behaviour very quickly.

Market Research: Market research is the second stage of the marketing system for food businesses. Market research is the methodological collection, processing and interpretation of information from the market in order to increase the efficiency of current or potential supply and demand in the market. According to the definition; In order to reduce the risk in the market and increase the qualification of decision-making, information gathering, information gathering about all elements related to the product, statistical analysis and comment of the results connected to the market, customer, product and financial results can be done. It can be applied to give information about planning and control processes to improve market research, problem solving, and the effectiveness of current and future business activities.

Market Planning: In the third stage of the marketing system to be created for food and beverage businesses, there is market planning. Planning is the pre-determination of who will do what work and when, and how and which resources will be evaluated to achieve the goal in an enterprise or an organization. Market planning, on the other hand, is called market planning when the marketing manager or top manager determines what work will be done when and how in order

to achieve sales targets in a business or to deliver the products presented by the business to the customer.

In market planning, it is determined which market the business will enter, which sales technique will be used, and how the business resources (capital, labour, machinery and equipment, image, etc.) will be used most optimally and effectively.

Controlling Results: Customer satisfaction and financial results should be checked in controlling the results. Based on the data obtained after this stage, the marketing system should be revised. In the revision of the system, it will be suitable to determine the areas that are insufficient in the operation, to strengthen it, to determine the appropriate measures and to make the system stronger for the coming years.

2. Market Planning in Food and Beverage Businesses

Market planning is the marketing manager or top manager's determination of what work will be done when and how in order to achieve sales targets in a business or to deliver the products produced by the business to the customer. Market planning; It is usually held for a period of one year and includes goals, objectives, policies and strategies.

In market planning, it is determined which market the business will enter, which sales technique will be used, and how the business resources (capital, labour, machinery and equipment, image, etc.) will be used most optimally and effectively.

For an effective market planning in food and beverage businesses, first of all, the most suitable market for the business and the forward-looking resources of the business should be determined in the most optimal way forward. Then, it should establish the main framework of its purpose, policy and strategy, which can save the management from the crisis in the future and help in crisis management. At the last process, it would be appropriate to evaluate the work presented, measure numerical concepts (time, money, etc.) and establish an effective communication channel within the enterprise.

The participation of employees in the preparation stages of the strategic marketing plan in food and beverage businesses will increase the success of the plan. On the other hand, analyzes such as SWOT analysis used in the preparation of strategic marketing planning should be done by experts. In addition, hotel businesses should diversify their target markets and reveal diversity and difference in

their services in order to obtain success in both marketing activities and strategic marketing plans (Karakoç, 2009). Hospitality businesses should create a marketing plan for each sales unit. The plans created will determine the direction of the enterprise towards the most suitable markets and the most effective way to organize resources (Shepherd, 1985).

Most companies can increase their profits if they take an organized approach to marketing and promotion (Buell, 1956). Market planning areas, according to Buell, are sales and advertising program planning, market research, distribution planning, sales forecasting, product line planning, inventory planning, pricing planning, and credit planning. In recent years, many businesses are interested in versatile production and market planning strategies based on different factors such as demand and cost, price and marketing costs (Sadjadi, Ghazanfari, & Yousefli, 2010).

Market planning provides significant advantages to businesses. A planned marketing activity in businesses will enable the business to determine our priorities, to determine our purpose and target correctly, to use our resources effectively and to obtain and measure the expected performance in a certain time.

Moreover, it is possible that there are certain obstacles to market planning. McDonald identifies the problems in the creation and implementation of marketing plans and suggests ways to overcome these problems (McDonald, 1989). These:

- Confusion between tactics and strategy.
- Separating the marketing function from operations.
- The difference between the function of marketing and marketing terminology
- Structural barriers.
- Lack of detailed analysis.
- The difference between process and output.
- Insufficient knowledge and skills.
- Lack of a systemic approach to market planning.
- Not prioritizing goals.
- Hostile company cultures.

Dibb et al. (2008) attempts to analyze the barriers to the market planning implementation process through a review of published proof and a case study anal-

ysis of a few organizations and argues that there are three main barriers to effective marketing planning, related to organizational infrastructure, planning process, and implementation (Dibb, Simkin, & Wilson, 2008).

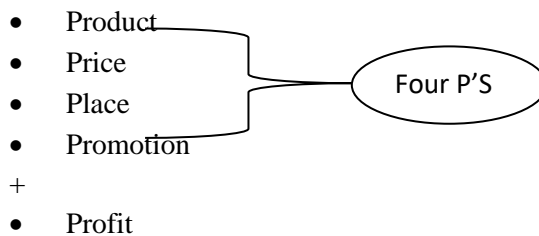
2.1. Market Planning Elements in Food and Beverage Businesses

Market planning is done in line with the objectives that can fulfil the requirements of the market at a certain profit level, based on product, market and financial analysis.

In market planning, all factors that can be controlled by the management, including internal and uncontrollable external sources, must be controlled. Management has to research, fully identify and audit these resources. These factors should be under the full supervision of the business manager in the marketing process and the results should be measurable.

Marketing mix elements are marketing resources that are under the control and supervision of the manager in businesses. In other words, the tools used by the manager in order for the marketing activities to be successful are called the marketing mix. The marketing mix elements that food businesses can use in their marketing activities are shown in figure 2.

Figure 2 : Marketing Mix Elements



The design of menus is a strategic part of restaurants' marketing mix and the way they can create or fail to create competitive advantage and attract the attention of the customer (Noguer-Juncà & Fusté-Forné, 2022).

The functions that the manager cannot control are economy, technology, social changes, and changes in eating and drinking habits, political formations, population, education level, family structure, etc. are elements.

- General Country Policies

- General Economic Factors
- Climate Conditions
- Scientific and technological developments
- public opinion groups
- The element of competition: Policies to be followed against competitors

should be determined.

- Suppliers
- Customers
- Environmental factors (Demographic environment, natural environment, technological environment, socio-cultural environment and economic environment)

2.3. Market Segmentation in Food and Beverage Businesses

Market segmentation in food and beverage businesses is called market segmentation when a market is subdivided by taking advantage of the features within itself or within its body. The purpose of market segmentation is to reach the market better, to respond better to customer service and expectations, and to use business resources effectively.

Segmentation of the market offers businesses the opportunity to get to know and understand their customers better. In addition, managers who focus on smaller market segments know their competitors, decision makers have the opportunity to use their limited resources more effectively and efficiently, and thus, the market share of the enterprise is expanded with a more effective marketing plan (Küçükkambak & Armağan, 2022). Market segmentation provides companies with significant advantages in organizing image, pricing, using resources effectively, and adjusting service quality, geographical segmentation, better service to customers and more effective promotional activities.

The main starting point of market segmentation is to get to know the customer and understand the customer wants and expectations. In order to know our customers well, it is necessary to trace the environment they live in and to grasp their reactions to the changes in the environment. Effective use of methods of obtaining good information about the customer will increase the success of marketing.

In market segmentation in food and beverage businesses, income level (lower income level, middle income level, upper income level), personal characteristics (age, gender, etc.) geographical characteristics (regional characteristics, natural structure of the region, countries) and product characteristics (price, quality), amount, frequency of use) can be used.

Market segmentation provides significant advantages to businesses. It can direct all the effort of the business in one direction so that a better performance is obtained. It ensures effective creation of distribution channels. It provides pricing opportunity for different groups and individuals. It allows customization of topics such as marketing, sales and advertising based on the customer. For example, it allows promotional campaigns to be made in accordance with the type of producer and the purchasing strength of the consumer. In addition, market segmentation ensures the most profitable use of resources.

2.3. Product Planning in Food and Beverage Businesses

What is a product for a catering business? In fact, the product is not a single element. The product is a package of benefits. A product package consists of different product-related elements such as quality standards, image, product-related services, price, location and other possibilities. In the planning of a saleable food and beverage product that will be offered to customers, all these factors should be done by considering customer expectations.

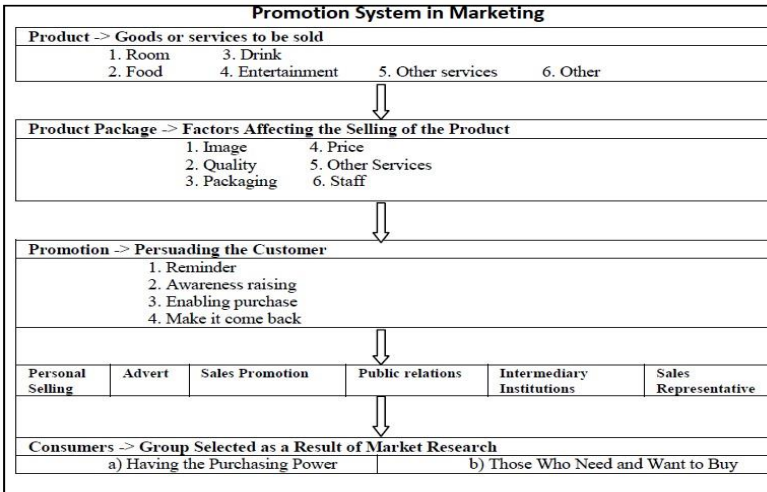
Product planning is the effort to harmonize the product's features with market expectations. Product planning is continuous due to the constant change in customer service and expectations. Reflecting the changes in customer demands and expectations to the product will increase the success of the market and positively change the life course of the product. In this process, the business must adapt the factors that it can control to the expectations of the consumer and keep up with the factors that it cannot control.

The main factors that are effective in product planning are to identify changes in the current situation, to analyze the work and behaviour of competitors, to identify the corrections and developments that need to be made, and to prioritize them in resource allocation.

2.4. Promotion in Food and Beverage Businesses

Promotion, in other words, promotion activities, are the activities of actively presenting the product produced in accordance with the customer's wishes and expectations to the customers, in other words, bringing the customer and the seller together on a product basis. The promotion has three purposes. All this is to make the customer has information about the product or the units of the business and to inform them, to convince the customer to buy the products or to come to the business, and to encourage them to buy or come again.

Figure 3: Promotion System for Hospitality Businesses



Source: (Shepherd, 1985)

Figure 3 shows the systematic process that reveals the nature of the promotion of hospitality businesses. It shows the process from the development of food and beverage products to the consumer in the system.

Advertising and promotion, as a component of the food and beverage marketing mix, is one of the management specialists that have the most important share in the success of the business. Managers report that frequency of use and perceived usefulness are important indicators of advertising and promotion success. Jackson et al. (2008), restaurant operators should align the frequency of use of the advertising strategy with the benefits achieved. In addition, it should compare the benefit from advertising with changes in revenue on a per-unit basis and use it as a strategic resource to get the most benefit from advertising and promotion. In addition, it has been revealed in the study that the frequency of use of appropriate strategies and tactics related to advertising is directly proportional to the benefit obtained from the advertisement (Jackson, Titz, DeFranco, & Gu, 2008).

3. Market and Promotion Plan Models for Food and Beverage Businesses

It is vital that marketing activities are planned and programmed in order to deal with intense competition and to use resources effectively in food and beverage businesses. In this section, market and promotion plan models that can guide marketing activities in food businesses are given.

3.1. Market Planning Implementation Model Suggestion

Market planning; It should include strategies that are appropriate to the company's policies and purpose, and should be in writing. A good market plan should include factors controlled by the manager and should cover a one-year period.

In fact, when we consider market planning as a whole, it includes basic marketing elements such as product development, creating distribution channels, developing promotional activities, pricing at a certain profitability level.

A good plan should be realistic and all plans should contain alternative elements. For market plans to be effective and successful, they must be fully understood and accepted by all staff.

Marketing Plan Model

Determining the current situation

- Business Identity:
- Period Covered:
- Available Products and services:
- Current Market:
- Financial status (profit, loss, daily turnover, income):
- Competition status:

Identifying marketing objectives

- Creating a profit plan:
- Return rate of investment:
- Occupancy rates and number of meals to be sold:
- Division profits:

Action plan

- Product Plan: Which product will be produced in what quality and in what quantity, how much will it be sold. Determination of the product concept.
 - Price Plan: Regular sales prices, Discounted prices, determination of promotional prices
 - Determination of distribution channels: Determination of wholesale retail distribution methods, location, city, etc.
 - Promotion plan: Advertising, sales techniques, image creation and determination of promotional prices

Evaluation and control of results

- Determination of standards,
- Detection of plan B,
- Determination of success criteria (Weekly, monthly, etc. determination of success criteria)
- Making a correction plan

3.2. Promotion Plan Model for Food and Beverage Businesses

Promotion activities need to be cautiously planned. It must be done annually. Accordingly, the Promotion plan stages are as follows:

- Setting goals
- Market segmentation
- Formulating messages
- Timing
- Budgeting
- Media tool selection
- Evaluation of results

Promotion Plan Model

Setting Goals: Business management should make a plan by combining the purpose of a promotional activity based on the goals of the business. While determining our purpose, it is necessary to determine the market characteristics and appropriate promotion activities for this market. For example, the promotional message should be determined and include the following features.

- Informing potential customers
- Reminder messages to existing customers
- Finding and persuading new customers
- Persuading new customers to buy
- image creation

Making Market Segmentation: It is the specification of the group selected as a result of the market research and thought to buy or be interested in the goods and services produced. At this stage, the appropriate target market, actual market and current market and customer type can be determined using market segmentation criteria. While segmenting the market, age, gender, education level, social structures and income levels of the market can be used.

Formulation of Messages: It involves the transmission of the message that is desired to be conveyed to the predetermined customer, using the appropriate

method, in order to achieve the purpose at the stage of formulating the messages. At this stage, it is necessary to find an attractive and cost-effective method suitable for the promotion method and media tool we will choose. At this stage, the target customer and their characteristics play an important role.

Timing of Promotional Activities: Timing of promotional activities is related to when the target audience makes their purchasing decision. For this, it is well known when the customer group determined by market segmentation buys our products and services. At the purchasing stage, especially the evaluation of alternatives and when the consumer needs the product are important. It is important to know when consumers buy and decide to buy touristic services, especially in touristic products. For example, when to decide on summer vacation, weekend vacation.

Budgeting: The cost of promotional work often depends on the purpose of the promotional plan. Although it is often difficult to measure the cost of a marketing activity, some methods can be used. The methods that can be taken in fixing the marketing cost are as follows.

- Fixed budget
- Budget as much as competitors
- Budget allocation per unit or unit
- Do not separate as much as can be separated,
- Allocating the amount needed to achieve the goal
- Allocate as a percentage of sales.

Choice of Sales Method (Media): The choice of media in marketing is the choice of how it is communicated from the producer to the consumer. Media tools that can be used in food and beverage businesses are:

- Advert
- Personal selling
- Sales Promotions
- Public relations
- Sales through brokerage firms
- It is a personal selling method.

Evaluation of Results: An effective promotion work depends on the determined purpose. Determining whether the target has been achieved as a result of the marketing effort is generally one of the most difficult tasks. However, studies can be conducted to measure some results. One or more of the following analysis methods can be used to measure the results. These:

- Applying a survey
- Analyzing sales figures

- Measuring the level of awareness before and after publicity on the public
- Creation of real test markets

4. Conclusion

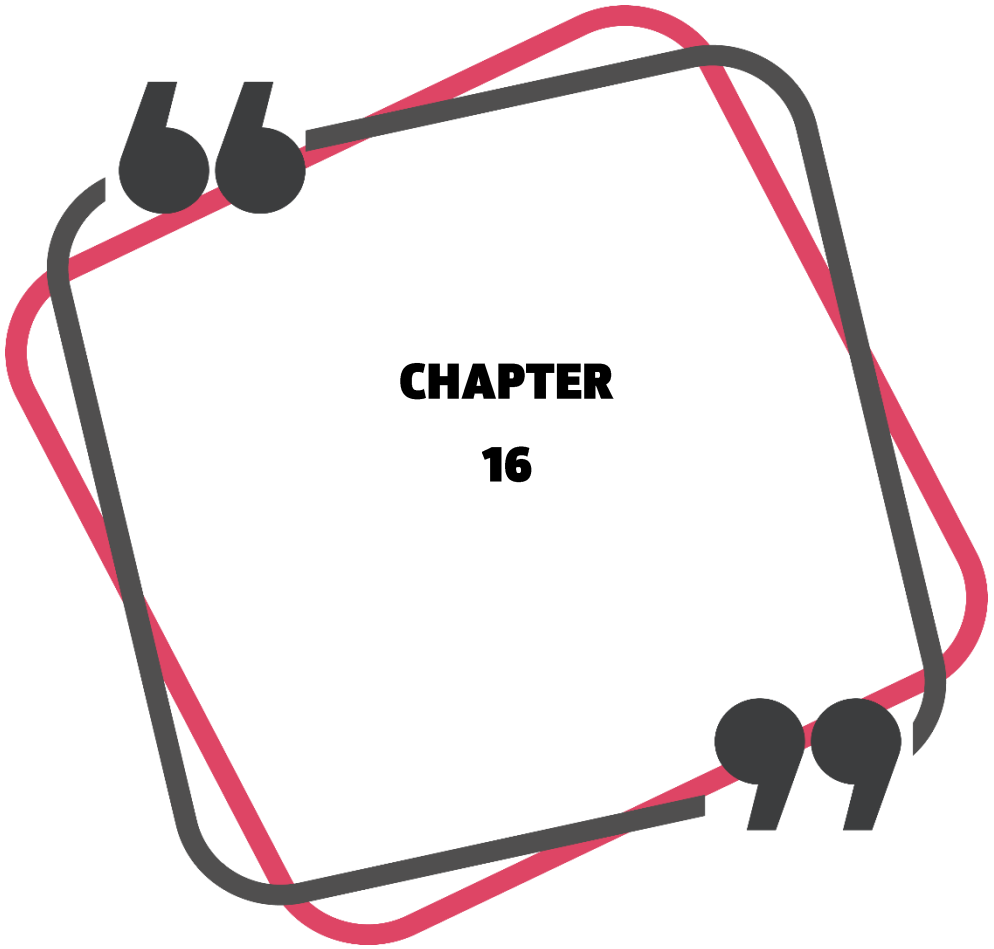
In the first part of the study, the basic elements of marketing in marketing food and beverage businesses due to the sectoral changes that have occurred in recent years are presented. Especially due to the change in technology, significant changes occur in the consumption and purchasing habits of consumers, and therefore, marketing and promotional activities of small food and beverage businesses have begun to gain more importance in resisting the emerging competition.

The rapid change in consumer habits, the intense competition, and the extra costs of marketing activities and the implementation of planned and programmed marketing activities require food and beverage businesses. For this reason, in the first part of the study, definitions for the marketing system are given, and then a systematic approach to open accommodation hospitality marketing is presented based on the characteristics of food and beverage businesses. In the last part of the study, a model that can be applied for marketing and promotion that food and beverage businesses can follow is proposed. By using the proposed models, food and beverage businesses can prepare and implement their own promotion plans.

References

- Acar, N., & Turan, A. (2021). A Research on Consumer Perceptions of Food and Beverage Marketing on Social Media. *OPUS Uluslararası Toplum Araştırmaları Dergisi* , 813-830.
- Amson, A., Pauzé, E., Remedios, L., Pritchard, M., & Kent, M. P. (2023). Adolescent exposure to food and beverage marketing on social media by gender: a pilot study. *Public Health Nutr*, 2023 Jan;26(1):33-45. doi: 10.1017/S1368980022002312. Epub 2022 Nov 2. , 33-45.
- Buell, V. P. (1956). Organizing for Marketing Planning. *Journal of Marketing* , Jul., 1956, Vol. 21, No. 1 (Jul., 1956) , 68-71.
- Cheyne, A., Mejia, P., Nixon, L., & Dorfman, L. (2014). *Food and Beverage Marketing to Youth*. 440-450: Current Obesity Reports.
- Cousins, L. (1991). Marketing Plans or Marketing Planning? *Business Strategy Review*, Volume2, Issue2, <https://doi.org/10.1111/j.1467-8616.1991.tb00151.x> , 35-34.
- Dibb, S. (1997). How marketing planning builds internal networks. *Long Range Planning Vol. 30 February 1997* , 53-63.
- Dibb, S., Simkin, L., & Wilson, D. (2008). Diagnosing and treating operational and implementation barriers in synoptic marketing planning. *Industrial Marketing Management*, Volume 37, Issue 5, July 2008 , 539-553.
- Friel, M. (1999). Marketing practice in small tourism and hospitality firms. *International Journal of Tourism Research Volume 1, Issue 2 p. 97-109* , .
- Hughes, P., Hodgkinson, I. R., Morgan, R. E., Hughes, M., & Hughes, C.-H. L. (2020). Product-market planning capability and profitability. *Industrial Marketing Management*, Volume 90 , 370-379.
- Iglesias, M. P., & Guillén, M. J. (2002). Searching for information when selecting a restaurant. *Food Service Technology*, Volume2, Issue1, <https://doi.org/10.1046/j.1471-5740.2002.00032.x> , 35-45.
- Jackson, F. H., Titz, K., DeFranco, A., & Gu, H. (2008). Restaurant Advertising and Promotion Strategies of Two Gateway Cities: An Exploratory Study. *International Journal of Hospitality & Tourism Administration*, Vol. 9(1) 2008 , 36-51.

- Jobber, D., & Lancaster, G. (2012). *Selling and Sales Management, 9th Edition*. Essex: Pearson Education Limited.
- Karakoç, G. (2009). *Turizm İşletmelerinde Stratejik Pazarlama Planlaması: Dört ve Beş Yıldızlı Otel İşletmelerinde Bir Uygulama*. Ankara: Atılım Üniversitesi Sosyal Bilimler Enstitüsü İşletme Anabilim Dalı Yüksek Lisans Tezi.
- Küçükkambak, S. E., & Armağan, E. (2022). Turistik Destinasyonlarda Pazar Bölümlendirme: Fethiye’yi Ziyaret Eden Yerli Ve Yabancı Turistler Üzerinde Bir Analiz. *Pamukkale University Journal of Social Sciences Institute* , 303-324.
- Liao, C.-W. (2013). Consumers' behavior in the food and beverage industry through data mining. *Journal of Information and Optimization Sciences* , 855-868.
- McDonald, M. H. (1989). Ten barriers to marketing planning. *Journal of Marketing Management, Volume 5, 1989 - Issue 1* , 1-18.
- Noguer-Juncàa, E., & Fusté-Forné, F. (2022). Marketing environmental responsibility through “green” menus. *Journal of Foodservice Business Research*, <https://doi.org/10.1080/15378020.2022.2109372>
- Pieskä, S., Liuska, M., Jauhiainen, J., Auno, A., & Oy, D. (2013). Intelligent restaurant system Smartmenu. *2013 IEEE 4th International Conference on Cognitive Infocommunications (CogInfoCom)* (s. 625-630). Budapest: doi: 10.1109/CogInfoCom.2013.6719177.
- Sadjadi, S., Ghazanfari, M., & Yousefli, A. (2010). Fuzzy pricing and marketing planning model: A possibilistic geometric programming approach. *Expert Systems with Applications, Volume 37, Issue 4, April 2010* , 3392-3397 .
- Shepherd, J. W. (1985). *Marketing Practice in the Hotel and Catering Industry*. London: B t Batsford Limited.
- Tiwari, A., & Richards, T. J. (2016). Social Networks and Restaurant Ratings. *Agribusiness, Vol. 32 (2)* , 153-174.
- Whalen, P. S., & Holloway, S. S. (2012). Effectual marketing planning for new ventures. *Effectual marketing planning for new ventures*, <https://doi.org/10.1007/s13162-012-0026-5> , 34-43.
- Zeynalov, N. (2021). *Yiyecek İçecek İşletmelerinin Pazarlanmasında Sosyal Medyadaki Tüketici Yorumlarının Değerlendirilmesi:İstanbul Örneği*. İstanbul: İstanbul Üniversitesi Sosyal Bilimler Enstitüsü Turizm İşletmeciliği Anabilim Dalı, Yüksek Lisans Tezi.



CIGARETTE TAX HIKES AND CROSS-BORDER SHOPPING

Dr. Ali Umut GÜLER

Koç Üniversitesi

ORCID: 0000-0003-0093-7568

1) Background

Cigarette taxes are a common policy tool used to reduce smoking rates with the goal of improving public health outcomes. The academic literature on cigarette taxes suggests that tax increases can be effective in reducing smoking rates and increasing cessation rates (Hu and Mao., 2002; Levy et al., 2004; Goldin, J., & Homonoff, 2014), particularly among more vulnerable populations, such as low-income groups and young adults (DeCicca et al., 2008; Goldin, J., & Homonoff, 2014; Keeler et al., 2020; Remler, 2004; Tauras, 2004).

Cross-border shopping in the context of cigarette taxes refers to the practice of purchasing cigarettes in a different jurisdiction, often in another state or country, with the aim of taking advantage of lower cigarette taxes. Cigarette taxes can vary significantly between jurisdictions, with some areas imposing high taxes on tobacco products in an effort to discourage smoking and raise revenue. This can create an incentive for consumers to travel to neighboring areas with lower cigarette taxes to purchase cigarettes at a lower cost. As a result, the intended health benefits of cigarette taxes may be compromised, and also, state tax revenues may be negatively affected .

Previous studies have examined the cross-border effects of cigarette taxes on smoking behavior. The empirical evidence provided by these works on the presence and magnitude of cross-border effects is relatively sparse and mixed. Among studies that document cross-border effects, Carpenter and Cook (2008) and Harding et al. (2012) find that an increase in cigarette taxes in one state may lead to an increase in cigarette sales in neighboring states with lower taxes. Similarly, van Walbeek and Shai (2015) find that an increase in South Africa's cigarette excise tax led to an increase in cigarette smuggling from neighboring countries. In contrast, White et al. (2008) find no significant cross-border effects of cigarette taxes on smoking behavior in Australia.

The current article adds to this literature by providing evidence for the presence of cross-border effects in the context of a recent tax increase for tobacco products implemented in the state of California in the United States, which took effect in April 2017. The empirical context of the study differs from the earlier work summarized above as it focuses on cross-border effects between regions of the same country rather than examining cross-country effects.

2) Empirical Context

In November 2016, California voters passed the California Healthcare Research and Prevention Tobacco Tax Act, Proposition 56, which raised the excise tax on tobacco products by 2 dollars per pack as of April 1, 2017. Previously, California had an excise tax of 0.87 dollars per pack, and the tax increase raised this amount to 2.87 dollars per pack. This represented an increase of approximately 18% in the average price of cigarettes in California. It was announced that the revenue from the additional tax will be used to fund specific California Department of Health Care Services programs, including physician training and tobacco-use prevention programs.

Two previous studies examined the impact of Proposition 56 on Californians' smoking behavior. Keeler et al. (2020) find that the tax hike led to a significant decline in smoking prevalence, particularly among low-income adults. Keeler et al. (2021) further shows that the effect extended to several racial/ethnic groups, particularly within low- and moderate-income populations. While these studies explore the within-state effects, the cross-border effects of the California tax increase, which the current article focuses on have not previously been examined.

3) Data

The cigarette sales data analyzed in the study come from Nielsen RMS (Retail Measurement Services) retail scanner data. The dataset, which is available to academic researchers via subscription, captures weekly product-level sales volume and price data from approximately 35,000 stores across the United States, covering various retail channels including supermarkets, drugstores, convenience stores, and mass merchandisers. The stores in the data account for more than 50% of the total United States grocery and drugstore sales volume and more than 30% of total mass merchandiser sales volume. Nielsen does not disclose the exact names and locations of the stores, but information about the county in which the store is located is provided, allowing the identification of whether a particular store is located in a county that borders California. The analysis focuses on sales

changes in border versus interior counties of California's neighboring states, Arizona, Nevada, and Oregon.

Cigarettes are sold primarily in packs and cartons, with each pack generally containing ten or twenty cigarettes and each carton containing ten packs. For each store, the total unit of cigarettes sold each week is calculated based on the number of cartons and packs of each product sold (stock keeping unit) as reported in Nielsen movement data. This figure is converted into units based on the product-level information about carton and pack size that is separately provided by Nielsen.* Additionally, the average price per unit is estimated for each store-week observation by dividing the total value of cigarette sales in dollars to the total sales volume in units at the particular store.

Table 1 presents the summary statistics for cigarette sales quantity and average prices for 1320 stores located in the states of Arizona, Nevada and Oregon. Out of these stores, 288 are located in border counties and 1032 are located in in-state counties. A total of 68161 store-week level sales observations is used in estimation.

Table 1: Summary statistics

	Mean	Std. Dev.
Sales (in units)	11505.6	10451.33
	85	9
Price (\$ per unit)	0.325	0.042

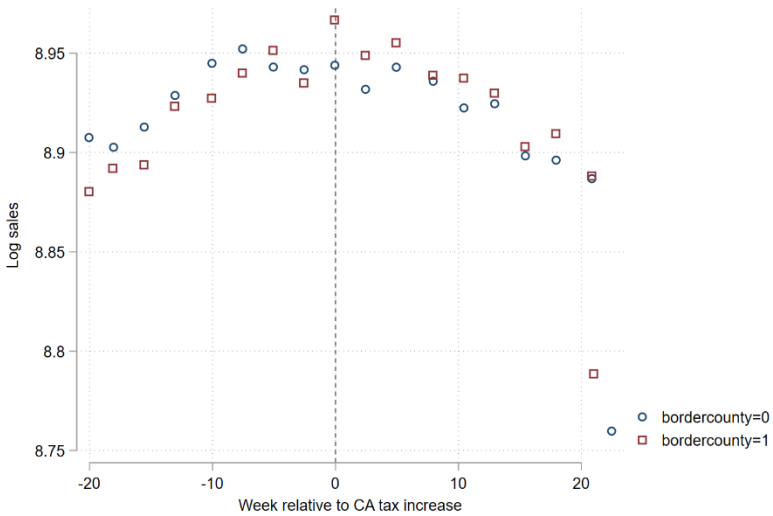
Summary data for cigarette sales over 1320 stores from the states of Arizona, Nevada, and

Oregon, which neighbor the state of California. Out of these stores, 288 are located in border counties and 1032 are located in-state. There are a total of 68161 store-week level sales observations in the estimation dataset.

Figure 1 shows a binned scatterplot of sales changes around the California tax hike in stores of border versus in-state counties, providing model-free evidence of the cross-border effect. Prior to the tax increase, border-county stores generally have lower sales in majority of the weeks. After the new tax is implemented, the picture reverses and sales in border counties take on comparatively higher values.

* For example, if 50 packs of a given cigarette brand is sold during a week, and each pack of that brand contains 20 cigarettes, this is equivalent to 1000 units.

Figure 1: Sales trends in border-county versus interior-county stores



4) Empirical Approach

The empirical strategy employed in the analysis involves a differences-in-differences approach that compares cigarette sales at stores in counties outside of but adjacent to the state of California where the tax increase was enacted, with stores of the same neighboring states but located in in-state counties that do not border California. The below log-log demand model is used for estimation:

$$\log(\text{quantity_sold}_{st}) = \beta_p \log(\text{price}_{st}) + \beta_{cb} \text{border}_{c(s)} * \text{post_tax} + \beta_s + \beta_t + \varepsilon_{st} \quad (1)$$

The dependent variable in this equation is the log of total quantity of cigarettes sold in store s in week t . The model controls for price changes, also in log form. Accordingly, the coefficient for the price variable gives the price elasticity estimate. The main explanatory variable of interest is the interaction term $\text{border}_{c(s)} * \text{post_tax}$. In this expression, $\text{border}_{c(s)}$ is a dummy variable that takes the value of one if store s is located in a border county adjacent to the state of California, where $c(s)$ denotes the county of store s . The other term in the interaction, post_tax is a dummy variable taking the value of one weeks posterior to April 1, 2017, the date on which the tax increase took effect. The final term in the model, ε_{st} , is the regression error term.

By including store and week fixed effects, the model flexibly controls for unobserved baseline differences across stores and weeks in the demand for cigarettes. Cross-border demand effects are identified based on the within-store sales differential in border-county stores with respect to in-state county stores where no cross-border effects are expected following the California tax increase. The model is estimated using ordinary least squares regression.

5) Results

Table 2 reports the coefficient estimates from the model. A total of 68161 store-week level sales observations coming from 1320 stores is used in estimation. Out of these stores, 288 are located in border counties and 1032 are located in-state.

Column 1 reports the estimation results for the regression model that only includes the interaction term, which is the main variable of interest. Column 2 reports the estimates for the full model, which also controls for price. The estimates suggest positive cross-border effects. Without controlling for price, a 1.5% increase is estimated for counties bordering California after that state increased its cigarette tax. Controlling for price, the estimated cross-border effect is one-third larger, about 2%.

Table 2: Regression estimates

	(1)	(2)
I(Border_county) x I(Post_tax)	0.0155*** (0.00298)	0.0207*** (0.00276)
Log(price)	-	-1.096*** (0.0105)
Store FE	Yes	Yes
Time FE	Yes	Yes
No. obs.	68161	68161
R ²	0.976	0.980

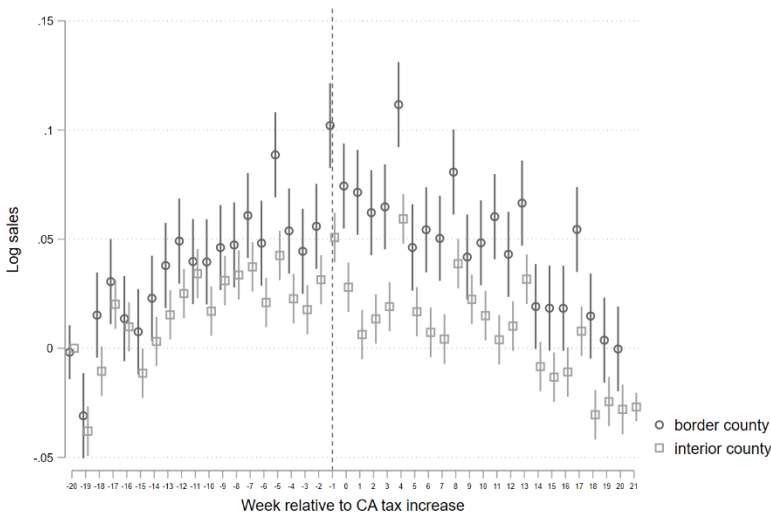
Standard errors in parentheses. Coefficient estimates from OLS models. The dependent variable is log of weekly cigarette sales quantity * p<0.10, ** p<0.05, *** p<0.01

The latter model also provides an estimate for the price elasticity of cigarettes, which is about -1.1. This is consistent with previous estimates reported in the literature, which lie in the range of -0.14 to -1.23 (Chaloupka and Warner, 2000).

Figure 2 shows the coefficient estimates of the event study version of Equation 1, which includes a separate time dummy for each week of data within the plus/minus 20 week window of the tax increase. Sales realizations for border and interior county stores are shown separately in the figure. According to these plots, the confidence intervals for border and interior county stores generally overlap in the period preceding the new California tax, suggesting that border and in-state store sales were not statistically different at the start of the tax increase. In contrast, sales in most weeks after the tax are significantly higher in stores in border counties.

The event study analysis also allows an examination of the dynamics of the cross-border effect over time. The estimates suggest that the sales differential in border county stores is most pronounced in the first two months (8 weeks) following the tax increase. In subsequent weeks, stores in border counties still have higher sales, but the difference with stores in inner counties is no longer as large or consistently significant.

Figure 2: Event study plot of cigarette sales at border vs. in-state county stores



6) Conclusion

This article examines the cross-border effects of a recent cigarette tax increase in the state of California in the United States. Using store-level sales data from Nielsen Retail Measurement Services, it analyses whether there was a relative increase in cigarette sales in the border counties of states bordering the state of California compared to stores in the interior of those states, suggesting cross-border shopping effects.

The results of the difference-in-differences analysis indicate a 2% increase in border-county sales relative to interior regions, and are suggestive of cross-border effects. That is, California consumers appear to travel to neighbor-state stores to benefit from lower cigarette prices. The results also suggest that the magnitude of this effect varies over time. While a larger "border differential" is estimated for the initial month following the tax increase, suggesting a stronger incidence of cross-border shopping, the effect appears to weaken in subsequent weeks but persists, at least during the twenty-week period following the tax change.

The cross-border effects of cigarette taxes documented in this article may be important for policymakers, public health advocates, and the tobacco industry to navigate the complex landscape of tobacco taxation and regulation. Importantly, when evaluating the effectiveness of a tax increase to reduce smoking rates, cross-border effects should be considered if changes in local cigarette sales are used as a benchmark.

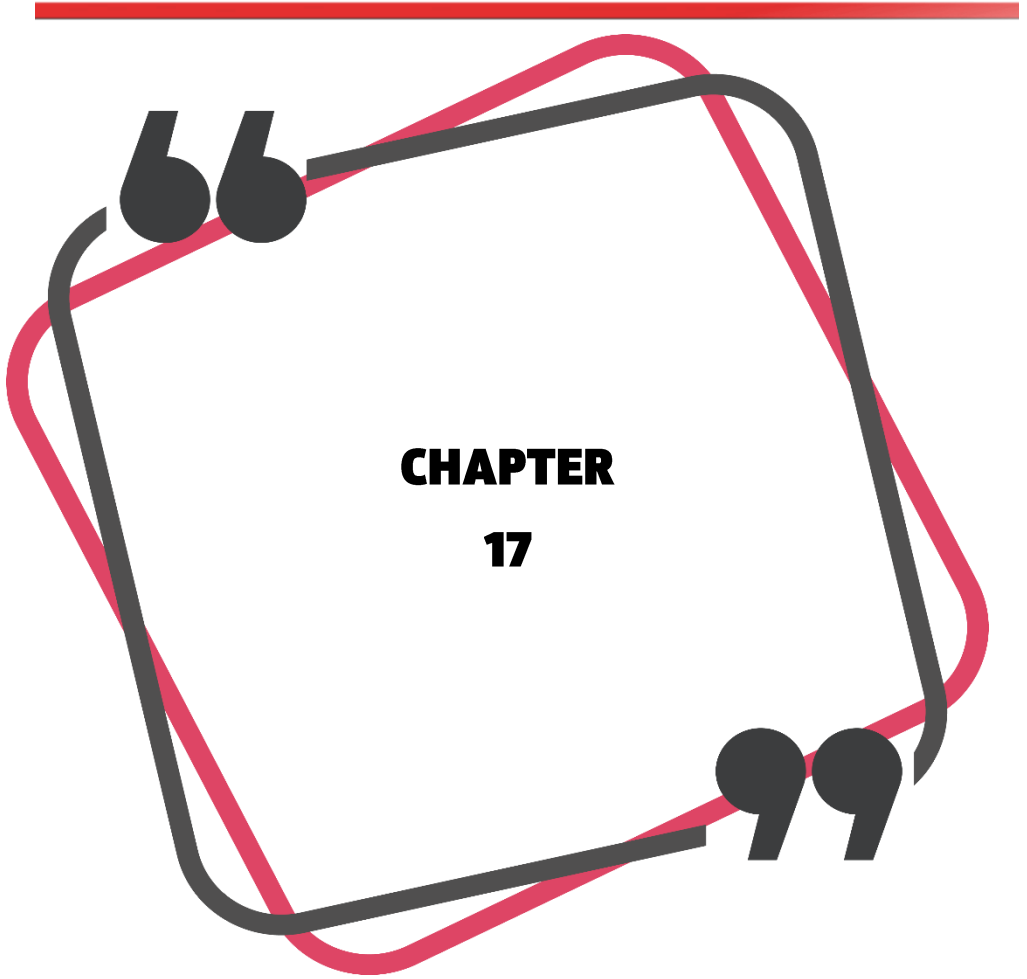
Governments may need to consider strategies to address cross-border effects, such as increasing enforcement efforts or coordinating with neighboring jurisdictions to implement similar tax policies. The dynamic variation of the cross-border effects as documented in the article may also be worthwhile to consider. The results suggest a larger cross-border effect especially during the initial weeks, suggesting that timely implementation of any auxiliary policies may be important.

Bibliography

- Carpenter, C. S., & Cook, P. J. (2008). Cigarette taxes and youth smoking: New evidence from national, state, and local Youth Risk Behavior Surveys. *Journal of Health Economics*, 27(2), 287-299.
- Chaloupka, F. J., & Warner, K. E. (2000). The economics of smoking. *Handbook of health economics*, 1, 1539-1627.
- DeCicca, P., Kenkel, D., Mathios, A., Shin, Y. J., & Lim, J. Y. (2008). Youth smoking, cigarette prices, and anti-smoking sentiment. *Health economics*, 17(6), 733-749.
- Goldin, J., & Homonoff, T. (2013). Smoke gets in your eyes: cigarette tax salience and regressivity. *American Economic Journal: Economic Policy*, 5(1), 302-336.
- Harding, M., Leibtag, E., & Lovenheim, M. F. (2012). The heterogeneous geographic and socioeconomic incidence of cigarette taxes: evidence from Nielsen homescan data. *American Economic Journal: Economic Policy*, 4(4), 169-198.
- Hu, T. W., & Mao, Z. (2002). Effects of cigarette tax on cigarette consumption and the Chinese economy. *Tobacco control*, 11(2), 105-108.
- Keeler, C., Max, W., Yao, T., Wang, Y., Zhang, X., & Sung, H. Y. (2020). Smoking behavior in low-and high-income adults immediately following California Proposition 56 tobacco tax increase. *American journal of public health*, 110(6), 868-870.
- Keeler, C., Wang, Y., Max, W., Yao, T., Gu, D., & Sung, H. Y. (2021). The association of California's Proposition 56 tobacco tax increase with smoking behavior across racial and ethnic groups and by income. *Nicotine and Tobacco Research*, 23(12), 2091-2101.
- Levy, D. T., Chaloupka, F., & Gitchell, J. (2004). The effects of tobacco control policies on smoking rates: a tobacco control scorecard. *Journal of Public Health Management and Practice*, 10(4), 338-353.
- Remler, D. K. (2004). Poor smokers, poor quitters, and cigarette tax regressivity. *American journal of public health*, 94(2), 225-229.
- Tauras, J. A. (2004). Public policy and smoking cessation among young adults in the United States. *Health Policy*, 68(3), 321-332.

van Walbeek, C., & Shai, L. (2015). Are the tobacco industry's claims about the size of the illicit cigarette market credible? The case of South Africa. *Tobacco Control*, 24(e2), e146-e151.

White, V. M., Hayman, J., & Hill, D. J. (2008). Can population-based tobacco-control policies change smoking behaviors of adolescents from all socio-economic groups? Findings from Australia: 1987–2005. *Cancer Causes & Control*, 19, 631-640.



**CHAPTER
17**

EMPLOYEE RELATIONSHIP MANAGEMENT AS A PRACTICE AREA OF PUBLIC RELATIONS

Assist. Prof. Dr. Tuba KALÇIK ÜSTÜNDAĞ

Marmara University

Public Relations and Publicity

ORCID: 0000-0003-1611-6879

1. INTRODUCTION

This study aims to explain the concept of “Employee Relationship Management” (ERM), which is one of the application areas of Public Relations in general. After the conceptual framework for employee relationship management, which constitutes the main scope of this study, is established, the importance of ERM applications in terms of web-based applications, human resources management, customer relationship management and sales-marketing mix will be tried to be discussed.

The phenomenon of relationship, in the paradigm of society in which the concept of speed has become dominant, is a concept gaining importance again. In this new era, which Richard Sennett draws attention to with his metaphor of Father and Son (Rico-Enrico) in his *Character Erosion*, the basic slogan, including working life, is “there is no longer term”. Therefore, establishing, developing and managing relationships with employees, who are also defined as internal customers, is an important effort of new management practices.

2. CONCEPT OF RELATIONSHIP MANAGEMENT

The concept of relationship management can be considered in the context of both systems theory and the two-way symmetrical model in the discipline of public relations. According to systems theory, each system consists of subsystems. According to this theory, systems, and therefore organizations, tend to collapse when they cannot create communication channels that can establish strong relationships with their environment. To reverse and postpone this process, called entropy, organizations have to manage their relationships with their internal and

external stakeholders. Therefore, relationship management between employees and the organization as both internal and primary stakeholders is considered an important effort.

The concept of relationship management also appears as a public relations theory. In the context of the two-way symmetrical model (Ledingham, 2009:131), employees have become one of the “learners” of organizations, as have customers. It is observed that the mechanical approach to early workers has been replaced by a new understanding of more organic and two-way processes. Employee Relationship Management (ERM) is a concept that has emerged from this new understanding. In this new era, communication professionals have seen that the way to ensure customer loyalty and win the customer at hand is through employee relationship management. It is aimed to create organizational loyalty and belonging by finding the desires, needs and expectations of the employees beforehand, increasing the services transferred by the human resources management and accepting that each employee is different and special.

The basis of relationship management is that businesses direct their activities according to the expectations and wishes of the people they have relations with and establish positive relationships with the groups affected by these activities at different rates, or carry out planned and programmed studies to improve their current relationships. As a result of strengthening the communication ways and relationship processes in the enterprise with relationship management by taking action from here, it is aimed to transfer these processes to customers and the public, primarily employees.

For this reason, relationship management should be used systematically by all employees of the enterprise, primarily senior managers, especially in the improvement of internal communication. Thus, a successful ERM strategy and implementation creates unique internal strength, while ensuring that employees' individual goals are aligned with the common goals of the business (i.e., customer satisfaction and ensuring they remember and come back to the business) (Roc-kart, 2003:1).

3. EMPLOYEE RELATIONSHIP MANAGEMENT

These are the studies on establishing relationships between an organization and its employees. Communication with employees aims to create team spirit and to place corporate awareness by informing employees about the company's work,

goals, problems, if any. Initiatives with this goal include activities such as reducing problems among employees, increasing satisfaction, creating team spirit and increasing motivation.

In other words, employees feel valued, their needs are taken into account, and if they can access all the information necessary in their jobs, their productivity and motivation increases.

Employee relationship management is an important strategy and an internal (internal) advantage that makes it possible for employees to do their work better (Doğan, 2005:260). One of the most important competitive advantages of a business is its relationships with its employees. What will strengthen the structure of the business in the long term will be its recommendations for developing an effective relationship. An effective relationship management system consists of five key capabilities. These include positioning, exploring (seizing opportunities), guiding (routing), leading and concluding. By developing these abilities, the business and managers will be more successful in the long run.

Employee relationship management is one of the most important tools that can be used up-to-date to increase customer and employee satisfaction and business performance. This is what it means to manage relationships with employees (Bearing Point Inc., 2003:1):

- By ensuring that employees use their time spent in the enterprise efficiently; to ensure that they supply customer, business, partners, products and other business-related data without fear,
 - To monitor and measure individual business performance,
 - To disseminate and manage computerized (online) education,
 - To provide employees with a formal toolbox about the world and the opportunities that stand in front of them, to provide them with access to all kinds of information they want in the world,
 - To allow employees to manage their own work and career with the practices they make on their own.

4. WEB-BASED APPLICATIONS

The evaluation of communication tools in the field of marketing is becoming widespread all over the world (İrak & Taşcıoğlu, 2021: 13).

Achieving all these above-mentioned requires mainly web based applications. In Figure 1, it is seen how to establish Employee Relations Management in relation to the web basis in the enterprise.

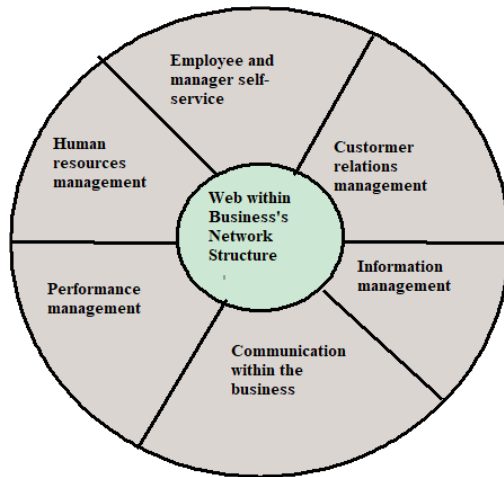


Figure 1.

As can be seen in Figure 1, the method of employee relationship management should start with the establishment of a web system preferably within the scope of the enterprise's own network system. Considerations within this network include Employee and Manager Self-Service, Customer Relationship Management (CRM), Information Management, Internal Communication, Performance Management and Human Resources Management. Knowing all these topics through all people within the web system and monitoring the work will facilitate the transition to a good relationship management system in the enterprise.

It is one of the most important tools that can be used today to increase the business efficiency of customers and employees with employee relationship management satisfaction. It is the employees who raise the contentment of the enterprises and make the difference, combining their enthusiasm, experience and courage with their work. Therefore, it is now useful for employees to be more inclined to the issues of working together skills, i.e. communication, dispute resolution, problem solving and bilateral negotiation and management skills. The assurance of customer and employee satisfaction and loyalty should be considered

and interpreted as if they were two sides of a coin for management. To succeed in a long process, the manager must understand the importance of creating direct and indirect trusting relationships with his environment.

ERM is a process that can be used to control the relations with employees in the best way in terms of working practices and effectiveness. Through unifying internal systems, the ERM enables employees to access the information required to meet customer requirements by simply touching them with the tip of their fingers; at the same time, it is a system that allows meeting and managing the personal goals of the employees while achieving the common goals of the enterprise (Doğan, 2005:260).

According to Philip Kotler (2002:13), marketing today is not only an activity that is the responsibility of the marketing department in the enterprise, but a common goal that all units of the enterprise are trying to achieve. This common purpose is to ensure the satisfaction of the customer by prioritizing customer interests. Kotler calls this new understanding as integrated marketing. This understanding is adopted on two sources. First; sales, promotion, product management, market research, such as different parts of the business working together to meet customer expectations. Secondly; all other units of the enterprise should help the marketing-oriented units of the enterprise with the aim of meeting customer expectations. For this, marketing missions should be given to the job descriptions of all business personnel.

5. HUMAN RESOURCES AND SALES-MARKETING RELATIONSHIP

As a result of group work among all employees of the enterprise with the aim of realizing customer satisfaction, internal and external marketing concepts are formed. External marketing focuses on individuals outside the business, while internal marketing focuses on the recruitment, training, and motivation of volunteer employees to serve customers. Internal marketing should be considered to be brought to the forefront of external marketing, because external marketing will fail when business employees are not ready to provide great customer service (Kotler, 2002:13).

Internal marketing, also called internal relationship management, is an integrated process of working together within a system and accelerating positive internal relationships with developmental management of success. Every internal customer is a supplier to another. In this way, until the end of the service integrity

based on employees to customers, the customer will be knowledgeable about how he contributes to the work of others. According to the expanded internal marketing approach, the internal marketing, as the process of creating moralized and user-oriented employees, is a planned effort to ensure customer satisfaction and to break the resistance of employees to change and order by using a marketing approach appropriate to the effective implementation of business and functional strategies, to give them morale and to coordinate and integrate between functions (Çoban, 2004:91).

However, just as the goal of CRM is not to find more customers for the product made, but to find more products for the customer whose needs are better learned; the goal of the ERM is to find new employees for the enterprise and instead of incurring the cost of the employees, to find the needs of the current employees in the best way and to create reliable workers by providing better service to the employees (Doğan, 2005:260-261).

ERM has not only ensured that qualified employees are directed to the enterprise, but also has made it inevitable to lay the foundations of a structuring within the enterprise to take measures to prevent the loss of current working personnel. Because the way to reach the consumer, that is, the external customer, at the desired time and place is to make the necessary employee permanent (Dündar and Güneri Fırlar, 2006:133).

Ensuring Internal and External Customer Satisfaction in Relationship Management, as can be seen in Figure 1, requires to start the employee relationship management system by first creating a web system located in the core network structure of the workplace. In this network structure, attention should be paid to personnel and manager self-service, customer relationship management, information management, internal communication performance management and human resources management. Knowing and following all these issues by everyone within the network structure will facilitate the transition to a better relationship management system (Doğan, 2005:263).

The in-house electronic network pattern provides more contributions in terms of communication with other computer platforms, less costly and faster communication with other departments and regional offices of the enterprise, common database, provision of full-time training materials, newsletters and news, announcements, etc. When combined with the multi-functional Intranet, Extranet and Internet, it can create permanent interaction with the partners, distribution systems and providers and customers of the enterprise. In addition, the contribution of internal networks in the provision of communication and organizational, in-

house learning is great. With network-based technologies, applications such as Computer Based Learning (CBL), E-Learning and Distance Learning, Computer Based Training (CBT) are considered s materials that improve human resources (Erdal, 2002:6).

Although a system to be installed with computers has provided support to provide a good communication environment in the enterprise, and although it accelerates the processes within the enterprise by transferring the information within the enterprise more easily, it will never meet the effectiveness of face-to-face communication with people and will not be able to replace it (Doğan, 2005:264). Therefore, it is expected that ERM pays attention to bilateral relations with a perspective that considers the person and ensures that the employee is happy with the work he/she does and where he/she works.

The ERM system balances technology, employee and time by ranking it well. The system aims to ensure the loyalty of workers to the workplace within a non-artificial development phase. The system includes everything related to employees, from their job satisfaction, to owning them and even protecting their dignity (Doğan, 2005:267).

While the enterprises using the ERM system ensure the happiness and satisfaction of their employees, on the other hand, they want some things from their employees. From this, it can be thought that the essence of employee relations is a win-win strategy. While making its personnel happy with a good and workable working environment, learning opportunities, awards and incentives, the enterprise briefly enables workers to win, on the other hand, it expects customer satisfaction from employees with quality products and services. As a result, there will be a period of time in which both sides will win and be satisfied.

Like the process suggested above, Gulati proposes the “4C” solution so that businesses can be buyer-centric and successful. The “4C” solution, which consists of four things as coordination, cooperation, capability development and connection, is explained as follows (Gulati, 2007:101):

Coordination: Harmonization of practices and information within the operating officers and establishment of structural mechanisms and processes that will affect the buyer-oriented behavior of the personnel.

Collaboration: With the aim of providing customer requirements; encouraging all staff of the workplace to work together using cultural materials, rewards and delegation of authority.

Capability Development: Finding sufficient employees who have the ability to offer buyer-oriented solutions in the workplace and determining the career opportunities that will ensure the development of employees with these abilities.

Connection: Developing relationships with external partners of the enterprise to get the most out of buyer-oriented solutions.

The last element described above is to achieve internal and external Customer Satisfaction in relationship management beyond the boundaries of the enterprise and to increase the power of the enterprise outside; the first three are more about the employees and the business itself.

6. HUMAN RELATIONS AND THEIR IMPORTANCE IN MANAGEMENT

Human relations in management is a series of interactions between employees aimed at achieving the objectives of the enterprise and meeting the needs of employees. Human relations are a mutual interaction that requires human beings, adult adults, meaningfulness, tolerance, care, friendship, being “us”, trust, transparency and justice. The essence of human relationships is that man knows himself. The subject of human relations is the quality of the interaction of employees with each other in their duties, authority and work flow. There should be a clear and understandable human relations policy, which are the principles and rules of the enterprise (Başaran, 2004:15).

Human relationships, in a general sense, are the mutual interaction of confronted people to achieve their goals. To have a relationship with someone, a person must first have a purpose, and then have a series of interactions to achieve this purpose. In a relationship, the person's goal may be to say “how are you?” to a person they know, which includes the simplest relationship, or to do and finish a task that creates a complex series of interactions with the person or people they work with. When a person comes into contact with people, he influences the other person to realize his purpose. In contrast, he acknowledges or rejects the influence he exerts on himself; thus interacting with it mutually. The quality of our relationships will be shaped by following aspects: what we do during our interaction with the other person; how often our interaction is; whether they are similar to

each other; whether it creates beautiful or positive emotions; whether it is meaningful and understandable, whether we are equal to each other; and most importantly, how we see each other (Başaran, 2004:17).

CONCLUSION

Employee relations management, in summary, will significantly reduce the time employees collect information about the business, employees, products, competitors, customers, and will create the necessary time for employees to be productive in their work. With such an arrangement, the personnel working will directly achieve the applications that are directly related to their work, the work and the business will achieve the specified goals. In other words, personnel, managers, customers, business partners, suppliers, can share up-to-date information instantly through this system. In this way, business also becomes to a learning organization. This creates an increase in the performance of people and employees at both the upper and lower levels in the enterprise. In addition, with such a system, personnel and managers can be moved to the same environment, data integrity and up-to-dateness can be created and increases in functional efficiency can be observed. It should be noted that the only competitive advantage of a workplace is its relationships with its customers, staff, business partners and the community. What will strengthen the body of the workplace will be its recommendations for creating an effective relationship. The key to achieving opportunities is to see each day as a new opportunity and to seek and find existing opportunities. The management of relations between the people who do the work is an opportunity that will help keep this system alive in the business and this opportunity will also be a complement to customer relationship management.

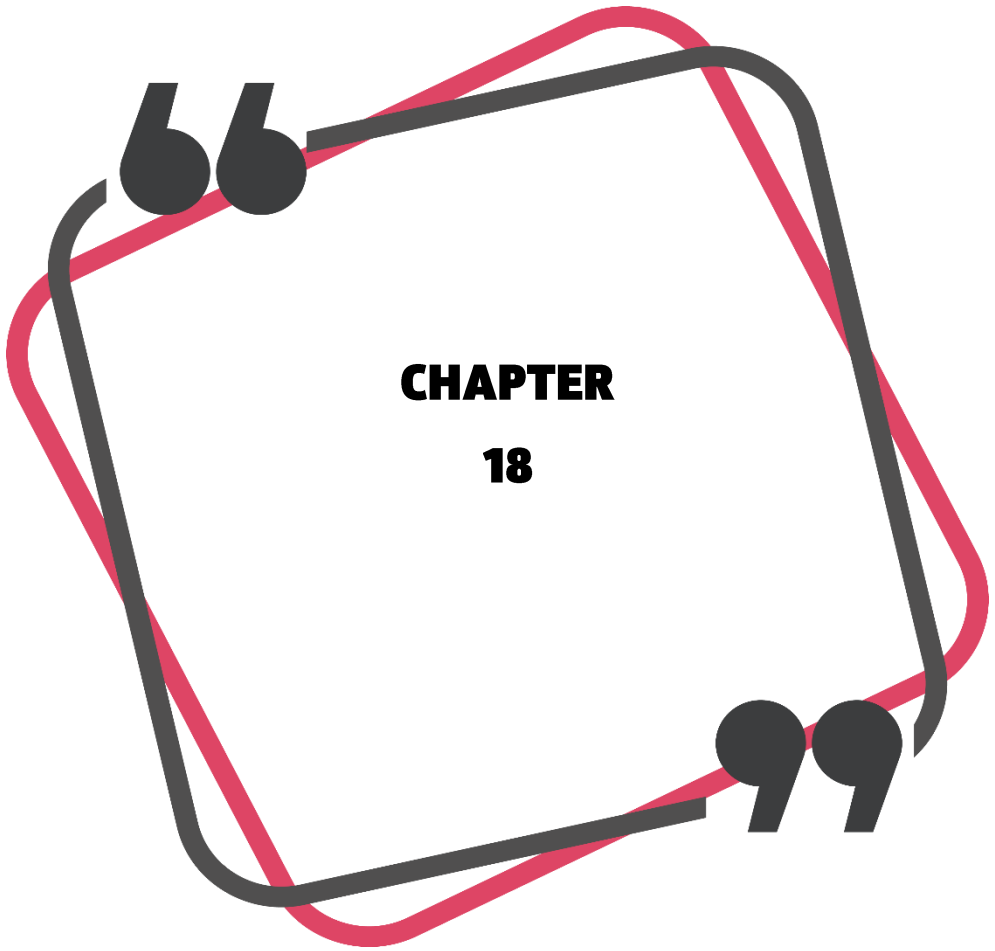
REFERENCES

- Başaran, İ. E. (2004). *Yönetimde İnsan İlişkileri Yönetimsel Davranış* (3.baskı). Nobel Yayın Dağıtım Ankara.
- Bearing Point (21.03.2003), “Employee Relationship Management”, <http://www.kpmconsulting.com/solutions/enterprise-so.../emp-relationshipmgmt.htm>:1.
- Çoban, S. (2004). Toplam kalite yönetimi perspektifinde içsel pazarlama anlayışı. *Erciyes Üniversitesi İktisadi ve İdari Bilimler Fakültesi Journal*, (22).
- Doğan, S. (2005). *Çalışan İlişkileri Yönetimi ERM*. İstanbul, Türkiye: Kare Yayınları.
- Dündar, İ. P. & Güneri Fırlar, F. B. (2006). İçsel Pazarlama ve Toplam Kalite Yönetimi “Türkiye’deki Ulusal Basın İşletmelerinin Değerlendirilmesine Yönelik Bir Araştırma”. *Bilig*, (37) , 131-153 . Retrieved from <https://dergipark.org.tr/tr/pub/bilig/issue/25369/267784>
- Erdal, Y. D. D. M. (2002). Yüksek Öğretimde E-Ticaret Eğitimi ve Bir Uygulama! . *Kuram ve Uygulamada Eğitim Yönetimi*, 32 (32), 484-501.
- GULATI, R. (2007), “Silo Busting: How to Execute on the Promise of Customer Focus”, *Harvard Business Review*, May, 98-108.
- İrak, H. & Taşçıoğlu, R. (2021). Türkiye’de İletişim Araştırmaları: 1980’lerden Günümüze Bazı Doktora Tezleri Üzerine Nitel Bir İnceleme. *İğdır Üniversitesi Sosyal Bilimler Journal*, (25) , 111-125 .
- Kotler P., (2002), *Marketing Management*, Millenium Edition, Prentice Hall, New Jersey
- Kütükçü, M. (2007). *Çalışan ilişkileri yönetiminin şirket performansına etkileri* (Master's thesis, Kırıkkale Üniversitesi). Year: 2009/ Volume: 11 Issue: 2 Line: 5 / No: 357 / DOI: 10.4026/1303-2860.2009.0102.x
- Ledingham John A., “Genel Bir Halkla İlişkiler Teorisi Olarak İlişki Yönetimini Açıklamak”, içinde *Halkla İlişkiler Üzerine*, der. Keskin Fatih, Özdemir Pınar, Dipnot, Ankara, 2009,
- Ledingham, J. A. (2009). Genel Bir Halkla İlişkiler Teorisi Olarak İlişki Teorisini Açıklamak. Fatih Keskin & B. Pınar Özdemir (Der.), *Halkla İlişkiler Üzerine* (117 – 166). Ankara: Dipnot Publishing.

ISBN: 978-625-6971-27-1

Rockart, J. (2003). Employee Relationship Management Conference-Exposition, <http://www.erm.dci.com/18.03.2003>, 1-3.

Sennett Richard, Karakter Aşınması, çev. Barış Yıldırım, Ayrıntı, İstanbul, 2002



SCIENCE OF EATING: Gastrophysics

Dr. Ceyhun UÇUK

Gaziantep University
0000-0003-2809-6430

Introduction

Gastrophysics is an ancient field of study that combines the paradigms of gastronomy and psychophysics to understand and make sense of the multi-sensory experience of food. It aims to explore the influence of food presentation and setting on our dining experience, as well as the factors that influence the way we perceive taste, flavor, and texture. Gastrophysics research is a field that tries to understand how our senses, such as sight, smell, taste, touch, and hearing, interact to affect our food preferences and satisfaction. In addition, gastrophysics is a research field located at the intersection of various sciences, such as food science, physics, engineering, mathematics, tourism, and statistics. Gastrophysics uses physical, chemical, and biological principles to understand the structure, flavor, and texture of food. It can also be used in the examination of processes such as the preparation, cooking, and serving of food. For this reason, gastrophysics can be used to understand and make sense of product development, quality control, and consumer preferences in the field of gastronomy.

The term "gastrophysics" was coined by Oxford University experimental psychologist Professor Charles Spence in his book "Gastrophysics: The New Science of Eating" (2017). According to Spence, gastrophysics aims to bridge the gap in the relationship between food science and psychology by using scientific methods to understand the psychological and physiological mechanisms that govern our eating experiences. Recent research in gastrophysics has shown that factors such as food presentation, plate size and shape, cutlery, and lighting can significantly affect our perception of taste and flavor. For example, researchers have found that the color of a plate can affect the perceived sweetness of the food, while the weight and texture of the cutlery or its presentation can affect the overall dining experience. Gastrophysics research emphasizes the importance of considering all sensory methods when designing dining experiences, suggesting that the sound and music played in restaurants can change our perception of taste and aroma (Zampini & Spence, 2004; Piqueras-Fiszman & Spence, 2012; Spence, 2017; Herpes, 2022). Gastrophysics is seen as an important field of study for the field of gastronomy. It is thought that it is necessary to better understand the historical process and study areas of the related fields. For this reason, in this section,

it is aimed to present an interdisciplinary perspective on gastrophysics, to touch on the fields of study, and to contribute to a better understanding of gastrophysics by giving examples from the literature and making more use of scientific studies.

Psychophysics and Gastronomy

Psychophysics is a concept developed by Gustav Theodor Fechner, a German experimental psychologist (1801-1887), and refers to the scientific study of the relationship between physical stimulation and perceptual experience. In other words, psychophysics investigates the quantitative relationship between physical and psychological events. In gastronomy, psychophysics is used in research such as smell tests, food sensory analysis that creates biases such as color, and determination of the effects of hearing on the characterization of food (perception of freshness and staleness). For example, Birch, Spencer, and Cameron (1972) conducted a study on trained panelists, in which they prepared four-egg cakes using the same method but colored them with different sizes of artificial egg dye. The panelists reported preferring the cake with a more intense yolk. Additionally, psychophysics is used to calculate the magnitudes of perceived taste stimuli, making it an important research area in gastronomy.

Historical Development of Gastrophysics

The term "gastrophysics" was first introduced in 2002 at the New Cosmology Conference organized by the Kavli Institute. It was the name given to an equation created by Max Tegmark, a Swedish-American cosmologist, to describe the relationship between the spatial distribution of galaxies and the density of dark matter (Tegmark, 2002). Later, the term was used by Rachel Somerville in the American Astronomical Society's 2004 newsletter to describe star formation, and by physicist Joel R. Primack to analyze feedback from supernovae (Primack, 2007).

While the concept of gastrophysics has been discussed in fields such as astrophysics, astronomy, and cosmology (Afshordi, 2007; Wu et al., 2009; Yao et al., 2010; Zhang & Sheth, 2007), it was Karry Parker who first associated gastrophysics with gastronomy and used it in its current meaning. In an article titled "The Recipe for Success: Teachers Are Inspired by Gastrophysics," Parker argued that food, the basis of life, and physics, the basis of the universe, could be combined to create a multidisciplinary science that could enhance the food preparation process (Parker, 2004).

Scientists who embrace gastrophysics aim to create an integrated academic research area by combining different perspectives on gastronomic sciences. It is important to note that gastrophysics should not be confused with the physics of

food, as it primarily focuses on the perception of taste and flavor (Velasco, Michel, & Spence, 2020). This discipline offers a unique approach to understanding food from a different perspective.

Scope of Gastrophysics

The scope of gastrophysics extends to the study of the interplay between our senses and the pleasure we derive from eating. According to Heston Blumenthal, renowned chef and proponent of gastrophysics, our enjoyment of food is not solely dependent on taste, but rather on the combination of our memories and sensory experiences. Gastrophysics has become a term associated with gastronomy and food, with food presentation being a crucial aspect of this field. Factors such as aesthetics, texture, and food matching theories all impact how food is presented and ultimately enjoyed.

In sensory evaluation studies, liking expresses positivity, and consumers' positive feedback on food is considered a positive evaluation. Sensory evaluation is an essential component of the food industry, providing valuable information about the sensory properties of food products that can be used to improve products and meet consumers' preferences. By employing various sensory evaluation techniques such as descriptive analysis, discrimination testing, and consumer testing, food manufacturers can gain insights into how their products are perceived by consumers and make necessary improvements.

The emerging field of gastrophysics investigates the complex interactions between our senses and the pleasure of eating. Understanding the principles of gastrophysics can aid chefs and food manufacturers in developing innovative ways of presenting food, such as using aroma, texture, and sound to enhance the sensory eating experience. Overall, gastrophysics represents a promising area of research for the food industry, as it seeks to unlock the full potential of our senses to maximize enjoyment of food. Figure 1 shows Gastrophysics and its related fields.

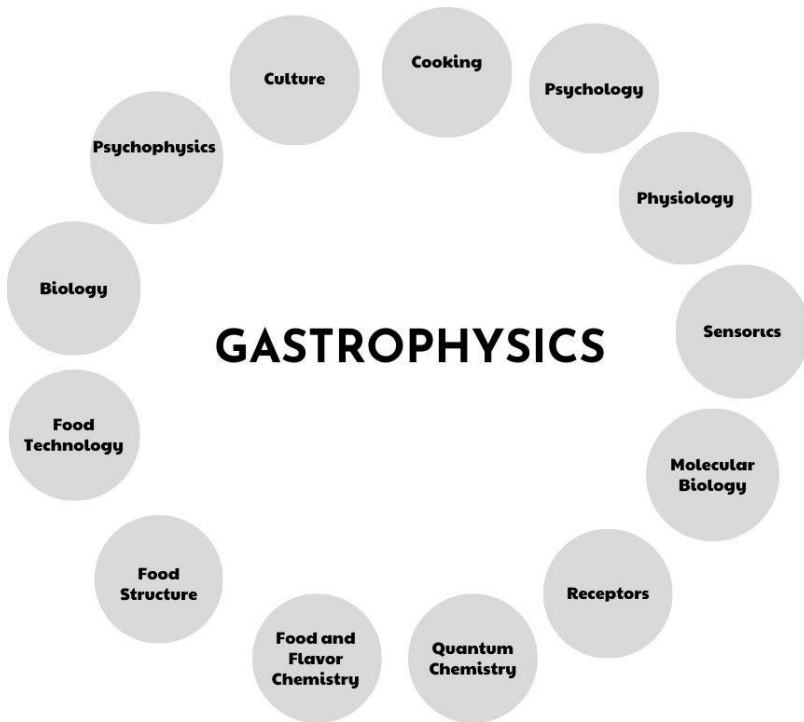


Figure 1: Gastrophysics and Related Fields (Vilgis, 2013; Spence, 2022)

It is challenging to limit Gastrophysics to the areas illustrated in Figure 1. It is known that fields such as neurogastronomy and sensory evaluation are related to Gastrophysics. The existing relationships between the fields related to Gastrophysics below have been explained in some domains.

Cooking: Through Gastrophysics, chefs and scientists can gain new perspectives on the complex relationships between food and the senses, and a multidisciplinary approach to innovative cooking techniques and cuisine can be provided. As highlighted by Spence (2019), Gastrophysics sheds light on the significance of sensory cues such as texture, aroma, and color in shaping the overall taste experience of a meal. Furthermore, research on food pairing is considered crucial in revealing how certain flavor combinations can enhance a food's overall taste profile (Ahn et al., 2011). Therefore, food pairing and Gastrophysics can be used to explain which products to combine while cooking. With this comprehensive knowledge, chefs and food scientists can create new and exciting culinary experiences that push the boundaries of traditional cooking techniques.

Psychology: Gastrophysics can provide a deeper understanding of the psychological mechanisms underlying the eating experience by explaining the complex relationships between food and behavior. As emphasized by Piqueras-Fiszman and Spence (2015), Gastrophysics strives to reveal the critical role that

context plays in shaping our perceptions of food, with factors such as presentation, environment, and ambiance that affect our enjoyment of a meal. Additionally, it demonstrates that the sensory properties of food can have strong psychological effects that affect mood, emotion, and even memory (Canetti, Bachar, & Berry, 2002). Gastrophysics can be used for further research into how food shapes our psychological and emotional experiences.

Culture: As Spence (2019) emphasizes, the eating experience is shaped not only by the chemical and physical characteristics of the food but also by cultural factors such as language, social norms, and aesthetic preferences. The cultural context of food has been extensively studied by anthropologists and sociologists, who have shown that food plays a critical role in shaping cultural identity, social relationships, and economic systems (Mintz & Du Bois, 2002; Fischler, 1988). By combining knowledge from Gastrophysics with social and cultural perspectives, the complex and dynamic relationships between food and culture can be explored in depth.

Physiology: Gastrophysics deepens our knowledge of the physiological mechanisms underlying the eating experience and seeks to uncover the complex relationship between food and the human body. It attempts to explain how the structure and composition of food can affect physiological processes such as satiety and hunger. It also demonstrates that the timing and frequency of meals can have powerful effects on the body's metabolism and circadian rhythms (Mattson et al., 2014). By integrating the knowledge gained through Gastrophysics, researchers can gain a broader understanding of how food interacts with the body and affects our health.

Sensors: The field of sensory processes plays a crucial role in understanding the multisensory interactions between food and human senses. Researchers use various techniques, such as the use of sensory sensors, to investigate how different sensory cues affect food perception. The integration of sensors into Gastrophysics research is used to improve the quality of food and create new dining experiences (Spence, 2020; Kim et al., 2021).

Molecular Biology: The integration of molecular biology into Gastrophysics research is used to understand the complex interactions between food and the human body (Mouritsen et al., 2013; Pedersen, Hansen & Clausen, 2021).

Receptors: Gastrophysics also examines the relationship between gustatory receptors and sensory perception. According to Spence (2015), receptors such as the umami taste receptor and the bitter taste receptor play a critical role in determining the sensory experience of food. In addition, Mennella et al. (2005)

suggest that individual differences in receptor sensitivity may impact food preferences and consumption. These findings have important implications for the development of personalized gastronomy experiences and should be further examined in the gastronomy industry.

Overall, Gastrophysics offers valuable insights into the complex relationship between the human senses and food and the potential for new developments in the food industry. Charles Spence, the founder of gastrophysics theory, has also made significant contributions to the food pairing theory. Therefore, before addressing Spence's food pairing hypotheses, it is essential to examine the food pairing theory itself.

Food Pairing

Food pairing theory is a relatively new concept that has garnered attention in the culinary world over the past few decades. The theory proposes that the flavors of different foods can be combined to complement and enhance their flavor. The origins of food pairing theory can be traced back to the early 2000s, when a group of scientists at the University of Copenhagen began analyzing the chemical compounds that make up various foods. In this theory, it is claimed that foods with similar taste compounds usually taste good together, whereas foods with different compounds generally do not have flavor compatibility. This led to the development of the "Flavor Web," a map of the chemical compounds that make up different foods and how they relate to each other. Many chefs and foodies use this knowledge to create new and exciting flavor combinations. For example, the combination of tomatoes and basil, both of which are high in a compound called linalool, is a classic pairing in Italian cuisine. Similarly, chocolate and coffee are often paired together because both contain compounds that give them a bitter taste (Ahn et al., 2011; Jayasena et al., 2013).

However, some researchers oppose the idea of the food pairing theory, arguing that other factors, such as cultural and personal preferences, may also play a role in determining what tastes good together. Some researchers also criticize the food pairing theory for ignoring the role of texture and other sensory aspects of food. Despite these criticisms, food pairing theory remains a valuable tool for chefs and foodies alike who want to try new flavor combinations. There is an ongoing effort to create both delicious and innovative dishes by understanding the chemical compounds that make up different foods (Ahn et al., 2011; Jayasena et al., 2013).

Food Pairing Theory is also the name given to empirical studies on flavor improvement by Chef Heston Blumenthal and chemist François Benzi (Caporaso and Formisano, 2016). In addition, the book "The Art and Science of Food Pairing" by Peter Coucquyt, Bernard Lahousse, and Johan Langenbick (2020), in which ten thousand matches were made, is among the important reference sources

in this sense. Although there are still some problems in flavor matching studies since the flavor and aroma components in foods are not fully explored (Batu, 2017), it is thought that the interest in this subject will increase in the coming years.

One of the key themes in research on food pairing theory is the use of flavor pairing as a predictor of food combinations. By identifying key flavor compounds found in different ingredients, researchers use this information to predict which ingredients will pair well together. For example, Ahn et al. (2011) found that ingredients with similar volatile flavor compounds tended to pair well together. In their study, they identified specific flavor compounds commonly shared among ingredients in recipes, and found that ingredients that share flavor compounds tend to be paired more often than ingredients that don't. Figure 2 shows a sample matching model prepared through foodpairing.com, where the larger green dots inside the rings at the junction points indicate a higher compatibility of the linked foods with each other.

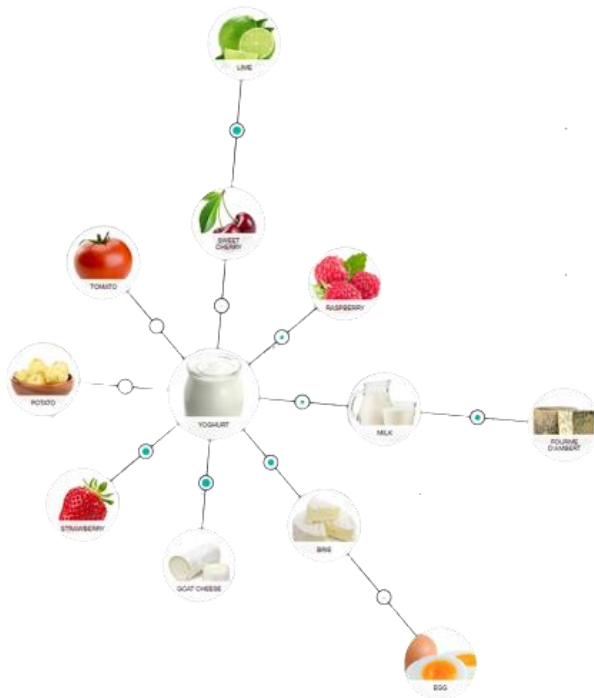


Figure 2: Example of Food Pairing (foodpairing.com, 2023)

Another theme emerging from research on food pairing theory is the effect of flavor pairing on food perception. Many studies have shown that pairing ingredients with similar flavor compounds can enhance the perception of flavor in the

resulting dish. For example, Meiselman et al. (2013) found that pairing chocolate with ingredients that share similar flavor compounds, such as raspberry, can enhance perception of chocolate flavor. In the study, they concluded that raspberry flavor compounds enhanced the perception of chocolate flavor, resulting in a more intense and enjoyable taste experience.

Food pairing theory is also used as a tool for creativity in the culinary arts. By understanding the key flavor compounds found in different ingredients, chefs can experiment with unique and unexpected flavor combinations. This theme is preferred by some researchers in examining the use of food pairing theory in the modernist kitchen. Flavor pairing does not take into account other factors that may affect food pairing, such as cultural and regional food preferences, cooking techniques, and personal taste preferences. It can be argued that consumers from different cultures have different preferences for food pairings, and relying solely on food combinations may not be appropriate in many cultures.

In summary, research on food pairing theory has uncovered several key themes, including the use of flavor pairing as a way to create food combinations, the impact of flavor pairing on food perception, and the use of food pairing theory as a tool for creativity. . These themes highlight the relevance and implications of food pairing theory in the culinary world and offer insight into how chefs and food scientists can use this theory to create unique and memorable dining experiences.

Food Pairing Hypotheses of Gastrophysical Theory

Charles Spence, the founder of the gastrophysical theory, states that traditionally, the selection of flavors to be paired during dining experiences was previously carried out by chefs or sommeliers. However, in recent years, there has been a great rise in research on flavor matching. With each passing day, people outside of these two lines of business are getting more and more attention. Today, individuals pair almost everything from drinks to food, from tea to cheese and chocolate. With increasing marketing potential and interest, scientists have become increasingly interested in understanding the cognitive/intellectual and perceptual principles responsible for successful flavor matching (Spence, 2022).

Although there are many theories about flavor matching, it is possible to say that Spence's theory is different from the others. Figure 3 presents the cognitive and intellectual approaches included in Spence (2022)'s flavor matching theory hypothesis.

Cognitive and Intellectual Approaches

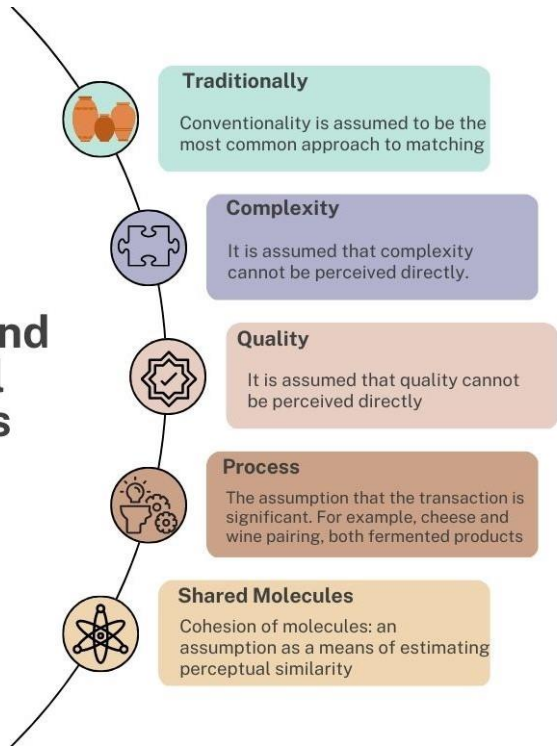


Figure 3: Cognitive/Intellectual Approaches in Charles Spence's Flavor Pairing Theory (Spence, 2022)

Spence (2022), who offers a critical look at previous flavor matching theories, argues that flavor matching cannot be explained by a single dimension. It can be said that knowing the flavor elements in Burdock (2009)'s handbook describing the flavor components one by one is not enough by itself. Considering that the food pairing theory, which is based on harmony in the molecular dimension, considers only one dimension in flavor matching, it is not possible to talk about gastronomy according to this theory. Although many studies claim that molecular pairings are highly successful in creating the perception of deliciousness (Ahn et al., 2011; Jain & Bagler, 2015; Galmarini, 2020), Spence (2022) points out that this has different results in different cultures. . Figure 4 shows the perceptual approaches included in Spence (2022)'s flavor matching theory.

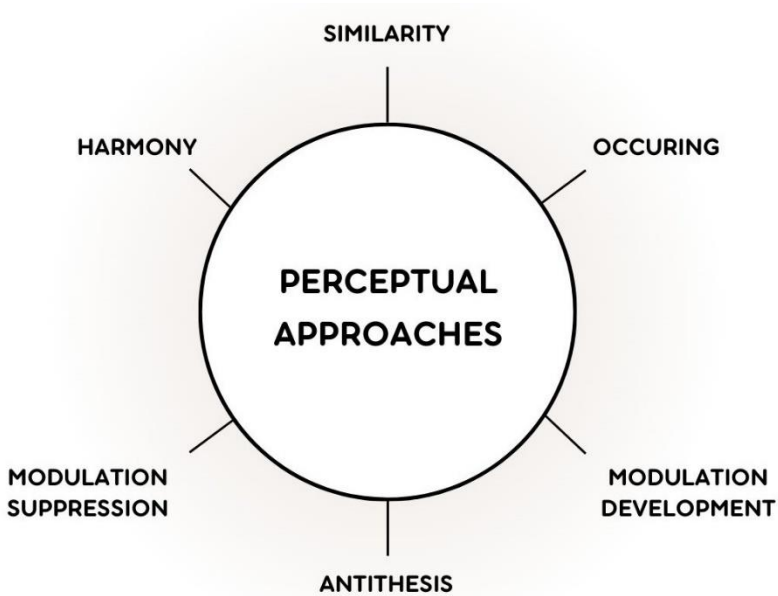


Figure 4: Perceptual Approaches in Charles Spence's Flavor Matching Theory (Spence, 2022)

When examined from the perspective of gastrophysics, it can be said that the food pairing theory has many problematic aspects. Even basic deficiencies such as differences between cultures and determinants of cooking methods show that the theory has aspects that are open to development.

Conclusion

In conclusion, gastrophysics is an important interdisciplinary field that seeks to deepen our understanding of the sensory experience of eating. Through experimental methods, researchers can uncover complex interactions between food and the senses, revealing new paradigms for the way we perceive flavor and the role of context in shaping our perceptions. While gastrophysics does not reject the food pairing theory outright, it reveals some of its shortcomings, including the fact that culture cannot be ignored in creating sustainable culinary experiences. Additionally, gastrophysics emphasizes the role of food in shaping our identities and social interactions, highlighting the importance of studying the evolution of different cuisines and culinary traditions.

Overall, gastrophysics offers a unique perspective on the complex interplay between food, science, and culture. It provides valuable insights into the effect of food presentation, the role of sound and music, and the impact of our environment on our taste perception. Experimental studies have shown that even small changes in presentation can significantly affect the perceived taste of a food, and that

ISBN: 978-625-6971-27-1

multi-sensory integration is essential to our enjoyment of dining experiences. As an emerging field of research, gastrophysics promises to unlock new insights and create exciting culinary experiences that explore the full potential of the sensory aspects of food.

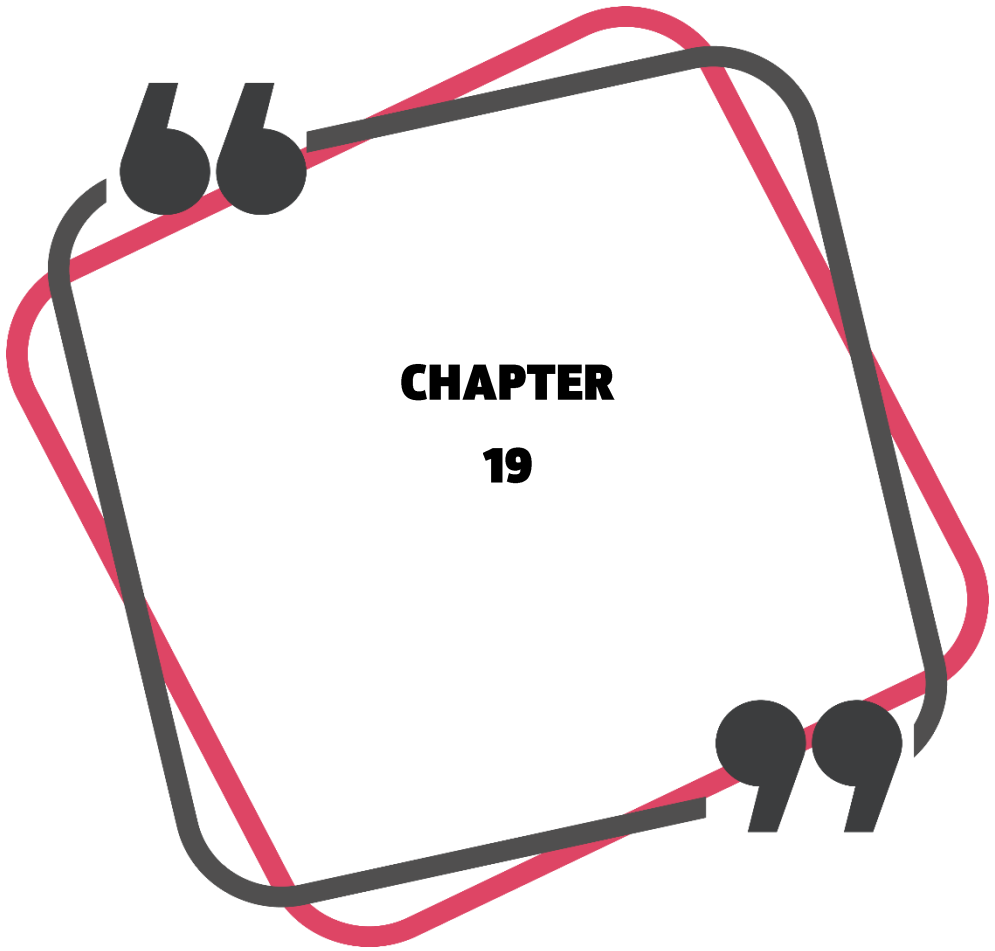
References

- Afshordi N (2007) How well can (renormalized) perturbation theory predict dark matter clustering properties? *Physical Review D - Particles, Fields, Gravitation and Cosmology* 75(2): 1–3.
- Ahn, Y. Y., Ahnert, S. E., Bagrow, J. P., & Barabási, A. L. (2011). Flavor network and the principles of food pairing. *Scientific reports*, 1(1), 1-7.
- Ahn, Y.-Y., Ahnert, S. E., Bagrow, J. P., & Barabási, A.-L. (2011). Flavor network and the principles of food pairing. *Scientific Reports*, 1, 196. <https://doi.org/10.1038/srep00196>
- Batu A (2017) Moleküler Gastronomi Bakış Açısıyla Gıdaların Tat ve Aroma Algıları. *Aydın Gastronomy* 1 (1): 25–36.
- Brown C, Randolph A B, Burkhalter J N (2012) The Story of Taste: Using EEGs and Self-Reports to Understand Consumer Choice. *The Kenne-saw Journal of Undergraduate Research* 2(1): 1-11.
- Burdock, G. A. (2016). *Fenaroli's handbook of flavor ingredients*. CRC press.
- Canetti, L., Bachar, E., & Berry, E. M. (2002). Food and emotion. *Behavioural processes*, 60(2), 157-164.
- Caporaso N, Formisano D (2016) Developments, applications, and trends of molecular gastronomy among food scientists and innovative chefs. *Food Reviews International* 32 (4): 417–435.
- Ceyhan B (2020) Kant Estetiği ve Beğeni Yargılarının " A PRIORI" Yapısı Tartışması, İstanbul 29 Mayıs Üniversitesi Sosyal Bilimler Enstitüsü Felsefe Bölümü (Lisans Bitirme Tezi), İstanbul.
- Eschevins, A., Giboreau, A., Julien, P., & Dacremont, C. (2019). From expert knowledge and sensory science to a general model of food and beverage pairing with wine and beer. *International Journal of Gastronomy and Food Science*, 17, 100144.
- Fischler, C. (1988). Food, self and identity. *Social science information*, 27(2), 275-292.
- Food Pairing (2023). *Food Pairing: foodpairing.com*, Erişim Tarihi: 05.03.2023
- Galmarini, M. V. (2020). The role of sensory science in the evaluation of food pairing. *Current Opinion in Food Science*, 33, 149-155.

- Galmarini, M. V. (2020). The role of sensory science in the evaluation of food pairing. *Current Opinion in Food Science*, 33, 149-155.
- Harrington, R. J. (2005). The wine and food pairing process: Using culinary and sensory perspectives. *Journal of Culinary Science & Technology*, 4(1), 101-112.
- Jain, A., NK, R., & Bagler, G. (2015). Analysis of food pairing in regional cuisines of India. *PloS one*, 10(10), e0139539.
- Jayasena, D. D., Ahn, D. U., Nam, K. C., & Jo, C. (2013). Flavour chemistry of chicken meat: A review. *Asian-Australasian Journal of Animal Sciences*, 26(5), 732.
- Kim, K. S., & Park, S. H. (2004). Isolation and Identification of Antioxidant Flavonoids from *Salicornia herbacea* L. *Applied Biological Chemistry*, 47(1), 120-123.
- Kim, S., Park, E., Fu, Y., & Jiang, F. (2021). The cognitive development of food taste perception in a food tourism destination: A gastrophysics approach. *Appetite*, 165, 105310.
- Koçyiğit H (2019) *Güzel Sanatlar Liseleri bazında çağdaş resim sanatında beden kullanımının estetik açıdan incelenmesi*, Marmara Üniversitesi Güzel Sanatlar Enstitüsü (Doktora Tezi) Türkiye.
- Lahne, J. (2018). Evaluation of meals and food pairing. In *Methods in Consumer Research*, Volume 2 (pp. 85-107). Woodhead Publishing.
- Mattson, M. P., Allison, D. B., Fontana, L., Harvie, M., Longo, V. D., Malaisse, W. J., ... & Panda, S. (2014). Meal frequency and timing in health and disease. *Proceedings of the National Academy of Sciences*, 111(47), 16647-16653.
- Mennella, J. A., Pepino, M. Y., & Reed, D. R. (2005). Genetic and environmental determinants of bitter perception and sweet preferences. *Pediatrics*, 115(2), e216-e222.
- Mintz, S. W., & Du Bois, C. M. (2002). The anthropology of food and eating. *Annual review of anthropology*, 31(1), 99-119.
- Mojet J, Christ-Hazelhof E ve Heidema J (2005) Taste perception with age: pleasantness and its relationships with threshold sensitivity and supra-threshold intensity of five taste qualities. *Food Quality and Preference* 16(5): 413-423.

- Mouritsen, O. G., Duelund, L., Bagatoli, L. A., & Khandelia, H. (2013). The name of deliciousness and the gastrophysics behind it. *Flavour*, 2, 1-4.
- Parker K (2004) Recipe for success: teachers get inspiration from ‘gastrophysics.’ *Physics Education* 39 (1): 19.
- Pedersen, M. T., Hansen, P. L., & Clausen, M. P. (2021). Gastronomy unravelled by physics: Gastrophysics. *International Journal of Food Design*, 6(2), 153-180.
- Piqueras-Fiszman, B., & Spence, C. (2012). The influence of the color of the cup on consumers' perception of a hot beverage. *Journal of Sensory Studies*, 30(1), 29-35.
- Primack J R (2007) Precision Cosmology: Successes and Challenges. *Nuclear Physics B - Proceedings Supplements* 173: 1–5.
- Shepherd, G. M. (2006). Smell images and the flavour system in the human brain. *Nature*, 444(7117), 316-321.
- Shepherd, G. M. (2011). *Neurogastronomy: how the brain creates flavor and why it matters*. Columbia University Press.
- Somerville R S (2004) Constraining the Efficiency of High Redshift Star Formation. *Bulletin of the American Astronomical Society* 704.
- Soykan Ö N (2013) Sanat ve Hakikat. *Beytulhikme An International Journal of Philosophy* 3(1): 139-150.
- Spence, C. (2015). Eating with our ears: assessing the importance of the sounds of consumption on our perception and enjoyment of multisensory flavour experiences. *Flavour*, 4(1), 1-14.
- Spence, C. (2017). *Gastrophysics: The new science of eating*. Penguin UK.
- Spence, C. (2017). *Gastrophysics: The new science of eating*. Penguin UK.
- Spence, C. (2020). Food and beverage flavour pairing: A critical review of the literature. *Food Research International*, 133, 109124.
- Spence, C. (2020). Gastrophysics: Nudging consumers toward eating more leafy (salad) greens. *Food Quality and Preference*, 80, 103800.
- Spence, C. (2022). Gastrophysics: Getting creative with pairing flavours. *International Journal of Gastronomy and Food Science*, 27, 100433.
- Tegmark M (2002) An overview of the primary CMB. KITP New Cosmology Conference.

- Tunalı İ (1965) Estetik Beğeni Problemi, *Felsefe Arşivi* (15): 57-67.
- Velasco C, Michel C, Spence C (2020) *Gastrophysics. International Journal of Food Design Special Issue.*
- Vilgis, T. A. (2013). Texture, taste and aroma: multi-scale materials and the gastrophysics of food. *Flavour*, 2(1), 1-5.
- Wu J, Ho C M, Boyanovsky D (2009) Sterile neutrinos produced near the electroweak scale: Mixing angles, MSW resonances, and production rates. *Physical Review D - Particles, Fields, Gravitation and Cosmology* 80 (10): 1–25.
- Yao Y, Wang Q D, Penton S V, Tripp T M, Shull J M, Stocke J T (2010) The dearth of chemically enriched warm-hot circumgalactic gas. *Astrophysical Journal* 716(2): 1514–1521.
- Zampini, M., & Spence, C. (2004). The role of auditory cues in modulating the perceived crispness and staleness of potato chips. *Journal of sensory studies*, 27(6), 443-450.
- Zhang P, Sheth R K (2007) The Probability Distribution Function of the Sunyaev-Zel'dovich Power Spectrum: An Analytical Approach. *The Astrophysical Journal* 671 (1): 14–26.



GIVING A VOICE TO DARK EXPERIENCES: BLACK WOMEN WRITERS ON BEING A BLACK WOMAN

Asst. Prof. Meltem UZUNOĞLU ERTEN

Pamukkale University

Department of English Language and Literature

ORCID: 0000-0002-9022-7983

Introduction

The struggle against male dominance has been a long process with varying intensity and focus throughout decades. While this struggle, usually referred as the feminist movement under one title, was limited to certain groups of women at first, it became widespread among women from diverse backgrounds towards the end of the 20th century, which gave voice to many disadvantaged women to tell their own stories, experiences, and perspectives at all.

Although feminism became much more efficient in the second half of the 20th century, it is a system of thought whose history goes back to the oldest times in human history. For a better understanding of the emergence of feminist thought, one should first be aware of the dominant structures which shape the society. By Oxford Concise Dictionary of Politics, feminism is described as in the following quotation:

Feminism is a way of looking at the world, which women occupy from the perspective of women. It has as its central focus the concept of patriarchy, which can be described as a system of male authority, which oppresses women through its social, political and economic institutions. (qtd. in Osborne, 2001: 8)

In opposition to patriarchy, the dominant structure shaping almost all societies today, human groups at the beginning of human history used to have a matriarchal order because of various reasons; mainly practical and religious. First, as a result of bad health conditions, the number of women in those groups was not so high

which made them valuable. Women used to work on the fields to feed the family and hunt together with the men from time to time. They used to know how to use tools. When these groups left nomadic life and settled, women discovered how to produce grain by using the seeds. They also invented some tools and equipment which are used both on the fields and at home even today to grow up grain, grind it, cook food, spin, and weave. All those items and women's mastery over them gave women a better, more significant, and more valuable place in the society. That is why women used to be treated as holy creatures in addition to their miraculous ability to produce human race. These reasons, women's great social role and their natural ability to give birth, soon gave them the highest place in the society as the Great Goddess; mother of all. Goddess statues belonging to this period and made of wood, marble, stone, or earth are very common all around the world:

The Great Goddess as a whole is a symbol of creative life and the parts of her body are not physical organs but numinous symbolic centers of whole spheres of life, For this reason the "self-representation" of the Great Goddess, her display of her breasts, belly, or entire naked body, is a form of divine epiphany. (Neumann, 1963: 128)

Usually, Goddess figure and her body are associated with production and protection. She is regarded as the source of life that unites birth, death, pain, and pleasure. However, because of the changes in population, technique and knowledge about nature, matriarchy left its place to patriarchy between the years around 6000 and 3000 B.C. With the rapid growth in population and the discovery of the plough, men started to work on the fields instead of women whose hoe was not enough to feed so many people now. In addition to all these, the discovery of man's role in human reproduction and the scientific explanation of the conception process took women down from the holy place where they sat before as the creators of miracles. Thus, the Goddess left her place slowly to a patriarchal God whose people established cities, made discoveries, founded a new society based on new relations and fought a lot among themselves in contrast to the people of the Goddess who lived in peace. During the same period and in the following ages, the role of women in the society was reduced to the one who gives birth to enlarge the family or who cooks, cleans, takes care, and serves to the world of men.

After hundred years of repression, in the 17th and 18th centuries, with the emergence of revolutionary developments in industry, women started to take place in work life more than they did before. However, although they made the same job with their male friends, they were earning less money. When capitalism reached its peak in the 19th century, women had huge problems both at home and at work. In this century, feminists followed a radical view to emphasize the importance of women. They defended the idea that women were rational and responsible with a capacity to develop themselves if any chance was given. Cultural feminists adopted a matriarchal view which aimed a turning back to the old matriarchal rule in the history:

Underlying this cultural feminist theory was a matriarchal vision: the idea of a society of strong women guided by essentially female concerns and values. These included, most importantly, pacifism, cooperation, nonviolent settlement of differences, and a harmonious regulation of public life. In the latter part of the nineteenth century this utopian vision was expressed in the theory of the matriarchate, a period of mother-rule which was postulated by anthropologists to have existed in prehistoric times. It found fictional expression in the women's literature of the period. (Donovan, 2000: 48)

This view was also supported by the developments in the field of genetics, anthropology, and theory of Darwin. Also, the Romantic period affected the feminists of the time. They believed in the freedom of women and freedom of their expression in every branch as Romantics claimed for all human beings. Romantics suggested that "each individual is born as a seed with a unique design imprinted within (a favourite romantic image), it must be allowed to unfold through one's life course" (Donovan, 2000: 49). Feminists who had romantic ideas also believed in the sisterhood of women. Despite their different characters, according to this view women were the best helpers for each other. Therefore, they should collectively discover their identities. After discovering their own identities and uniqueness, they would have no reason to act like men.

19th century and following it the 20th century witnessed diverse views, perspectives and comments on feminism. The common view is that sexism and sexual discrimination is a result of the patriarchal societies in which men dominate women and use all kinds of institutional and ideological systems such as law,

politics, economics, ethics, science, fashion, culture, education, and mass media to continue this domination. Women are marginalized and seen as inferior to men in those societies:

Throughout history, you'll see women being left out in almost every area....If you read the Bible, of course you'll find mention of significant women, such as Esther and Ruth; however, you'll never find these women mentioned in the same glowing manner as Peter and Paul and Moses....Women throughout the Bible and history had done outstanding things that they were not considered capable of doing, but when they did them, they simply were not recognized as much as the men. (Ryan, 2001: 140.)

Moreover, their inferiority is introduced as a natural outcome in front of the power represented by men. Starting with the 19th century, the modern period western feminism is divided into three parts and the period before is called as *protofeminism* by most of the historians. These parts are called *waves* and each part deals with the different aspects of the topics gathered under the umbrella of feminism.

Black Women Gaining a Voice

Black women had to wait until they felt powerful enough to raise their voices. Their being able to tell their own stories is a step in the history of feminism that leans on a long process. In this process, the first wave which covers the 19th century, and the early 20th century feminism is about suffrage, working conditions and the right of education for women. This is the period in which women opposed their preset ideal Victorian woman role and image represented by *angel in the house* type. Most read and known author of the period is Jane Austen who pictured the place and situation of women in the 19th century England well enough to show the conditions that limit women's lives. Virginia Woolf became one of the most influential writers of the world wars period whose *A Room of One's Own* claims the only thing women need for freedom and self-expression is financial independence and private sphere:

In *A Room of One's Own*, she also argues that women's writing should explore female experience in its own right and not form a comparative assessment of women's experience in relation to men's.

The essay therefore forms an early statement and exploration of the possibility of a distinctive tradition of women's writing. (Selden, 1997: 125)

Virginia Woolf is called "the founding mother of the contemporary debate who announces many of the issues later feminist critics were to focus on" (Selden, 1997: 124). Written in 1949 and following the footsteps of Woolf, Simone de Beauvoir's *The Second Sex* became a turning point in the history of feminism. It was "a wide-ranging critique of the cultural identification of women as merely the negative object, or "Other," to man as the defining and dominating "Subject" who is assumed to represent humanity in general" while also dealing with "the great collective myths of women in the works of many male writers" (Abrams, 1993: 234). She can be regarded as the borderline between the first wave and the second wave feminist movements:

While her hugely influential book *The Second Sex* (1949) is clearly preoccupied with the "materialism" of the first wave, it beckons to the second wave in its recognition of the vast difference between the interest of the two sexes and in its assault on men's biological and psychological, as well as economic, discrimination against women. (Selden, 1997: 126)

Beauvoir discusses how women are made *other* by the patriarchal world and how women internalize this idea. She also distinguishes between the concepts of sex and gender and demands freedom from biological differences as the other first wave feminists do.

Meanwhile, the world was experiencing two world wars that followed each other. With the World War II in 1940s, women's duty was doubled: both at home and outside they were working for unskilled or semi-skilled jobs to support their families. Because of the need for work force and harsh economic conditions of the time, finding a job became easier for women. Besides, lots of women served the army during the war years.

If we make a comparison, it seems that the second wave feminism is much more powerful than the first. It covers a period between the beginning of 60s and the end of 80s. It also has a literary character from the beginning since "it realized the significance of the images of women promulgated by literature, and saw it as vital to combat them and question their authority and their coherence" (Barry, 2002: 121). It starts with Betty Friedan's *The Feminine Mystique* (1963) which

criticizes white, heterosexual, middle-class American women who were trapped in their domestic world. In general, second-wave feminists are concerned with the problem of discrimination, inequality, patriarchal pressure, lack of political organizations for women and accepting women of diverse backgrounds which is essential for the liberation of women. Its important points are summarized in five sub-titles, biology, experience, discourse, the unconscious and social and economic conditions. Second wave feminists reject the idea that women are inferior to men biologically and they believe femininity is constructed by culture not by biology.

Feminism, especially in 60s, was fuelled by the social, political, and cultural climate of the time. 60s was a period during which all marginal groups stood for their rights and found the freedom to speak. Again, during 60s, there was a group of women who could get higher education in the previous decades and education possibilities for women were increasing in those years. In the years labelled with questioning every kind of authority, feminism became a study field and subject of discussion in the academic world as well. New feminists were arguing about politics and sexual issues. Kate Millett's *Sexual Politics* (1970) is one of the most influential works of those years. Another important figure of the period is Elaine Showalter with her book *A Literature of Their Own* (1977), which directly refers to Virginia Woolf. She supports the idea that "while there is no fixed or innate female sexuality or female imagination, there is nevertheless a profound *difference* between women's writing and men's, and that a whole tradition of writing has been neglected by male critics" (Selden, 1997: 135). One another point about the second wave feminists is the fact that rather than acting in a united way, they were divided into groups such as radical, Marxist, or liberal feminists under the effect of multiple politic views. The favourite subjects for which feminists struggled in those years are the right for abortion and equal pay for equal work. Although Margaret Thatcher was the first woman Prime Minister in England, she started a conservative climate which silenced the feminist movement in the western world of the 80s together with Ronald Reagan in the United States.

Third wave feminist movement started in early 90s but is rooted in the middle 80s and it is basically characterized with the attempts to celebrate diversity and change. In contrast to the first wave and more than the second wave, third wave feminists believe in diversity. Third wave feminism is interested with women from various backgrounds: different races, colours, ethnicities, nationalities, religions, and cultures. As an alternative to a unitary, single idea, these feminists

usually incorporate elements of queer theory, anti-racism, women-of-color consciousness, post-colonial theory, postmodernism, ecofeminism and new feminist theory. Also third wave feminism has the difference of sex-positivity which means perception of sexuality in a positive way as well as defining what sex means in a broader sense. It also emphasized what abuse, mistreatment and approval may imply in the context of sex. What is aimed generally by the third wave by focusing on all these marginal groups is to create a consciousness which they believe will bring change:

Consciousness among women is what caused this [change], and consciousness, one's ability to open their mind to the fact that male domination does affect the women of our generation, is what we need... The presence of feminism in our lives is taken for granted. For our generation, feminism is like fluoride. We scarcely notice we have it—it's simply in the water. (Baumgardner, 2000: 58)

Third wave feminism is a response to the failures of the second wave. Especially, sexual harassment politics of the governments and the representation of women in the parliament are the main topics of this movement. They also follow the second way feminists about issues such as the creation of domestic-abuse shelters for women and children and the acknowledgement of abuse and rape of women on a public level, access to contraception and other reproductive services (including the legalization of abortion), the creation and enforcement of sexual-harassment policies for women in the workplace, child-care services, equal or greater educational and extracurricular funding for young women and women's studies programs (web source 1). To sum up, what is aimed by the three waves of feminist movement can be summarized as “to disturb the complacent certainties of such a patriarchal culture, to assert a belief in sexual equality, and to eradicate sexist domination in transforming society” (Selden, 1997: 121). Finally, it should be also emphasized that the journey of feminism has taken a more digital turn in the final decades, which has given voice to each individual woman through internet.

Black/Women

As stated previously, one distinctive feature of the third wave feminists is their focus on the representation of all women coming from various backgrounds. In 1982, Barbara Smith published her influential book opening the way for black

feminist perspective; *All the Women Are White, All the Blacks Are Men, But Some of Us Are Brave: Black Women's Studies*. Black feminists argue that sexism, oppression, and racism are strongly connected. They emphasize the fact that black women experience a stronger kind of oppression from that of white women which is ignored by the white women dominated feminist perspective. Patricia Hill Collins defines Black feminism, in *Black Feminist Thought* (1991), as including "women who theorize the experiences and ideas shared by ordinary black women that provide a unique angle of vision on self, community, and society" (qtd. in Altink, 2006: 231). Black feminist organizations that emerged in 70s and came face to face with lots of struggles claim that "black women face the same struggles as white women; however, they also have to face issues of diversity on top of inequality" (Hall, Everett and Hamilton-Mason, 2012: 207).

Black Feminism emerged out of the Black Liberation Movement and the Women's Movement. It was simply the result of an effort to meet the needs of black women who felt they were being racially suppressed by the white women's movement and sexually suppressed among the members of the black men's liberation movement. These oppressions finally paved the way for the Black Feminist Movement. Until then people used to see *black* equal with black men, while *woman* was equal to white woman. The invisible black women were totally ignored, so their main purpose was to stop racist, sexist and classist discrimination. Black women who took place in the feminist movement of the 60s were often met with racism. They were excluded from the movement clearly and everything discussed related with women issues were regarded as universal though they were only the experiences of white women:

Sexism and racism have so informed the perspective of American historiographers that they have tended to overlook and exclude the effort of black women in discussions of the American women's rights movement. White female scholars who support feminist ideology have also ignored the contributions of black women.... An example of the trend can be found in June Sochen's work *Herstory*, where she discusses white women's organizations in a chapter titled "The Women's Movement" but discusses black women's organizations in a chapter titled "Old Problems: Black Americans. (Ryan, 2001: 132)

However, despite the true nature of these experiences, they were inefficient in reflecting the reality experienced by black women because of their difference in race and class. Black women who “felt forced to choose between a black movement that primarily serves the interests of black male patriarchy, and a white women’s movement which primarily serves the interests of racist white women” (qtd. in Bryson, 2003: 228) finally agreed that they did not want to be a part of white feminism.

One of the foundation texts of black feminism is *An Argument for Black Women’s Liberation as a Revolutionary Force*. It is written by Mary Ann Weathers and published in 1969. The following year, in 1970, the Third World Women’s Alliance published the *Black Women’s Manifesto*. Black women began creating theory and developing a new movement which focused on their specific problems including sexism, racism, and classism. They “struggled on several fronts: for suffrage, to improve conditions for their race, and to achieve equality with white women” (Freedman, 2002: 80). They established various organizations like The Black Panther Party, National Black Feminist Organization, National Association of Colored Women and Salsa Soul Sisters as well as many others. Black women dealt not only with feminist issues but also with racism and had to struggle even against black males in terms of sexism:

Despite these tensions, women of color in the United States clearly recognized that gender as well as race affected their lives. A 1972 poll showed that two-thirds of black women, compared to only one-third of white women, were sympathetic to the women’s movement. (Freedman, 2002: 89)

To define themselves, black women refused the pressure both from black man and white women. However, they turned this problem into richness by stepping one foot on the specialties of their race and one foot on the reality of being a woman. In 1981 Kitchen Table/Women of Color Press published a special anthology called *This Bridge Called My Back: Writings by Radical Women of Color* in order to present diverse women’s stories. The idea of bridging different female identities became a central issue of feminism in general and studies such as sharing the experiences of Chinese, Asian, Indian, Jewish or lesbian women became a favourite field of study. As a result of these struggles, women started to regain what they lost a long time ago:

I will have my voice: Indian, Spanish, white. I will have my serpent's tongue— my woman's voice, my sexual voice, my poet's voice. I will overcome the tradition of silence. (Freedman, 2002: 91)

Overcoming the long period of female silence, gaining a voice and an identity has become major subjects of feminism, especially for the women outside the white feminist community. More than a century after the famous speech of Sojourner Truth, *Ain't I a Woman?*, feminist theory today includes an analysis of how race, sexuality, class, and gender affect women's lives. Many departments dealing with women studies now have courses about the writings and history of women both in the United States and other countries. However, in order to broaden their effect, black feminists should have a strong connection with the new generations. These young people should be informed both about the theory and history. Liberation movement for black people also should support the black women's movement together with white feminist groups. Black feminists claim all women are natural allies of each other, so; they should work together to make a change.

Women and Literature

When it comes to the relation between feminism and language and literature, act of writing and productivity is generally thought to be related with masculinity in the patriarchal societies. In her article *Literary Paternity* Sandra M. Gilbert summarizes the Victorian ideas about writing and how a connection is created between the author, who represents the authority of the father, his male sexuality as the source of creativity and the male sexual organ. Following the claims about men as the source of all kinds of creativity, Gilbert comes to women and their writing which is seen as an act against nature by the patriarchy. However, she shows the way out of these patriarchal ideas clearly:

Passages from the works of several other women writers suggest one significant way in which the female artist can bring this secret self to the surface of her own life: against the traditional generative authority of the pen/penis, the literary woman can set the conceptual energy of her own female sexuality. (Gilbert, 1986: 494)

Hélène Cixous supports Gilbert's idea about women writers in her article *The Laugh of the Medusa* and says the women should put all their bodies and existence in the text to produce special works. By addressing all women on the world,

she calls them out from darkness which is only possible by expressing themselves freely through literature:

Woman must write her self: must write about women and bring women to writing, from which they have been driven away as violently as from their bodies. Woman must put herself into the text-as into the world and into history- by her own movement. The future must no longer be determined by the past. (Cixous, 1997: 309)

For Cixous, writing is the only activity through which women can break their long silence and repression. Writing is also political power for women which give them a voice of their own:

Women must write through their bodies, they must invent the impregnable language that will wreck partitions, classes, and rhetorics, regulations and codes, they must submerge, cut through, get beyond the ultimate, reserve-discourse, including the one that laughs at the very idea of pronouncing the word “silence,” the one that, aiming for the impossible, stops short before the word “impossible” and writes it as “the end”. (Cixous, 1997:315)

According to Cixous, women’s language is different from male language, and this gives it an individual character. She defines women’s language as free and fluid-like. She also adds women’s power as life-givers which prove that they must have the authority in creative writing, language, and literature.

Black Women Writing Their Stories

In the works of literature by black women writers, silence/having a voice, past/present, finding an identity, feminine culture/masculine culture, religion, gender construction, prejudices between sexes, mother/daughter relationships, discrimination, sex, violence, rape, memory, remembering or forgetting the past, ghosts of the past, reconstruction of present and women’s narration are key concepts. In this study, five novels, all of which have black women writers will be analyzed in terms of the mentioned concepts as well as black narratives in general. *Their Eyes Were Watching God* (Zora Neale Hurston 1937), *I Know Why*

the Caged Bird Sings (Maya Angelou 1969), *Kindred* (Octavia Butler 1979), *Ugly Ways* (Tina McElroy Ansa 1993) and *Paradise* (Toni Morrison 1997) will be the books to be chronologically analysed to observe how different aspects of feminist issues are handled in each in different time periods.

To start with, African American literature depends on oral tradition which has rich repetitions and the history of slavery. Roughly speaking, African American culture, freedom, democracy, religion, violence, racism, slavery, equality, inequality, and discrimination are the basic themes. *Uncle Tom's Cabin* (1852) is the most important and widely known typical African character of slave literature. With the Harlem Renaissance between the years 1920 and 1940, African American literature started to take attention. There are many works of art and literature produced intensely in this period. The Harlem Renaissance marked a turning point for African American literature. Before this time, books by African Americans were read by other black people while after the renaissance, African American literature began to be a part of American culture.

As a general aspect of women's narration, most of the works by black women writers are based on cyclical plot structures, going between past memories and present reality and as a result finding a voice and identity all of which can be called some kind of individualization process both as a black person and a woman at the same time.

The first of the above-mentioned novels, *Their Eyes Were Watching God*, by Zora Neale Hurston, is one of the best and effective works of the Harlem Renaissance period. Although she produced many other literary works, Hurston's writing was underestimated for decades because of her gender and the fact that her books were not seen socially or politically relevant. She and her work were rediscovered in 70s by Alice Walker who showed Hurston as a role model for black women writers. *Their Eyes Were Watching God* is a novel which reflects the realities of a poor black southern woman during the time of Depression. It has a friendly tone since the story is told by the protagonist, Janie Crawford, and because of the local usage of language it employs. The rich dialect of the novel shows the relationship between language, thought and culture while the metaphorical narrative stands for imaginative and spirited people.

Their Eyes Were Watching God is Janie's quest for finding an identity and voice who is "reared by the myth of marriage as the only route of expression for a woman" (Hausman, 1976: 62). As a little black girl whose mother is the victim of a white man and who lives together with her grandmother Nanny in white people's house, she has an identity problem. When she sees herself for the first

time in a photo together with white children, she can not find herself because she is totally unaware of the fact that she is black. She expresses her surprise by saying: “Aw, aw! Ah’m colored!” (Hurston, 1986: 12). She is not accepted into black children’s play groups because she is accused of wearing the old clothes of white children. The black children at school cruelly “push [her] ‘way from de ring plays and make out they couldn’t play wid nobody dat lived on premiss” (Hurston, 1986: 13). When she becomes a teenager Nanny is anxious since she is afraid of her sharing her mother’s destiny who was raped by a white schoolteacher and ran away after Janie’s birth. Nanny is an experienced woman who knows that “de white man is de ruler of everything” (Hurston, 1986: 19). Although Nanny is an old woman with old fashioned ideas according to Janie, she advises her about the dreams to be fulfilled and life as a battle to be won:

You know, honey, us colored folks is branches without roots and that makes things come round in queer ways. You in particular. Ah was born back due in slavery so it wasn’t for me to fulfill my dreams of whut a woman oughta be and to do. Dat’s one of de hold-backs of slavery. But nothing can’t stop you from wishin’. You can’t beat nobody down so low till you can rob’ em of they will. Ah didn’t want to be used for a work-ox and a brood-sow and Ah didn’t want mah daughter used dat way neither. It sho wasn’t mah will for things to happen lak they did. Ah even hated de way you was born. But, all de same Ah said thank God, Ah got another chance. (Hurston, 1986: 21)

The relationship between Nanny and Janie is important since one of them is a woman born in the time of slavery while the other is a free individual who knows relative freedom. Janie decides to follow Nanny’s advice about dreams and wishing. Despite her unhappiness in her two marriages, first with Logan Killicks who is an old farmer and then with Joe Starks who is an ambitious politician, she never gives up running after happiness.

Logan Killicks is an old farmer with whom Janie gets married since Nanny wants her to do so. Nanny wants this marriage because she is afraid of Janie to experience bad events like her mother. She wants her to be protected:

Killicks represented economic security, marital legitimacy, and a measure of protection from dependence on whites or exploitation by them. Such a marriage was the greatest goal that slave-born Nanny could imagine for the beloved child who was the issue of rapes of both mother and grandmother by white and black men. But Killicks meant mere survival to Janie. He did not offer joy, romance, sexual desire, or understanding, and certainly not creativity, imagination, or a means to envision a meaning for experience that transcended sixty acres and a mule. (Pondrom, 1986: 190)

However, Janie wants to know what love or marriage means and she asks: “Did marriage compel love like the sun the day?” (Hurston, 1986: 28). Contrary to Janie, as a woman who experienced the days of slavery Nanny thinks that love is nothing. For her, Janie must be thankful since she has a rich husband and everything she desires:

If you don't want him, you sho oughta. Heah you is wid de onliest organ in town, amongst colored folks, in yo' parlor. Got a house bought and paid for and sixty acres uh land right on de big road and...Lawd have mussy! Dat's de very prong all us black women gits hung on. Dis love! Dat's just whut's got us uh pullin' and uh haulin' and sweatin' and doin' from can't see in de mornin' till can't see at night. Dat's how come de ole folks sat dat bein' uh fool don't kill nobody. It jus' makes you sweat. Ah betcha you wants some dressed up dude dat got to look at de sole of his shoe everytime he cross de street tuh see whether he got enough leather dere tuh make it across. You can buy and sell such as dem wid what you got. In fact you can buy' em and give' em away. (Hurston, 1986: 31)

Although Nanny guaranties Janie that she will love Logan in the future by saying; “Yo' mind will change” (Hurston, 1986: 32), Janie cannot love him truly. As a result of her dissatisfaction with her marriage, she flirts with Joe Starks for some time, and they run away together. But Joe is not what she longs for either. He is a rich man who has an ambitious character and becomes the mayor of the town in a very short time. Despite the conformity of her life, Janie is not happy again since Joe isolates her from everything and everybody:

Janie soon began to feel the impact of awe and envy against her sensibilities. The wife of the Mayor was not just another woman as she had supposed. She slept with authority and so she was part of it in the town mind. She couldn't get but so close to most of them in spirit. (Hurstun, 1986: 62)

Like a statue, Joe wants to give a shape to Janie to create the perfect woman who is the most suitable to be the mayor's wife. He is dominant and wants to rule Janie who is nothing but an accessory in his world. She has no identity other than being the mayor's wife. With a broken heart Janie keeps silent for many years. She is disappointed since she could not get what she aimed:

The years took all the fight out of Janie's face. For a while she thought it was gone from her soul. No matter what Jody did, she said nothing. She had learned how to talk some and leave some. She was a rut in the road. Plenty of life beneath the surface but it was kept beaten down by the wheels. Sometimes she stuck out into the future, imagining her life different from what it was. But mostly she lived between her hat and her heels, with her emotional disturbances like shade patterns in the woods-come and gone with the sun. She got nothing from Jody except what money could buy, and she was giving away what she didn't value. (Hurstun,1986: 102)

Janie keeps her hope for the future while she controls her individuality by controlling her silence. She learns how important it is for a woman to control her voice. She uses it as a weapon against male domination and waits for the day she is going to use her voice. The day comes when Joe is almost dead. Just before Joe's death, when he is ill lying in bed, she breaks her silence by saying "naw, you gointuh listen tuh me one time befo' you die" (Hurstun, 1986: 115). With Joe's death, for the first time in her life she feels free. She has the control and right over her own life:

She had found a jewel down inside herself and she had wanted to walk where people could see her and gleam it around. But she had been set in the market-place to sell. Been set for still-bait. When God had made The Man, he made him out of stuff that sung all the time and glittered all over. Then after that some angels got jealous and

chopped him into millions of pieces, but still he glittered and hummed. So they beat him down to nothing but sparks but each little spark had a shine and a song. So they covered each one over with mud. And the lonesomeness in the sparks make them hunt for one another, but the mud is deaf and dumb. Like all the other tumbling mud-balls, Janie had tried to show her shine. (Hurston, 1986: 120)

Honestly, she confesses how she hated Nanny because of the direction she gave Janie's life. She believes in love and dreams in contrast to Nanny who chose security, wealth, and status for her. Being women of different ages, the priorities and perspectives of Nanny and Janie are very much different from each other. In contrast to expectations, Janie feels free and happy as a woman alone after Joe's death. She feels the freedom in her soul without thinking about the rules of the community:

When Janie throws open the windows to call the townfolk to Joe's death bed, she is ready at last to discover what it means to own herself. She has torn off the symbolic head rag, and she knows herself to be a woman. (Pondrom, 1986: 192)

Later, when she does not think about love anymore, she meets Tea Cake who is the love of her life. Tea Cake is twelve years younger than Janie. From the first moment they meet each other, Janie knows he is the man she looks for and they fall in love with each other. Despite the gossip in the town, just nine months after Joe's death, she marries Tea Cake and leaves the town. Although they face some difficulties together, they are successful in dealing with them. Tea Cake is a young, inexperienced man. He steals Janie's money, leaves her alone and they have some quarrel. To put things in an order, Janie and Tea Cake come together and talk. They decide to share everything in their marriage. They succeed in having a happy life together for the next two years until Tea Cake is bitten by a rabid dog during a horrible hurricane. A few weeks later, mad because of the illness Tea Cake attacks Janie and tries to kill her. To protect herself, Janie kills Tea Cake ironically with the gun they practised together. She is full of sorrow for killing the only man she loved and thanks "him wordlessly for giving her the chance for loving service" (Hurston, 1986: 246). Put in jail first, Janie is found not guilty by the court, and she turns back to her old town.

Janie's story is a story of individuation, finding both an identity and a voice. At the beginning of the story, she is an inexperienced young girl whereas at the end she is strong, proud of herself, confident and independent. Tea Cake is the man whom she dreams under the pear tree which is the symbol of harmonious and perfect love. Janie finds her voice together with him "who come' long and made somethin' outa" (Hurston, 1986: 222) her and by killing him she chooses her own identity rather than another person. From the feminist perspective, killing Tea Cake is to have the full control as a woman because "it is not until Janie has killed Tea Cake and all of her lovers are out of the novel that she is able to find real peace and independence" (Marks, 1985: 152). She is an individual now who can live on her own without being supported by a man. She can now make her own choices and decisions and the readers hear Janie's mature voice in the parts at the court when she tells her story.

Finally, Hurston uses the technique of remembering memories. She tells about the past when she is informing her readers about how Janie found her voice. During her quest for spiritual fulfilment, Janie struggles against the values of others imposed on her. She first struggles to have a place in the society as a black child living in the house of a white family. She is not totally accepted either by the white folks or the black ones. As a black, girl child, she is unaware of the dangers and problems waiting for her. Then she struggles against Nanny's ideas. As an experienced woman, Nanny is right in her own way, but her ideas never bring happiness for Janie. She struggles against her husbands in her marriages. After long years of keeping her silence, she finds her voice for the first time with Joe's death. During those years, she has to cope with violence as well:

Violence twice precipitates a change in her life: Nanny's slaps help persuade Janie to marry Logan; Jody's slaps encourage her to separate her internal and external lives in order to survive. Janie reacts to this violence by some manner of accommodation; it does not occur to her to defend herself physically. Significantly, Janie battles Jody according to his own rules, so that her single victory is verbal. (Kubitschek, 1983: 112)

Although, she chooses not to use physical violence as a woman, finally she has to in order to protect herself from Tea Cake. Having experienced violence, Janie eventually learns finally how to struggle and survive in a world governed by violence. Finally, she finds happiness with Tea Cake. However, it does not

last long. Although she has a life full of both sorrow and joy, Janie achieves her goal at the end of the story as a powerful woman with an identity.

Second book of this study is *I Know Why the Caged Bird Sings* by Maya Angelou. As the first book of her five autobiographical books, *I Know Why the Caged Bird Sings* is the most popular and discussed one. Angelou wrote the book when the memories of black women were especially popular and when they started to voice women's thoughts and existence. Angelou's book is the story of a little, black, southern girl who experiences discrimination related both with gender and race. The book also covers topics such as violence, child abuse, search for identity and the relationship between children and their parents.

The story is first told by Maya, who is the child counterpart of the writer herself, and continues with the adult Angelou later. What is central to the work is the fact that "Maya experiences both her black skin and her femaleness as disadvantageous" qualities since they "cause her displacement within the dominant white society" (Noon, 2009: 54). However, she can not even see white people around. Angelou explains the situation by saying, "In Stamps the segregation was so complete that most Black children didn't really, absolutely know what whites looked like" (Angelou, 1969: 24). She is not yet employed since she is too young. She creates a mythological vision of the white community in her mind "never believing whites were really real" (Angelou, 1969: 25).

Maya experiences lots of insult as time passes because of the colour of her skin. She designates "the most painful and confusing experience ever had with [her] grandmother" when they experience together the insults coming from the "powhitetrash" persons (Angelou, 1969: 28): "A group of white trash children who regularly disregard the established social codes and hierarchies of the black community subject Momma to a show of the little racialized power granted their skin color, mocking and insulting her" (Noon, 2009: 55). Maya feels so helpless since she can not stop their insult towards her grandmother, and she cries it; ". . . I knew I was as clearly imprisoned behind the scene as the actors outside were consigned to their roles" (Angelou, 1969: 30). These experiences make Maya feel herself "most familiar" with the state of being "in disgrace with fortune and men's eyes" (Angelou, 1969: 14) as described by Shakespeare, which also makes her feel shame for she adopts a white man's ideas. Because of the absence of white community in their daily lives, "Maya attains most of her knowledge regarding white people from her immediate circle of friends and family" (Noon, 2009: 56).

Although Momma is not a white woman, she is called with the title *Mrs.* in her community, which makes Maya too much proud of her. Soon, Maya discovers that white skin is an important reason for gaining people's respect. Maya's self is also dependent on her experience about her femininity in the community she lives as well as her colour of skin. At the opening part of the novel, she describes herself as "a too-big Negro girl, with nappy black hair, broad feet and a space between her teeth that would hold a number two pencil," by making a comparison between herself and white women while her ideal image of a woman who is a "blond . . . light-blue eye[d]" dream girl proves that she has internalized whiteness as a must for beauty (Angelou, 1969: 4-5). It is natural for her to judge herself so severely because of the fact that she is labeled as *ugly* even in her society. "Her most frequent rescuer is her brother Bailey, and under his protection the intense fondness Maya feels for him verges on the point of worship" (Noon, 2009: 64): "a lonely child has . . . the unshaking need for an unshakable God. My pretty Black brother was my Kingdom Come" (Angelou, 1969: 23). Her brother is much more valued than Maya since he is a boy which develops an inferiority complex in Maya's soul. That is why she puts a distance between herself and the others who may help her in facing the hard situations.

Besides her grandmother Momma, another significant figure in Maya's life is her mother, Vivian Baxter. She stands in opposition to the grandmother Momma who is the protective, self-sacrificing woman type. Vivian is the embodiment of black female sexuality. Her lover Mr. Freeman is the man who rapes Maya and gives the story a female centered point of view. When Maya is only at the age of eight one morning, she is exposed to sexual harassment by Mr. Freeman, but she cannot understand the reality as an innocent child. She comments about her experience as a love act:

Finally he was quiet, and then came the nice part. He held me so softly that I wished he wouldn't ever let me go. I felt at home. From the way he was holding me I knew he'd never let me go or let anything bad ever happen to me. This was probably my real father and we had found each other at last. (Angelou, 1969: 71)

As a child with no sexual information, Maya thinks for a long time what Mr. Freeman does to her is a result of the love between a father and a daughter. However, Mr. Freeman threatens Maya with violence in his voice: "If you ever tell anybody what we did, I'll have to kill Bailey" (Angelou, 1969: 72). With this

threat, Maya understands what he does is a bad thing. Because of the fear in case anything bad may happen to her brother, she is silenced feeling guilty of keeping this secret. During this time of stress and loneliness, Maya turns inside and reads about “the world[s] of penniless shoeshine boys” and “little princesses” and “long-lost children” (Angelou, 1969: 74). When she reads, she dreams about how nice it would be to be a boy instead of a girl:

I read more than ever, and wished my soul that I had been born a boy. Horatio Alger was the greatest writer in the world. His heroes were always good, always won, and were always boys. I could have developed the first two virtues, but becoming a boy was sure to be difficult, if not impossible. (Angelou, 1969: 74)

Finally, following the harassment and abuse she has to endure, Mr. Freeman rapes Maya when her mother is not at home. She describes the process as pain giving and tearing her senses apart. Despite physical evidence, she can not accuse Mr. Freeman because of her fears. She cuts herself apart from the outside world by keeping silent and only listening hoping one day that everything will stop:

I probably hoped that after I had heard all the sounds, really heard them and packed them down, deep in my ears, the world would be quiet around me. I walked into rooms where people were laughing, their voices hitting the walls like stones, and I simply stood still – in the midst of the riot of sound. After a minute or two, silence would rush into the room from its hiding place because I had eaten up all the sounds. (Angelou, 1969: 85)

As a victim, Maya closes herself to the whole world and limits her life in order not to be seen womanish. When she turns back to live with her mother, she feels guilty witnessing her mother’s sexuality. She is so much wounded that “when her father’s girlfriend, Dolores, brands Vivian Baxter a *whore*, Maya retaliates by calling Dolores a *bitch* and slapping her” (Noon, 2009: 87). According to Angelou, Maya’s victimization is the natural result of the lack of strong bounds between women. It is because of the same reason that Maya cannot overcome her trauma easily. “Vivian’s pattern of abandoning her daughter at the most vulnerable stages of her life cause her to function more like a paradigm of feminine grace and beauty than an actual” (Noon, 2009: 88) mother who helps Maya to construct an identity and individuality. Similarly, Momma’s struggling hard to meet the

expectations of the society transforms her into a distant figure whose *true* self is hidden: “Knowing Momma, I knew I never knew Momma” (Angelou, 1969: 189). “Because neither one of these figures has successfully realized nor even pursued a more positive sense of self than the ones scripted for them, neither can they help Maya” (Noon, 2009: 88) to overcome her bad experiences. Only friend who is close to Maya is Louise Kendricks with whom Maya soon discovers that she can not share her painful experience either. When she gets an innocent valentine card from a boy friend, Maya is anxious remembering her past experiences about what she thought love. Maya understands what kind of a bond and limitation her experience is for her soul:

My friendship with Louise was solidified over jacks, hopscotch and confessions, deep and dark, exchanged often after many a ‘Cross your heart you won’t tell?’ I never talked about St. Louis to her, and had generally come to believe that the nightmare with its attendant guilt and fear hadn’t really happened to me. It happened to a nasty little girl, years and years before, who had no chain on me at all. (Angelou, 1969: 154)

Silenced for a long time, the adult Angelou learns to express herself through telling her story and the book has an optimistic end. “Having given birth to a baby boy at the age of sixteen, an intimate cross generational moment between Maya, her mother, and her child helps the protagonist to break the bonds of terror” (Noon, 2009: 91) and she finds herself in the role of the mother this time. Angelou finishes her book by claiming that the only way of recovering for women from their wounds and pains is to find a voice through which they can narrate their stories.

What Angelou does in *I Know Why the Caged Bird Sings* is to write in the style of a bildungsroman to show the development of Maya’s character and her gaining individuality from childhood into adulthood:

What scholars have focused on in *Caged Bird* does merit attention, but an attention to the formal strategies Angelou uses to emphasize what the book expresses about identity and race reveals a sequence of lessons about resisting racist oppression, a sequence that leads Maya progressively from helpless rage and indignation to forms of subtle resistance, and finally to outright and active protest. (Walker, 1995: 93)

She learns from Momma a lot about how to control her emotions and how to behave when it is time. Like Janie in Hurston's *Their Eyes Were Watching God*, she learns controlling her attitude towards violence and misbehaviour:

The scene with the "powhitetrash" girls causes Maya to react with the same helpless anger and humiliation, but through the response of her grandmother Henderson (whom she calls Momma) to the girls' rudeness and crudity, Maya learns there can be a better and more effective way to respond. (Walker, 1995: 94)

Her behaviour after being raped by Mr. Freeman is similar with Janie's behaviour against Jody. Both keep silent to gain power; they turn inside their souls where they get prepared for their future which they dream as bright and promising. Another resemblance between the two is the relationship between women. While mothers are not influential characters for both girls, grandmothers have the role of the guide. Both Nanny and Momma impose their ideas about life to their granddaughters who follow their way later. Finally what Janie and Maya have in common is the ability to express themselves by conveying their life stories:

The product of a broken family, raped at age eight, Angelou was offered at first "only the crumbs" from her "country's table." She suffers from an inferiority complex, an identity crisis, and the humiliation of racist insults. By the end of the book, however, she no longer feels inferior, knows who she is, and knows that she can respond to racism in ways that preserve her dignity and her life, liberty, and property, and she knows and demonstrates in addition through the very existence of the book itself that she can respond by using the power of words. (Walker, 1995: 104)

Written ten years later *Kindred* is a special book that combines feminist qualities, black narration topics and science fiction, which gives it authenticity. Butler's heroine, Dana, is a black woman whose purpose is to fight against racism and to define her identity similar to the previous black heroines.

Because of the science fiction quality of the book, Dana is able to travel through time. Thus, she is transported into 1815 Maryland where slavery is a reality which gives the book a neo-slavery narration quality. Although Dana and her husband Kevin live in 1976 in Los Angeles, she is transported into past from time to time with a mission of saving the life of a boy called Rufus who is her

great-great-grandfather. She rescues the boy several times from various dangers and meanwhile she becomes one of the slaves working in their plantation. Dana's slavery days make both her and the readers experience what slavery is indeed. Examples of torture that form the daily lives of the slaves are vividly described many times in the book:

By now, the man had been securely tied to the tree. One of the whites went to his horse to get what proved to be a whip. He cracked it once in the air, apparently for his own amusement, then brought it down across the back of the black man. The man's body convulsed, but the only sound he made was a gasp. He took several more blows with no outcry, but I could hear his breathing, hard and quick. (Butler, 2003: 36)

Dana is whipped, beaten, and nearly raped for two times. She witnesses how families are torn apart from each other.

One of her visits to the past accidentally brings Kevin with her. Thus, Dana and Kevin obviously understand the huge gap of the living conditions between different races and sexes. As a white man, Kevin is not exposed to the violence Dana sees. On the contrary, as a black woman Dana suffers a lot. Butler creates a sharp contrast between the races and sexes by putting these two facing each other:

Once I was called over to the slave cabins-the quarter- to watch Weylin punish a field hand for the crime of answering back. Weylin ordered the man stripped naked and tied to the trunk of a dead tree. As this was being done-by other slaves- Weylin stood whirling his whip and biting his thin lips. Suddenly, he brought the whip down across the slave's back. The slave's body jerked and strained against its ropes. It drew blood and screams at every blow. I watched and listened and longed to be away. But Weylin was making an example of the man. He had ordered all of us to watch the beating-all the slaves. Kevin was in the main house somewhere, probably not even aware of what was happening. (Butler, 2003: 91)

Another character with whom Dana stands in opposition is her white ancestor Rufus. His race and gender give him authority over the slaves despite his young

age. Although he is relatively unaware of his potential power when Dana first meets him, his mind is fed by the power relations between blacks and whites when he grows up. As a result, he believes that he is superior because of his white skin. Dana explains his manner by claiming that “he had all the low cunning of his class” (Butler, 2003: 164). He wants all his demands to be satisfied, his orders obeyed and slaves to be punished for every little thing when he grows up to be the owner of the work. What keeps slaves together and strong against so much violence is the bondage between the members of families.

Butler also successfully portrays the sharp differences between the living conditions of Dana in the 20th century and the 19th century. Instead of the powerful, individual, free person of the 20th century, Dana becomes a slave who can be punished, tortured, sold, and bought in the 19th century world just because of her colour. Her education, intelligence or personality means nothing in this world ruled only by white men. She is defined by her race. By creating such an opposition, Butler aims to show black women are neither stupid nor disabled. Like all other women as declared by feminism in general, black women are able to do, learn and practise everything a man does. The conditions in which they live determine their life standards, not themselves. In order to get the best out of a person, chance should be given.

The plot structure of the book follows a circular line similar to the plot structures of many feminist texts. The story begins on the day of Dana’s birthday and ends with the announcement of the Declaration of Independence on July 4, 1776 which is the birthday of a nation. However, Butler reminds us that although violence towards a group of people, whether they are black or women or both, seems to be left in the darkness of history, there is not so much time between the slavery days of the 19th century and today. What is more striking is the fact that, despite the claim of the Declaration of Independence in America, even today no one is equal. What Butler wants to emphasize is that nothing much has changed since those days in terms of the attitude towards blacks or women. Moreover, she believes that “the systematic horrors of American slavery could have provided a model for that later programmed oppression and genocide” (Butler, 2003: 280).

The fourth book, *Ugly Ways* by Tina McElroy Ansa, mainly focuses on mother-daughter relationships which is a significant issue both in feminist writings in general and for black women writers. The book is the story of three sisters and their relationship with their mother who is already dead at the beginning of the story. *Ugly Ways* resembles *Their Eyes Were Watching God* and *I Know Why the Caged Bird Sings* because of their shared point on the relationship between grandmothers, mothers, and daughters. Bringing the three generations together is

a very popular motif used especially by black women writers since tradition transferred to the next generations is an important issue in the black community. They form a kind of women's sisterhood which is supported by the feminist idea that all women are sisters.

Ugly Ways is a powerful story that employs a similar pattern by bringing three sisters, Betty, Emily, and Annie Ruth, for their mother's death together in Mulberry, Georgia. The story mainly focuses on the love-hate relationship between the girls and their mother, who insisted on being called Mudear during her whole life meaning *my dear*. The problem is that none of the girls really believe that their mother was *dear* to them since she was a selfish control freak who ruled the house and raised her daughters under the pressure of her presence and thoughts:

Look at them, stretched out there on my screened porch smoking cigarettes and drinking my husband's liquor. Even talking about smoking that marijuana like some kind of damn black hippies. And me laying up here in Parkinson Funeral Home with this ugly-assed navy-blue dress on. Talking about me like I ain't in my grave yet. Hell, I ain't in my grave yet. It just goes to show you what they gonna be like when I really am buried and gone. Trifling! Trifling women! After all I did to raise them right. (Ansa, 1993: 33)

Mudear is such a powerful woman that even after her death she follows her daughters' deeds and goes on criticizing them from her point of view. Ansa's book is original in giving the readers chance to learn the opinions of both sides: the girls and their mother at the same time. Although the Lovejoy sisters think that their mother is dead and gone, her spirit still hovers above them criticizing the *ugly ways* about her daughters as she did when she was alive. While the girls are getting prepared for the funeral, first they have to settle their accounts with their dead mother. They have to have a look on their choices, feelings and future before putting their mother's body in the ground.

According to Mudear, she is right in her own way. She thinks she is the one who made all the lives of her daughters. She justifies herself by comparing her own life with the lives of the Girls:

They were too young to remember how it was before. To remember it and appreciate how much better things were after that cold, no-heat-and-no-lights-in-that-freezing-assed-house day when I was able to be what I am. A woman in my own shoes. And they don't

hardly remember their daddy any other way than his meek, quiet self he is now. (Ansa, 1993: 39).

Mudear is a decisive woman who can do anything she puts into her mind as she stopped smoking because she learnt on TV that smoking gives people wrinkles. She is a traditional one too. She comments on the sexual affairs of her daughters by comparing her life and experiences with them:

How any woman could put a man's dick into her mouth I don't know, but then, like I say, I only been with one man in my life, only seen one real dick in my life, so, what do I know about that particular subject? But if you do spread your legs, it don't seem to me to be grounds for calling somebody an ugly name like 'ho. Maybe fool, but no 'ho. Now, me myself, I never did sleep around the way these girls seem to be making a career out of, but that don't mean nothing just 'cause I didn't do it. Like I say, everybody ain't me. (Ansa, 1993: 75)

However, she has a feminist protest side too. She comments on the rappers, people on TV who insult women even by the language they use:

It's like all the other names men have given what they call "bad" women. Names like "skank" and "cunt"-calling us by our female parts, calling us out of our names for being women. Ugly-sounding names, names that make us sound like we smell. And they all do it. (Ansa, 1993: 76)

She wants her daughters to choose carefully when they get married because she knows what marriage is. She constantly reminds them that they should be realistic because beauty is not a very valuable thing and says: "Pretty women in a southern country town are a dime a dozen" (Ansa, 1993: 179). She remembers herself when she was young and inexperienced like them: "But that was before I came out from under that roof and found out how the world really was. Before I married Ernest" (Ansa, 1993: 179). Knowing the realities of life, she builds such a control mechanism over the Girls that they are "all afraid that anything they said about their mother would be magically telegraphed back to her and leave them open to some ghastly punishment" (Ansa, 1993: 182). When they recognize that their mother is not a woman with supernatural abilities to hear everything

spoken by them, the Girls start discussing their mother. However, when Mudear tells her feelings about the Girls after her death, she seems as if she does not remember the same memories in the same way:

And what about all those good meals I made sure they cooked? Sitting around the table eating, that was fun. And we laughed and talked a lot... Those are some of the times I felt closest to my girls. Us all sitting around talking 'bout people. Guess they don't remember none of that. (Ansa, 1993: 237)

Having different perspectives is the result of both belonging to different generations and having different roles as daughters and mothers. However, with Mudear's death the Girls understand what a huge place she had in their lives:

Annie Ruth couldn't face Mudear. She couldn't do it. Annie Ruth knew she couldn't go inside and see the woman that she feared and hated and admired and cursed, the one who had brought her into the world, the one who didn't throw herself down a flight of steps early in her pregnancy, the one who had given her life, lifeless. (Ansa, 1993: 241)

Losing the mother for the Girls is like losing the centre of their lives. It is a time to face their true feelings about her and tell the unspoken. Therefore, Annie Ruth breaks her silence finally to say what she believes clearly: "She hated you, she hated me, she hated Betty, she hated Poppa, she hated the house she lived in, she hated Mulberry. She hated all of us. Don't you really know that?" (Ansa, 1993: 252). Finally, Girls decide they need to face their mothers and go to the Funeral House. They want to tell Mudear finally how they really feel:

Mudear," Emily began, "you shouldn't have told your own daughter that her face looked like a potato grater. That was wrong. Look, my face cleared up years ago. My skin's as pretty as yours, Mudear."

Annie Ruth, in the middle, sat up on her knees and spoke next.

"Was being free, like you always said, Mudear, was that the most important thing? Being free. Shit, what did that mean? Did it mean you were free to hurt us, your own children, to abandon us? To cut

yourself off from the world and put the burden of your survival and ours, too, on us? ...”

“Did you? Did you ever think of us?”

“No, I can answer that,” Betty cut in, automatically backing up her sister...” No. ‘Cause, Mudear, the only person you ever thought of was yourself, the only person. And Mudear, that was wrong. God, that was so wrong. ‘Cause you can’t live in this world like that. Not and not crush everything you breath on and touch and claim to love or give birth to. (Ansa, 1993: 268)

Expressing their true feelings, the Girls are free from their mothers to become free individuals as she always wanted them to become. What is good about *Ugly Ways* is that these women characters are universal and they reflect women experience in a lively way. Like all mothers and daughters, they talk about anything, share their experiences. None of them is a superwoman but they are all real African American women with real characters. Mudear is a common type of African American mother while the Girls belong to big cities and modern life despite their backgrounds. And the story is one of the individuation stories experienced by millions of girls against their mothers with the help of their mothers.

What is experienced by Lovejoy girls is not extraordinary, yet, what makes their experience unique for them is because of the lack of a mother as they dream:

Their complaints focus on seemingly unimportant events and remarks, things all children suffer at the hands of their parents, but for the Lovejoy girls, who have been denied maternal tenderness and small endearments, these events—a comment about menstruation during the prom dance, a denial to go to a weenie roast, the negligence of their accomplishments as adults—wear on them as a "post traumatic stress syndrome". (Grooms, 1994: 653)

For Mudear, raising children in the right way is much more important than loving them. Her relationship with her husband lacks love as well. In the early years of her marriage, she performs all her duties for her husband. During the course of time, her husband becomes a man who simply taps on the plate for more food. Disappointed with him, Mudear calls her husband *Mr. Bastard*. In addition

to the difficulties in their relationship, when they have to endure hard times economically Mudear pays the bills and understands that she can stand on her own foot which gives her the sense of freedom she longed for. Being able to make choices, she chooses to be more powerful than her husband and starts controlling everything and everybody around. She becomes such a supernatural woman in the eyes of the whole family that all obey her. The daughters are affected by her negatively. As a result of having such a dominant mother, they have problems in their love affairs, marriages, and friendships. For instance, Annie Ruth, who is pregnant when her mother dies, is not certain whether to have the baby or to have an abortion since she has bad experiences about the relationship between a mother and a daughter. The story is an influential one about the importance of the bond between a mother and her children, which affects the rest of the child's life.

Chronologically the final novel, *Paradise* by Toni Morrison written at the very end of the 20th century extends the African American literary tradition. Both the title and the context refer to Dante's *The Divine Comedy*. It is usually pointed out that Morrison's earlier novels *Beloved* corresponds to the *Inferno* and *Jazz* corresponds to the *Purgatorio* parts of *The Divine Comedy*. However, while in *The Divine Comedy*, which expresses Catholic cosmology, the paradise is a place above the earth, in *Paradise*, which conveys an Africanist, feminist religious perspective, the earth and the spiritual world is mixed with each other. In *Paradise*, Morrison also develops the utopic, all black town pictured by Hurston in *Their Eyes Were Watching God*. In the earlier black stories, this town of the black people is a romanticized ideal. But, according to Morrison, finding this ideal becomes impossible as it is an artificial dream. For her, the only way of finding the real paradise is paradoxically to accept the evil side of human nature.

The plot structure of *Paradise* is organized in such a way that bits of information is given in to enable the readers to see the whole picture in the end. Still, the sub-plot is made with half stories which have no connection either with the main plot or within each other and that makes *Paradise* a postmodern, fragmented story.

The main plot includes two groups; one is the women's group living in Convent and the other is the patriarchal community of Ruby. The men's group decides to attack the women in Convent. When they come to kill them, they find the chance of examining the place. They see there a baby crib although there are no babies. They see drawings on the floor and other objects whose purpose as ritual objects is child sacrifice and devil worship according to their mind. Attacking the women, they kill all of them. When they come again for the bodies, they can not

find any which scares them to death. Following this mysterious event, people create stories.

Morrison also gives detailed information about the establishment of the towns. Founded as utopic places especially for the black communities, the towns were the representations of dream countries whose original purpose was to awaken new generations since they began to forget their tradition, morality and choose evil deeds instead of the good ones. However, Morrison criticizes the black society which is blindly obsessed with their painful past in her representation of the people of Ruby:

The citizens of Ruby guard against further oppression by establishing a rigid, isolationist code of behavior that refuses to allow any new ideas, beliefs, or ethnicities to interfere with their sense of racial pride and community. (Romero, 2005: 416)

People of Ruby blame people of Convent for all kind of evil in their town, all kinds of moral corruption and disease since Convent is a place where all the marginalized women of Ruby come together among whom there are adulterers, unmarried pregnant women, and alcoholics. Meanwhile, the women of Convent are believed to have develop a new system of religion reminding of the old, pagan religions devoted to the Great Mother and they perform rituals under the rain. Paintings discovered by the men from Ruby belong to them as well. Indeed, these women come together to heal the traumas of their pasts. They create an alternative to the men's town of Ruby, in which protecting the past with all its pain is the most valuable thing.

Although the plot structure includes many details, the main theme of *Paradise* emphasized by Morrison is the bitter fact that even a utopic black community has oppositions and destructive forces which destroy any chance for a life in peace and harmony. Even in a society in which there is no dominant white power, discrimination continues as proved by the battle in Convent between sexes. The novel focuses on the idea of separatism whose reason may be race, sex or religions as is the case between Convent and Ruby. Morrison pictures also the opposition mentioned by feminist critics between man and female; one representing culture and the other representing nature. All mentioned oppositions are the elements that feed separation since if there are no binary oppositions there is no division. Morrison focuses on the arbitrary nature of oppositions whose meanings are loaded on them by communities. She claims oppositions are not really oppositions if no division is the purpose and says: "Never break them in two. Never

put one over the other. Eve is Mary's mother. Mary is the daughter of Eve'' (Morrison, 1999: 263). What Morrison puts opposite the Christian Ruby town is Convent where women act according to their nature and worship a goddess of nature. By creating oppositions between religious beliefs, Morrison claims:

Christianity works to divide individuals from each other and their world. The text is critical of normative Christian traditions for contributing to the subjugation of women. Even though Ruby is a small town, it has three separate Christian churches. Although the text details the various fights and "irreconcilable differences" amongst Ruby's different Christian denominations, what unites them is their misogyny and decision to kill the Convent women (Romero, 2005: 416).

For Morrison, gender oppression is at the heart of Christianity. As supported by the painting describing a woman saint, women are valuable for the church if only they sacrifice their sexuality and femininity: "[The Christian] distinction between good and bad women allows [the people of Ruby] to scapegoat the women of the Convent" (Krumholz, 2002: 24). But, in *Convent* by discovering their true nature through loud dreamings, women come together as a united body:

there is no one voice of authority here. Because each woman has experienced violence, humiliation, and trauma, each gains the power to make connections between the speaker and her own tale. The women are able to heal each other collectively by first articulating their traumas (both verbally by narrating their experiences and nonverbally by painting them onto their templates) and then learning to recognize and love the connections between them. (Romero, 2005: 418)

The Convent women stand as an alternative to the people of Ruby and "the way history, community, and individual identity are constructed" (Romero, 2005: 420) there. They "learn to empower themselves without needing to adhere strictly to male patriarchal control or a rigid belief system predicated on division and hierarchy" (Romero, 2005: 419).

Morrison's approach to these utopic towns which turn into dystopias can be called as postmodern because in these towns the "quest for truth and certainty... is becoming inappropriate" since the world of the new generations is becoming postmodern day by day "characterized by fragmentation and diversity in all spheres of life" (Bryson, 2003 233). Within the world of floating ideas where there is no certainty, security and fixed meanings, demanding absoluteness is meaningless. Moreover, in such an impossibility of absoluteness, drawing borderlines between concepts or dividing the rich diversity of people into groups, is neither possible nor makes sense. Constantly creating others is no way of solution but as we all know from postmodernist theories, it is an endless process with concepts giving life to innumerable connotations. Labeling people clearly and putting them just in one group is impossible now as well as finding *pure* people as people in Ruby claim. Thus, Morrison criticizes both the white community who try to classify blacks apart from themselves and the black community who is divided in itself since some of them do not find the others *black enough*.

Conclusion

Feminism has been an influential movement starting with the first weak voices of a few women who had the courage to express their needs, demands and problems publicly. It could not become an organized movement for very long time until the struggle of the right to vote, which meant legally to be accepted as an individual and citizen who has the right and power to direct the society. Some victories in the field of legal rights like the right of custody, inheritance and education followed in later decades. What women struggled most to express was their demand of equality in terms of rights as exemplified by the demand of equal pay with their male colleagues.

When these rights were available at least for some groups of women, it was time for the so far invisible and silent ones to ask for more. So, the movement focused on the rights of unseen and unheard women groups more than the white, middle-class women. These were immigrants, lesbians, single mothers, workers, many other disadvantaged groups as well as black women, who remained silenced for centuries and whose healing process was in need of self-expression. To break this long-term silence, they had to claim the creative power, which was naturally a feature of female body originally, back from male dominance in the field of literature. They had stories to tell; dark stories of repression, abuse and injustice. They had to make their voices heard to take the control of their own lives as well as their children's and future generations.

These five novels analyzed as a part of this study follow each other in a chronological structure and show different aspects and richness of black women writings according to their contributions to the feminist and especially black feminist perspective from various points of view. Hurston's *Their Eyes Were Watching God* is the oldest among these five books and it reflects the language of the community vividly and makes use of the circular nature of female identity in its plot while Angelou's *I Know Why the Caged Bird Sings* perfectly pictures the individuation process of a little black girl. Butler's *Kindred* is a unique example of science fiction by a black women writer which is a rarely written and read genre for both groups. Ansa's *Ugly Ways* is a remarkable example of the narration of mother-daughter relationship especially in black communities while Morrison's *Paradise* focuses on a sharper criticism towards religion and its role in the oppression of women in the societies.

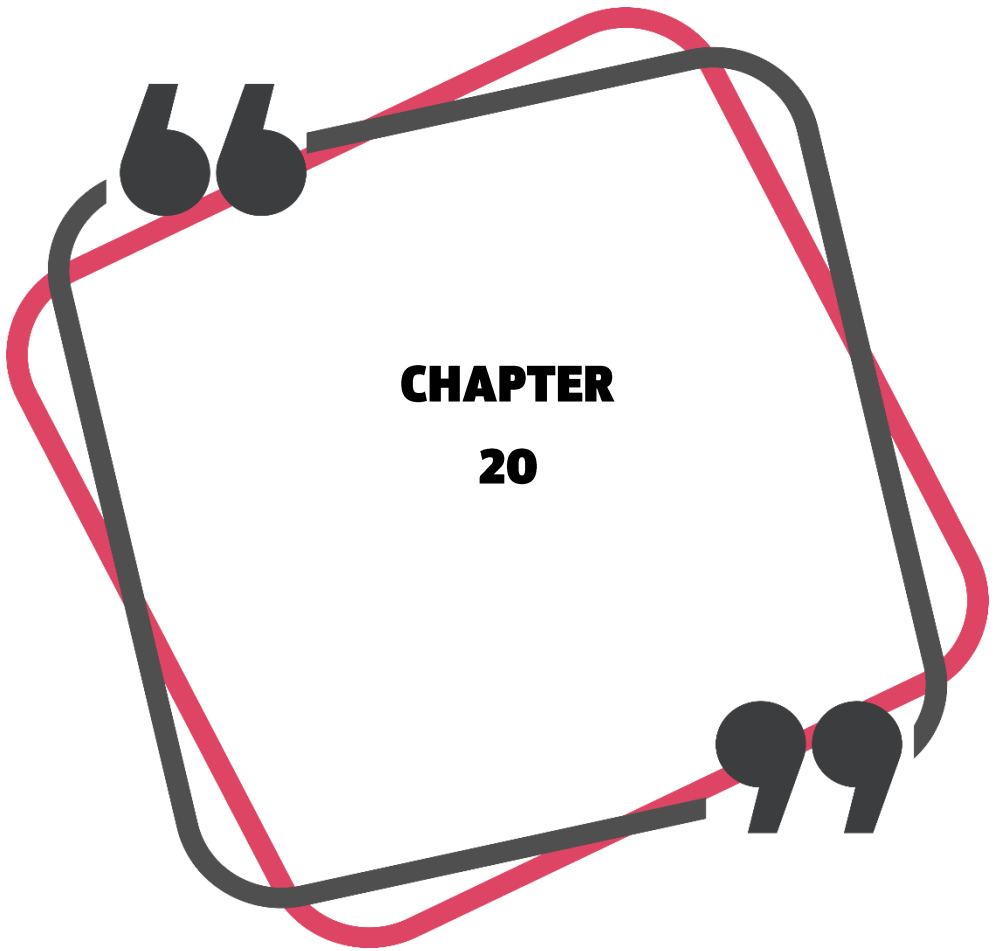
BIBLIOGRAPHY

- Abrams, M.H. (1993). *A Glossary of Literary Terms*. Orlando: Harcourt Brace College Publishers.
- Altink, H. (2006). "The misfortune of being black and female": Black feminist thought in interwar Jamaica. *Third Space*, (5/2).
- Angelou, M. (1969). *I Know Why the Caged Bird Sings*. USA: Bantam Books.
- Ansa, T. M. (1993). *Ugly Ways*. USA: Harcourt Brace.
- Barry, P. (2002). *Beginning Theory: An Introduction to Literary and Cultural Theory*. Great Britain: Manchester University Press.
- Baumgardner, J. and Richards, A. (2000). *Manifest A: Young Women, Feminism, and the Future*. New York: Farrar, Straus and Giroux.
- Bryson, V. (2003). *Feminist Political Theory: An Introduction*. Great Britain: Palgrave Macmillan.
- Butler, O. (2003). *Kindred*. USA: Beacon Press.
- Cixous, H. (1997). The Laugh of the Medusa. *Feminisms: An anthology of literary theory and criticism*, 347-362.
- Donovan, J. (2000). *Feminist Theory: The Intellectual Traditions of American Feminism*. Great Britain: Continuum International Publishing.
- Freedman, E. (2002). *No Turning Back*. USA: Ballantine Publishing Group.
- Gilbert, S. M. (1986). Literary Paternity. *Florida State University Press*. http://144.214.21.63/CCS/etexts/more/feminist_reader/literarypaternity.html.
- Grooms, A. (1994). Review: Big Bad Mudear. *Callaloo*, (17/2), 653-655.
- Hall, J., Everett, J., & Hamilton-Mason, J. (2012). Black women talk about workplace stress and how they cope. *Journal of Black Studies*. 43(2), 207-226.
- Hausman, R. (1976). Their Eyes Were Watching God by Zora Neale Hurston. *The English Journal*, (65/1), 61-62.
- Hurston, Z. N. (1986). *Their Eyes Were Watching God*. London: Virago Press.
- Krumholz, L. J. (2002). Reading and Insight in Toni Morrison's Paradise. *African American Review*, (36/1), 21-34.

- Kubitschek, M. D. (1983). "Tuh De Horizon and Back": The Female Quest in Their Eyes Were Watching God. *Black American Literature Forum*, (17/3), 109-115.
- Marks, D. R. (1985). Sex, Violence, and Organic Consciousness in Zora Neale Hurston's Their Eyes Were Watching God. *Black American Literature Forum*, (19/4), 152-157.
- Morrison, T. (1999). *Paradise*. London: Vintage Books.
- Neumann, E. (1963). *The Great Mother*. London: Routledge & Kegan Paul.
- Noon, M. J. (2009). Beyond Breaking The Silence: Race, Gender, And Survivor Subjectivities In Feminist Rape Narratives By Contemporary American Women Of Color. (Unpublished Master of Arts Thesis). Graduate Faculty of AddRan College of Humanities and Social Sciences Texas Christian University, Louisiana.
- Osborne, S. (2001). *Feminism*. Great Britain: Pocket Eessentials.
- Pondrom, C. N. (1986). The Role of Myth in Hurston's Their Eyes Were Watching God. *American Literature*, (58/2), 181-202.
- Romero, C. (2005). Creating the Beloved Community: Religion, Race, and Nation in Toni Morrison's "Paradise". *African American Review*, (39/3), 415-430.
- Ryan, B. (2001). *Identity Politics in the Women's Movement*. New York: NYU Press.
- Selden, R. (1997). *A Reader's Guide to Contemporary Literary Theory*. Great Britain: Hartnolls Ltd.
- Walker, P. A. (1995). Racial Protest, Identity, Words, and Form in Maya Angelou's I Know Why the Caged Bird Sings. *College Literature*, (22/3), 91-109.

Web Sources

- (1) https://en.wikipedia.org/wiki/Third-wave_feminism



**ON THE DISTRIBUTION OF THE *E* SOUND(S) IN
TURKISH:
AN ELEMENTAL AND CONSTITUENT STRUCTURE
ANALYSIS**

DR. Semra BATURAY MERAL

Yıldız Technical University
ORCID 0000-0002-2231-361X

1. Introduction

It is usually considered in the literature that the *e* sound is projected in various ways in Turkish depending on its phonological environment and these variations are predictable (Deny, 1941; Bilgegil, 1963; Lewis, 1967; Underhill, 1976; Kornfilt, 1996; Göksel and Kerslake, 2005 among others): i.e. /e/ is realized as open [æ] if followed by one of the /r, l, m, n/ sounds in a closed syllable (1e-h) while it appears as closed [e] before any other consonants (1a-d).

- | | |
|-----------------------------|------------------------|
| (1) <i>Closed e</i> | <i>Open e</i> |
| a. <u>te</u> k ‘single’ | e. <u>er</u> ‘soldier’ |
| b. <u>te</u> f ‘tambourine’ | f. <u>te</u> l ‘wire’ |
| c. <u>be</u> t ‘bad’ | g. <u>be</u> n ‘I’ |
| d. <u>ne</u> y ‘reed flute’ | h. <u>te</u> m ‘theme’ |

Contrary to the general assumption, the *e* sound preceding /l, n, m/ in a closed syllable may not always be open [æ] (2a-f), as also stated by Çakır (1996) and Operstein and Kütükçü (2004).

- | | |
|--------------------------------------|------------------------------|
| (2) <i>Closed e before /l, n, m/</i> | |
| a. <u>e</u> l ‘hand’ | d. <u>ne</u> m ‘moist’ |
| b. <u>e</u> n ‘width’ | e. ha <u>re</u> m ‘seraglio’ |
| c. <u>re</u> nde ‘grater’ | f. <u>e</u> m ‘suck’ |

Based on the conflicting results given in (1e-h) vs. (2a-f), we aim to investigate whether the distribution of the open vs. closed *e* sounds in Turkish could actually be predicted from the phonological environment. With this aim, we have scanned *Türk Dil Kurumu (TDK) Türkçe Sözlük* (Turkish Language Institution-Turkish Dictionary) (2005), *Online TDK Sesli Sözlük* (Talking Dictionary) and *Türkçe Sözlük'ün Ters Dizimi* (Reverse Order Dictionary) (2004) and made a large list of words (about 1050 uninflected native and loanwords) with open *e* vs. closed *e* sounds preceding /r, l, n, m/ consonants. Additionally, we have checked the pronunciation of these words by listening to the pronunciation part of *TDK Sesli Sözlük* and also by asking more than 20 native speakers' judgments. In the light of the data we have collected, our analyses show that (i) open *e* [æ] is predictable in Turkish only before /r/ (3a-d) and partially before /l/ (3e-g).

- | | | | |
|------------------|--------------|--------------|---------|
| (3) a. ter /tær/ | 'soldier' | e. tel /tæl/ | 'wire' |
| b. fer /fær/ | 'brightness' | f. kel /kæl/ | 'bald' |
| c. her /hær/ | 'every' | g. bel /bæl/ | 'waist' |
| d. er /ær/ | 'soldier' | h. el /el/ | 'hand' |

Our data show that [æ] is realized when [r] follows it in a closed syllable (3a-d). [æ] is also realized when [l] follows it in a closed syllable (3e-g), with the exception of when [e] is preceded by no consonants (3h), which results in a closed *e* sound. The distribution of open vs. closed *e* sounds preceding /n/ and /m/, however, is unpredictable since both [æ] and [e] may arise in highly similar phonological contexts as in (4a-d) and (4e-h) respectively.

- | | | | |
|------------------------|----------------|--------------------------|----------------|
| (4) a. efendi /efændi/ | 'sir' | vs. e. menteşe /menteşe/ | 'knuckle' |
| b. kent /kænt/ | 'city' | vs. f. rende /rende/ | 'grater' |
| c. verem /veræm/ | 'tuberculosis' | vs. g. harem /harem/ | 'seraglio' |
| d. işkembe /işkæmbe/ | 'rumen' | vs. h. zembil /zembil/ | 'woven basket' |

It would be possible, of course, to distinguish the phonological environments given in (4a-d) and (4e-h) from each other by listing the contextual details in order to identify where [æ] exactly occurs. However, note that describing every

single phonological environment in which [æ] occurs does not necessarily imply that [æ] is indeed predictable in those given contexts, which means that all these individual details would yield to arbitrary rules for each case rather than forming comprehensive formulas for the data (Kaye, Lowenstamm, and Vergnaud, 1990). Accordingly, the existence of [æ] preceding /n/ and /m/ seems unpredictable in Turkish since describing all the appropriate phonological conditions for the relevant contexts would cost long random lists. In this regard, the present study will focus on the distribution of [e] and [æ] sounds preceding mainly /r/ and /l/ in the light of elements and constituent structure (Kaye, Lowenstamm, and Vergnaud, 1985, 1990; Kaye, 1990) in order to understand what the elemental composition of the sounds and the constituent structure reveal about the distribution of the *e* sound and its variations, as well as their predictability in Turkish. Then, we suggest that the elemental complexity and predictability of [æ] are related to each other given that only /r/ has a single element (A), whilst the others have more complicated elemental structure (/l/ is (A.?), /n/ is (A.L.?) and /m/ is (U.?L)). In accordance with the complexity hierarchy put forward by Kaye, Lowenstamm, and Vergnaud (1990), we suggest that a less complicated elemental structure that is associated with the following consonant gives more instances of [æ], as in the cases of [æ] followed by the /r/ sound. Also, we suggest that the existence of the consonant preceding *e* is also crucial for the existence of [æ], which is related to the elemental complexity again: the more complex elemental structure in the onset (/l, n, m/) requires more conditions to be satisfied in order to establish a relation with the preceding vowel, namely [æ].

The chapter is organized as follows: Section 2 will discuss the previous observations and analyses of *e* in Turkish. In Section 3, we will present basic premises of elemental analysis and constituent structure. Then Section 4 provides the analysis of the data and further points. We will present our concluding remarks in Section 5.

2. The Previous Accounts on the *e* sound(s) in Turkish

The idea that Turkish has eight vowels has been extensively acknowledged in the literature (Bergstrasser, 1936; Banguoğlu, 1959; Demircan, 1979, 1996; Ediskun, 1985; Kornfilt, 1996; Ergin, 1997; Özsoy, 1999, 2004; Aksan, 1998; Operstein and Kütükçü, 2004; Göksel and Kerslake, 2005 among others), with a possibility of having a second *e* as the ninth vowel.

The number of the variants of *e* has also been a controversial topic in that while some works identify two variants as *open e* and *closed e* (Deny, 1941;

Bilgegil, 1963; Lewis, 1967; Underhill, 1976 among others), some others identify three *es* (Demircan, 1979; Özsoy, 2004; Göksel and Kerslake, 2005). There are even studies which argue for the existence of five variants of *e* in Turkish (Eker, 2007a-b).

The previous works on the variations of *e* could be grouped into three, in general: (i) those which do not observe a second *e* vowel (Kreider, 1954; Swift, 1963; Ediskun, 1985), (ii) those observing a second *e* vowel without providing environments where it occurs (Bergstrasser, 1936; Deny, 1941; Banguoğlu, 1959; Bilgegil, 1963; Lewis, 1967; Sebüktekin, 1975; Ergenç, 1989; Ergin, 1997; Gencan, 2001), and (iii) those which observe a second *e* vowel as an instance of ‘allophonic variation’ and provide rules conditioning for its distribution. As the works classified under the third category, Underhill (1976), Demircan (1979) and Özben (1989) observe that the open *e* occurs before /r, l, n, m/ in closed syllables while closed *e* occurs elsewhere while Selen (1979) takes the effect of soft *g* (*ğ*) on open *e* alongside /l, r, n, m/ in words such as *eğē* ‘rasp’, *değē* ‘value’, *eğē* ‘provided that’. Göksel and Kerslake (2005:13) state that *e* has three variations in Turkish: *the open mid front vowel* occurs in word final position, *the low front vowel* appears before /l, /n/, /m/, /r/ in closed syllables and *the closed mid front vowel* occurs elsewhere although they also note that open *e* may not always occur before /l, n, m, r/. Eker (2007b), on the other hand, observes five different *e* sounds in Turkish *city language*: closed *e*, normal *e*, open *e*, open-long *e*, and *a-like e*.

One of the comprehensive studies on the variations of *e* in Turkish is Operstein and Kütükçü (2004), which has some detailed observations though they are not phonologically very accurate. One of the leading arguments of Operstein and Kütükçü (2004) is that *e* is closed before /r, l, n, m/ sounds if two of these consonants are adjacent to each other (5).

- (5) a. *e*lma [e] ‘apple’
 b. *e*mlak [e] ‘property’
 c. *e*mretmek [e] ‘to command’

Operstein and Kütükçü (2004:35)

According to Operstein and Kütükçü (2004), *e*’s in (5a-c) are closed since two of /r, l, n, m/ sounds are adjacent to each other after *e*. However, their claim does not seem valid if we consider (6a-f).

- | | |
|------------------------------------|----------------------------------|
| (6) a. sterlin [æ] ‘pound’ | d. Selman [æ] proper name |
| b. dernek [æ] ‘association’ | e. çelme [æ] ‘trim’ |
| c. mermi [æ] ‘bullet’ | f. iskemle [æ] ‘seat’ |

As seen in (6a-f), the open *e* seems to occur before -rl, -rm, -rn, -lm, -ml sequences as opposed to the description given in Operstein and Kütükçü (2004). In other words, the existence of the closed *e* in (5a-c) has nothing to do with the given consonant sequences of Operstein and Kütükçü (2004). The missing point in the examples of Operstein and Kütükçü (2004) given in (5a-c) is that all *e* sounds preceding -lm-, -ml- and -mr- sequences are word initial, which means that the word initial *e* sounds are not preceded by any consonants in the relevant examples. Then we suggest that the absence of [æ] in (5a-c) may also be related to the absence of the preceding consonant as also claimed by Çakır (1996), which we will discuss in section 4.

Another claim of Operstein and Kütükçü (2004) is that *e* is open if /r, l, n, m/ are followed by any consonants other than /r, l, n, m/ as in (7a-n).

- | | |
|--|------------------------------------|
| (7) a. berber [æ] ‘hairdresser’ | h. çeltik [æ] ‘rough rice’ |
| b. derya [æ] ‘sea’ | j. direnç [æ] ‘resistance’ |
| c. erdem [æ] ‘virtue’ | k. kerpiç [æ] ‘adobe brick’ |
| d. lenf [æ] ‘lymph’ | l. lens [æ] ‘lens’ |
| e. peltek [æ] ‘lisper’ | m. pembe [æ] ‘pink’ |
| f. sergi [æ] ‘exhibition’ | n. yelpaze [æ] ‘fan’ |
| g. tentene [æ] ‘lace’ | |

Operstein and Kütükçü (2004:36)

Note that most of the examples in (7a-n) have an open *e* preceding /r/: -ry, -rd, -rp, -rg, -rd. Remember that /r/ and /l/ are less problematic for open *e* compared to /n/ and /m/. As opposed to Operstein and Kütükçü (2004), we argue that *e* is open not due to the consonant following /r, l, n, m/ but due to the quality of /r, l/.

Another comprehensive study on the distribution of *e* sound is Çakır (1996), which argues that the distribution of [æ] in Turkish (the low, front, unrounded

‘allophone’ of *e*) is phonologically and morphologically conditioned. Çakır lists many contexts for the occurrence of [æ] and points out that the occurrence of [æ] is related to ‘syllable structure’ in that if the V in \$CV̄C#* is *e* and the following C is one of /r, l, n, m/, it is open [æ] (8) although he (1996) correctly admits the unpredictability of open-closed *e* before /m/ as *kalem* ‘pen’.

(8) \$CV̄C# *tembel* [tæmbæ̣l] [æ] ‘lazy’

Adapted from Çakır (1996:9)

The second point Çakır (1996) makes is related to the word initial position. He correctly observes that *e* before /l/, /m/ and /n/ is closed if *e* is in the word initial position: [ẹ]lma ‘apple’. Çakır (1996) also observes that the open *e* [æ] occurs preceding /l/ and /r/ in the context of \$CV̄CC# as in *felç* [fæ̣lç] ‘paralysis’ and *dert* [dæ̣rt] ‘problem’ but open *e* is not predictable before /m/ in a structure like \$CV̄CC# (*şems* [ʃæ̣ms] or [ʃems] ‘sun’). Çakır (1996) also notes that [æ] occurs preceding /n/ if the consonant following /n/ is labiodental or alveolar: lenf [læ̣nf] ‘lymph’ and lens [læ̣ns] ‘lens’. He correctly observes that closed *e* appears before /n/ if the consonant that follows /n/ is palatal as in *denk* [dẹnc] ‘equal’.

Another point made by Çakır (1996) is that [æ] occurs in the environment \$CV̄CCVC\$ if the consonant following V is /r/ or /l/. This is indeed the case, however, the problem is that *e* is open not due to that \$CV̄CCVC\$ context but *e* is always open before /r/ unless /r/ is followed by a vowel and *e* is always open before /l/ unless /l/ is followed by a vowel and preceded by an empty onset (no preceding consonant).[†]

The important point about Çakır’s (1996) study is that his analysis refers to the hierarchy among /r, l, n, m/ in that the production of [æ] can be shown in a descending order from /r/ to /m/ as in (9).

* The symbol \$ shows the syllable boundary and # indicates word boundary.

† Çakır (1996) also observes that *e* in negative aorist form {-mez} is open (ia) while it is closed before *z* in other cases (ib).

(i) a. ye-mẹz [æ] ‘s/he does not eat’ b. ṭez [e] ‘thesis’
eat-AOR.NEG

Adapted from Çakır (1996:13)

Çakır (1996) proposes that -z in {-mez} derives from /r/ as a result of a historical /r → z/ change in the negative form of aorist.

(9) r - l - n - m

Çakır (1996:19)

The hierarchy given in (9) implies that *e* before /r/ is the most likely case for open *e* to occur and *e* before /m/ is the least likely case. Çakır correctly observes the hierarchy among /r, l, n, m/ and argues that this hierarchy is based on ‘sonority’ of /r, l, n, m/, in which /r/ is the most sonorous one so the production of open *e* before /r/ is the most probable while the production of [æ] is the least probable before /m/ since it is the least sonorous one.

In the present study, we aim to build an analysis that picks up where Çakır (1996) left off. We will present an elemental analysis based on the constituent structure and we will analyze the atoms of the sounds in terms of sonority and complexity. Also, instead of listing the individual rules for each case of *e*, we will claim that the predictability of [æ] is possible only for the cases where it precedes /r/ and /l/.

3. The Elemental Analysis and Constituent Structure

Different from the feature-based theories such as SPE (Chomsky and Halle, 1968), Autosegmental Phonology (Clements, 1976; Goldsmith, 1990), in which more than twenty features occur with binary values in order to identify the sound system of a language, there are a few elements in the element theory and Government Phonology for the same aim. These elements are single pronounceable atoms: i.e. A, I, U, H, L, ? (Kaye, Lowentsamm and Vergnaud, 1985, 1990; Charette, 1990, 1991; Harris and Lindsey, 1995; Kaye, 2000; Backley, 2011 among the others). Harris and Lindsey (1995:34) note that each feature is small enough to fit inside a segment, and not big enough to be phonetically realized without support from other features. Thus, the feature [+high], for instance, is only realizable when combined with values of various other features, including for instance [-back, -round, -consonantal, +sonorant]. However, the elements are small enough to fit inside the segments, yet still big enough to remain independently interpretable. Harris and Lindsey (1995) also point out that it is possible to take primes as having autonomous phonetic identities which they are pronounceable without requiring any support from other primes.

The elements and the properties they represent are given in (10).

(10) A: represents openness in vowels, coronality in consonants.

I: represents height in vowels, palatality in consonants.

U: represents roundness in vowels, labiality in consonants.

L: represents low tone, slack vocal cords, voice consonants, nasality.

H: represents high tone, stiff vocal cords, voicelessness in consonants, friction.

?: the glottal stop.

Balcı (2006:23) Example (21)

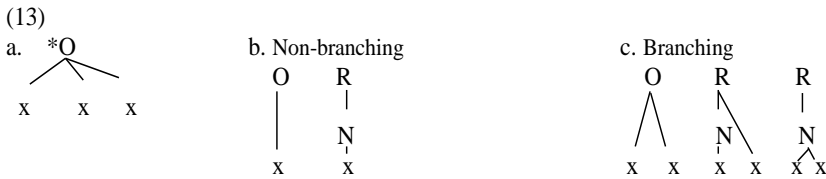
Phonological expressions can be composed of one or more than one element or they may be composed of no elements. For instance, the phonological expression *ü* /y/ has two elements, I and U. Kaye (2000:2) states that the phonological expressions may be headed or headless. The ones headed by the identity operator ($_$) are called headless. The others are headed. The head of an expression licenses its operator(s) and plays a role to make connections among the phonological expressions as in the case of vowel harmony. For example, in some Scandinavian languages, there are two types of [y]: while [y] headed by I can be represented as (U.I), [y] headed by U can be represented as (I.U) (Charette and Göksel, 1996:3). According to Kaye (2001:253), the licensing constraints regulate the combination of the elements within the phonological expressions. In other words, licensing constraints are language specific laws on phonological expressions which reduce the elemental combinations not used in a language by determining the role of elements in a phonological expression.

In Kaye's system, the morphemes (words, affixes) consist of sequences of onsets (O) and rimes (rhymes) (R), where the rime in turn contains the nucleus (N) (and maybe coda). O refers to the consonants and N to vowels. These constituents which may also be branching dominate skeletal positions that can be occupied by phonological expressions, yielding individual sounds such as /k, m, a/, etc. (Kaye, Lowenstamm and Vergnaud, 1990:199) (Henceforth KLV). Consider (11) below which represents the constituent structure in Government Phonology. The three constituents (O, N, R) in (11) are subject to three universal principles given in (12a-c) (Kaye, 2000:6).



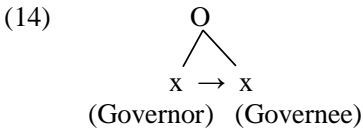
- (12) a. Every nucleus can and must license a preceding onset.
 b. Every onset must be licensed by a following nucleus.
 c. Every constituent licenser must dominate a skeletal point.

Another crucial point related to the constituent structure is the governing domain in which the government relations are characterized as (i) strictly local and (ii) strictly directional: head-initial (KLV, 1990:198). Based on these conditions, KLV (1990) argue that all syllabic constituents are maximally binary (the Binariness Theorem (Kaye, 1990)) (13a-c).



KLV (1990:199) Examples (11a-b)

(13a-c) exclude the ternary branching of the constituents in phonology and is crucial in terms of the government relations. KLV (1990:203) points out that two positions which are dominated by a single constituent are in a government relationship, *constituent government*. A government relationship is a binary and asymmetrical consisting of a governor and a governee. Consider (14).



Also, governing relations may exist between contiguous skeletal positions, *interconstituent government* for which KLV (1990:210) put forward two principles as in (15a-b) and defines three contexts (16a-c).

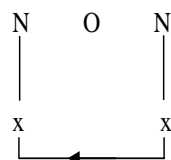
- (15) a. Only the head of a constituent may govern.
 b. Only the nucleus (or a projection thereof) may govern a constituent head.

KLV (1990:210) Examples (36a-b)

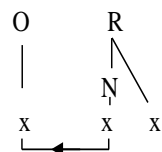
- (16) Interconstituent Government Contexts
 a. Government between an onset and a preceding rhyme position



- b. Government between contiguous nuclei



- c. Government between a rhyme and an onset



KLV (1990:210-211) Examples 37(a-c)

(16a) is also labeled as *coda licensing* by Kaye (1990:311), a principle according to which post-nuclear rhymal positions must be licensed by the following onset. It is important to note that all phonological operations are structure preserving, which means that the constituent categories cannot be changed in the course of derivation: onsets remain onsets, nuclei remain nuclei and the licensing relation between nuclei and onsets remains stable (*the Projection Principle* (17)).

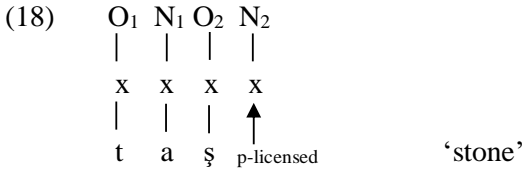
(17) *The Projection Principle:*

Governing relations are defined at the level of lexical representation and remain constant throughout a phonological derivation.

Kaye (1990:221) Example (60)

After discussing the constituent structure and government relations in Government Phonology (GP), let us illustrate how GP approaches to empty categories

in phonology. In GP, an empty category (N_2) is considered as a skeletal position with no phonological material as in (18) (from Turkish).



In (18), N_2 has no phonological material; thus, it is an empty category. An empty category is interpreted according to the Empty Category Principle (ECP) (19) (Kaye, 2000:10).

(19) *The Phonological ECP:*

A p-(rosodic) licensed (empty) category receives no phonetic interpretation.

P-licensing occurs when

- a. Domain-final (empty) categories are p-licensed (parameterized).
- b. Properly governed (empty) nuclei are p-licensed.
- c. Magic licensing: *s+C* sequences p-license a preceding empty nucleus.

Kaye (2000:10)

After having introduced the key concepts and basic premises of elements and constituent structure, section 4 will discuss how [æ] and [e] are distinguished and distributed in Turkish. Note that *e* is the combination of A and I elements in GP. In order to distinguish [æ] and [e] in Turkish, we propose to use two different elemental representations: open *e* [æ] = (A.I._) and closed *e* [e] = (A.I).

4. Data Analysis and Discussion

In the present section, we will present our observations, analyses and discussion on the distribution of the variants of *e* sound in Turkish. We will also question how predictable the variants of *e* under the elemental analysis and constituent structure.

4.1. Data Collection and Methodology

As pointed out in Section 1, with the aim of giving an account for the question under which conditions [æ] occurs in Turkish, we have collected our data from *TDK Türkçe Sözlük* (Turkish Dictionary) (2005), *Online TDK Sesli Sözlük* (Online Audio Dictionary) and *Türkçe Sözlük'ün Ters Dizimi* (Turkish Dictionary's Reverse Index (2004). We have scanned all these dictionaries and prepared a list of words (about 1050 uninflected native and loanwords) with [æ] and [e] preceding /r, l, n, m/. We have checked their pronunciation by listening to the pronunciation section of the TDK Audio Dictionary as well as the pronunciation of more than 20 Turkish native speakers. Based on the data we have collected, we aim to discuss the distribution of the *e* sound in the light of the following questions: Why does /æ/ occur before /r, l, n, m/ but no other consonants (section 4.2)? What does the absence of a non-p-licensed nucleus tell us about the *e* sound (section 4.3)? What does the preceding onset mean for *e* (section 4.4) and what happens to *e* before /C:/ (section 4.4)?

4.2. Why does /æ/ Occur before /r, l, n, m/ but not Other Consonants?

As is well-known, *e* may be open before /r, l, n, m/ in a closed syllable but not before other consonants in Turkish (Underhill, 1976; Demircan, 1979; Göksel and Kerslake, 2005 among the others). Compare (20a-d) with (20e-h).

(20) a. er	/æ ^r /	'soldier'	e. et	/e ^t /	'meat'
b. sel	/sæ ^l /	'flood'	f. tez	/te ^z /	'thesis'
c. sen	/sæ ⁿ /	'you'	g. tek	/te ^k /	'single'
d. kerem	/ke ^{ræ} m/	'Kerem'	h. dev	/de ^v /	'giant'

Given in (20a-d), [æ] can precede /r, l, n, m/ but not the other consonants such as /t, z, k, v/ (20e-h). What is special about /r, l, n, m/? Why does [æ] occur before /r, l, n, m/ but no other consonants?

KLV (1990) point out that the well-formed interconstituent sequences typically follow a hierarchy in government in that a relatively more sonorous segment is followed by a less sonorous one. Note that /r, l, n, m/ are given as more sonorous consonants compared to /t, d, s, z, p, t, k .../. What does 'sonorant' mean if the elements are taken into the consideration? This question does not seem to

have a clear answer in terms of the elemental composition since the consonants called as sonorant do not seem to have a common element: i.e. if we take glides /j, w/ and /r, l, n, m/ into consideration, the lack of a particular common element is obvious (21a-f).

- | | | |
|-----------------|--------------|----------------|
| (21) a. /j/ (I) | c. /r/ (A) | e. /n/ (A.?.L) |
| b. /w/ (U) | d. /l/ (A.?) | f. /m/ (U.?.L) |

(21a-f) show that there is no common element in the composition of these six consonants, even that of /r, l, n, m/. Thus, it is hard to define the word ‘sonorant’ with respect to the elemental composition of the sounds. Then we will not base our analysis on sonority as opposed to Çakır (1996). However, it is undeniable that there is a hierarchy among /r, l, n, m/. KLV (1990:218) present a number of well-formed (22a-e) and ill-formed (22f-j) interconstituent sequences in order to show the hierarchy among /r, l, n, m/.

- | | |
|--------------|----------|
| (22) a. -rl- | f. *-lr- |
| b. -rn- | g. *-nr- |
| c. -rm- | h. *-mr- |
| d. -lm- | i. *-ml- |
| e. -ln- | j. *-nl- |

KLV (1990:218) Examples 51(a-b)

(22a) and (22f) show that -rl- is a possible final cluster in English but *-lr- is impossible since /l/ is more complex than /r/. KLV (1990:218) argue that a segment may govern if it has a greater complexity than its governee.* The more elements the segment has, the more complex it is as given in (23).

* See also Harris (1990:274), which argues that the governor must be more complex than governee (i).

(23)	r	→	l	→	n	-	m	(sounds)
	A		A.?		A.?.L		U.?.L	(elements)

According to (23), /r/ is composed of a single element (A) so it is the least complex among /r, l, n, m/. /n/ and /m/ have three elements, (A.?.L) and (U.?.L) respectively. Thus, they are the most complex among /r, l, n, m/. /l/ is composed of two elements (A.?), so it is less complex than /n, m/ but more complex than /r/. KLV (1990) presents the complexity hierarchy of the segments as given in (24).

(24) Complexity hierarchy of neutral segments

{glides, r} > l > nasals (n, m)

KLV (1990:218) Example (52)

The complexity hierarchy given in (24) implies that glides and /r, l, n, m/ can be governed by the other consonants, namely obstruents /t/, /d/, /g/, /s/ etc. (*bring*, *click*, *glow*; *cent*, *camp*), but they cannot govern the others (**rbing*, **lcick*, **lgow*; **cetn*, **capm*). Accordingly, glides and /r, l, n, m/ are different from the other consonants. Turkish also presents evidence for the idea that /r, l, n, m/ are different from glides and other consonants in that [æ] can only exist before /r, l, n, m/.

The elemental analysis given in (23) shows that /r/ is the least complex one among others (/r, l, n, m/) given that it has a single element. /l/ has A and ? elements, hence more complex than /r/, but less complex than /n/ and /m/ which have three elements (A.?.L and U.?.L respectively). Our analysis on the occurrence of [æ] provides support for the hierarchy among /r, l, n, m/ in that [æ] before /l/, for instance, looks for more conditions to occur compared to [æ] before /r/ but less conditions compared to [æ] before /n, m/. What is crucial about /n/ and /m/ is that

-
- (i) Let α and β be segments occupying positions A and B respectively. Then if A governs B, α must not be less complex than β .

they are equal in terms of the number of elements they have (KLV, 1990). However, our data analysis shows that the existence of [æ] before /n/ seems more common compared [æ] before /m/ since [e] precedes /m/ in more than 50% of the cases although it does not show any predictability. Regarding to the hierarchy among /r, l, n, m/, we observe that the A element occurs in the elemental composition of /r/, /l/ and /n/ but not in /m/ (25).

(25) r	→	l	→	n	→	m
A		A.?		A.?.L		U.?.L

We observe that the total unpredictability of [æ] before /m/ may stem from the absence of A element in /m/, which needs further investigation.

To summarize, there is a hierarchy among /r, l, n, m/ and the distribution of [æ] in Turkish supports the existence of this hierarchy. However, why [æ] occurs before /r, l, n, m/ but not before other consonants has no clear answer: /r, l, n, m/ have no common elements. Our suggestion is that the existence of the elements A and/or L (nasality) may be the reason for what triggers existence of [æ] before /r, l, n, m/, which needs further investigation.

Let us now discuss the constituent structure and its effects on the occurrence of [æ].

4.3. The Absence of a Non-p-licensed Nucleus

It has been observed in the literature that [æ] occurs before /r, l, m, n/ in *closed* syllables (Çakır, 1996; Göksel and Kerslake, 2005 among the others). The purpose of this section is to discuss what the *closed* syllable effect actually is on the distribution of the *e* sound. In this regard, we aim to illustrate that [æ] can occur before /r, l, m, n/ if they are not immediately followed by a non-p-licensed nucleus. Consider *er* /æɾ/ ‘soldier’ vs. *eri* /eri/ ‘soldier+ACC’ in (26a-b) respectively.

(26) a.	O ₁	N ₁	O ₂	N ₂	<i>er</i>	/æɾ/	‘soldier’
		x	x	x			
				↑			
		A	A	P-licensed			
		I					
		—					
b.	O ₁	N ₁	O ₂	N ₂	<i>er+i</i>	/eri/	‘soldier+ACC’
		x	x	x			
		A	A	I			
		I					

Remember that the constituent structure must end in a nucleus (N) in GP no matter it is interpreted (full) or not (p-licensed). The final nucleus may be empty (p-licensed) in Turkish according to GP approaches (Denwood, 1998; Charette, 2004; Balçı, 2006 among the others). As seen in (26a), N₂ is empty and p-licensed. Thus /r/ is not followed by a realized nucleus and [æ] is realized on N₁. In (26b), on the other hand, N₃ is not p-licensed. I element spreads from N₁ into N₂ and N₂ is realized as /i/ which immediately follows /r/. * Accordingly, [e] (A.I) occurs before /r/ in this context. The same effect is also observed for /l, n, m/ sounds. Consider (27a-b).

* We adapted the element spreading analysis given in Charette and Göksel (1994, 1996) as the vowel harmony account for Turkish.

	(27) a.	O ₁	N ₁	O ₂	N ₂		<i>sel</i> /sæɪ/ ‘flood’
		x	x	x	x		
					↑		
		s	A	A	P-licensed		
			I	?			
			—				
	b.	O ₁	N ₁	O ₂	N ₂		<i>sel+i</i> /seli/ ‘flood+ACC’
		x	x	x	x		
		s	A	A	I		
			I	?			

In (27a), /l/ is not followed by a realized nucleus but by a p-licensed one (N₂) and [æ] (A.I.⏟) occurs in N₁. In (27b), however, N₂ is not p-licensed. I element in N₁ spreads into N₃. As a result, N₃ is realized as /i/, which immediately follows /l/. Accordingly, [æ] (A.I) occurs before /l/. Let us now have a look at *e* preceding /n/ in (28a-b).

	(28) a.	O ₁	N ₁	O ₂	N ₂		<i>sen</i> /sæn/ ‘you’
		x	x	x	x		
					↑		
		s	A	A	P-licensed		
			I	L			
			—	?			
	b.	O ₁	N ₁	O ₂	N ₂		<i>sen+i</i> /seni/ ‘you+ACC’
		x	x	x	x		
		s	A	A	I		
			I	L			
			?	?			

In (28a-b), the same effect is also observed for *e* before /n/. [æ] (A.I.⏟) in N₁ occurs when /n/ is followed by a p-licensed nucleus (N₂) (28a) but [e] (A.I) occurs if /n/ is followed by a non-p-licensed one (N₂) in (28b). For [æ] (A.I.⏟) to occur before /m/, the same condition is valid. Compare (29a-b).

(29)	a.	O ₁	N ₁	O ₂	N ₂	O ₃	N ₃	<i>Kerem</i>	Proper Name
		x	x	x	x	x	x		
		k	A	A	A	U	P-licensed		
			I		I	L			
					—	?			
	b.	O ₁	N ₁	O ₂	N ₂	O ₃	N ₃	<i>Kerem+ACC</i>	
		x	x	x	x	x	x		
		k	A	A	A	U	I		
			I		I	L			
						?			

In (29a), /m/ in O₃ is followed by a p-licensed nucleus (N₃) and *e* in N₂ is open. In (29b), *e* in N₂ is closed since /m/ is followed by a non-p-licensed nucleus (N₃).

The question which needs to be answered is related to the observations above: why does [æ] occur before /r, l, n, m/ if there is no non-p-licensed nucleus. Why is */æri/ impossible but /ær/ possible in Turkish? The answer is provided by the constituent structure and government relations in GP. In GP, every nucleus can and must license a preceding onset; every onset must be licensed by the following nucleus (Kaye, 2000:6). Since an onset and nucleus go as pair as (O₁N₁) (O₂N₂) (O₃N₃) etc. and the N(ucleus) licenses O(nset) in the pair, the relation between onset and nucleus in the pair is very important. When the nucleus is p-licensed, it still licenses the onset but its licensing is weaker than the onset licensing of a non-p-licensed nucleus. Accordingly, the onset establishes a relation with the nucleus of the preceding pair as in (30).

$$(30) \quad O_1N_1 \quad O_2N_2 \quad O_3N_3 \leftarrow O_4N_4$$

In (30), there is a government relationship between O₄ and N₃ given that N₄ is p-licensed. This may be related to *uninterpreted empty nucleus effect* which was put forward by Kaye (1990). Kaye (1990:317) refers to the ‘shortening’ that occurs before single final consonants followed by a domain final empty nucleus in both Turkish and Yawelmani (31a-b).

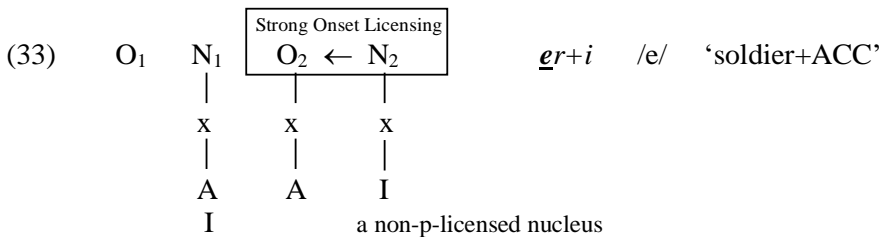
(31) a. merak ‘curiosity’ vs. b. mera:ki ‘curiosity+ACC’

Kaye (1990) notes that the trigger for shortening occurs in the presence of a final empty nucleus following the long vowel (32).

(32) A long vowel shortens when the following nucleus is a licensed empty nucleus.

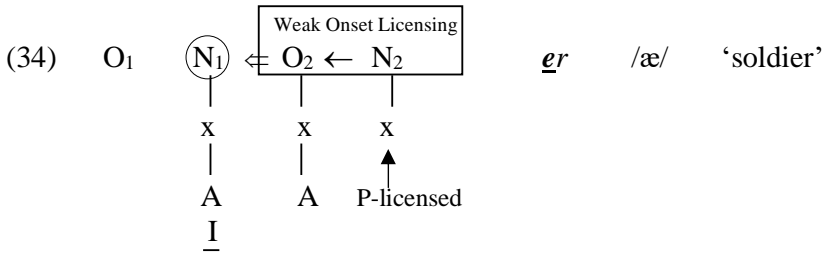
Kaye (1990:317) Example (33)

Although the *uninterpreted empty nucleus effect* of Kaye (1990) affects the nucleus, it might be interesting to extend this empty nucleus effect to [æ] occurring before /r, l, n, m/. When /r, l, n, m/ are followed by a p-licensed nucleus, the p-licensed nucleus licenses its pair onset. However, this type of licensing is different from the onset licensing of a non-p-licensed nucleus. When a non-p-licensed nucleus licenses its onset, it appears as strong onset licensing. It means that there is a strong relation between the O(nset)-N(ucleus) pair. This strong relation prevents the onset from having another relation with the preceding nucleus. Consider (33).

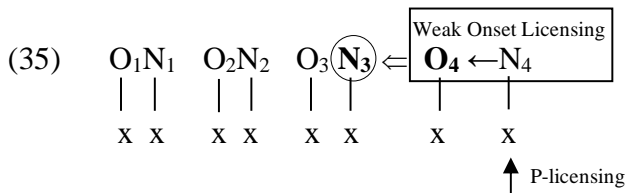


Given in (33), N₂ is non-p-licensed; thus, it licenses O₂ in a strong way, which establishes a strong link between O₂ and N₂. Our analysis suggests that onsets are *monogamists*. Therefore, O₂ cannot have the same link with N₁. This yields a (A.I) [e] under N₁.

If /r, l, n, m/ are not followed by a non-p-licensed nucleus but a p-licensed one, the nucleus licenses the onset weakly (34).

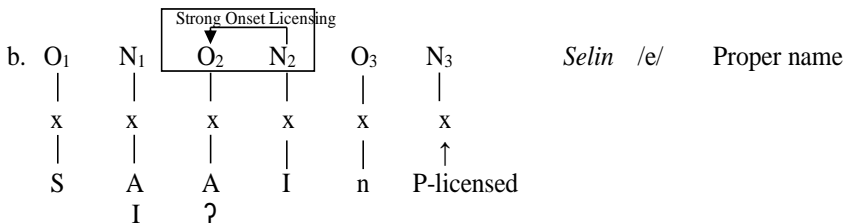
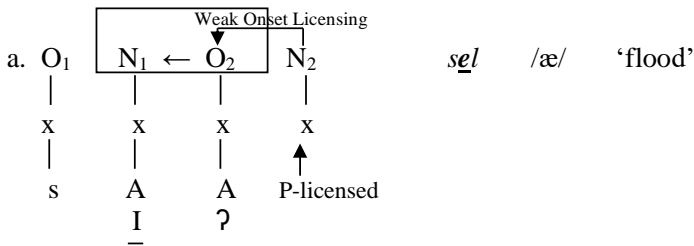


In that weak onset licensing case given in (34), the onset (O_2) establishes a relation with the preceding nucleus N_1 since N_2 is p-licensed and remains empty (35).



In this regard, [æ] (A.I._) may occur under N_3 in (35) since e and /r/, /l/, /n/ or /m/ are in a close relation due to the weak onset licensing of N_4 . Weak vs. Strong Onset Licensing can be extended to /l, n, m/ cases as well. See (36a-b) for Weak vs. Strong Onset Licensing regarding to /l/.

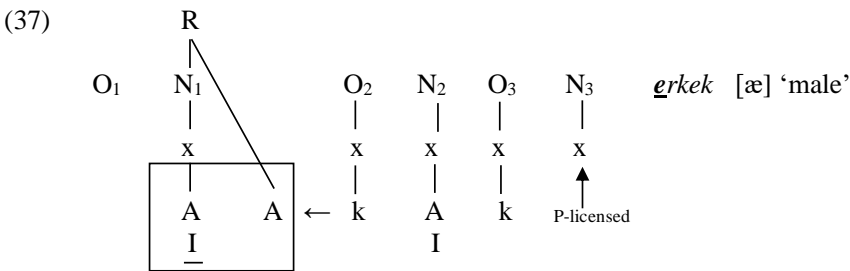
(36) Weak vs. Strong Onset Licensing Effect for e before /l/.



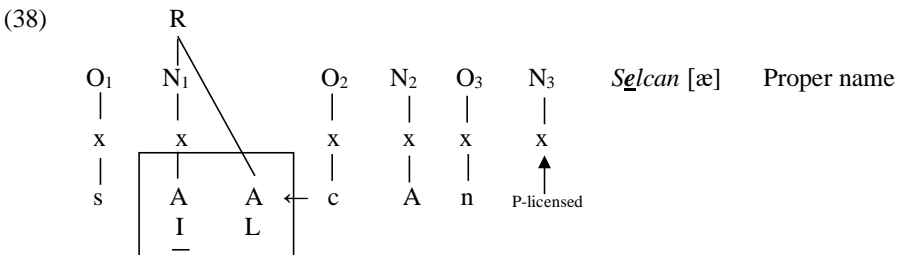
To sum up, a p-licensed nucleus as the pair of /r, l, n, m/ is necessary for the existence of [æ] preceding /r, l, n, m/ due to the weak versus strong onset licensing

phenomenon. We argue that the weak vs. strong onset licensing relations give an account for the distribution of the variants of *e* sound before /r, l, n, m/. If there is a strong onset licensing, the relation between *e* and /r, l, n, m/ is weak. Therefore, [e] (A.I) occurs before /r, l, n, m/. If there is weak onset licensing, a strong relation appears between *e* and /r, l, n, m/. Thus [æ] (A.I_) may exist before /r, l, n, m/.

However, there are cases where [æ] (A.I_) occurs where the following nucleus is not p-licensed. We propose that in those cases, some strong relations may be established between *e* and /r, l, n, m/ via coda licensing (37) instead of weak onset licensing.



Note that there is no p-licensed nucleus adjacent to /r/ in (37) but there is coda licensing. O₂, /k/, governs the right branch of the rhyme. Thus, if we look at (37) above, we see that *e* and /r/ occur under the same rhyme. N₁ is the head of the branching rhyme. This yields a close relation between *e* and /r/. O₂ governs the right branch of the R(hyme) by giving coda licensing to it. As a result, [æ] can occur before /r/. The analysis can be extended into *e* before /l/ as in (38).



Similar to (37), /æ/ and /l/ are under the same rhyme in (38). N₁ is the head of the rhyme. Thus, N₁ and the right branch of the rhyme are in a close relation. O₂

governs the right branch of the R(hyme) by giving coda licensing to it. Thus [æ] occurs before /l/.

To summarize, we have discussed the two conditions given at the beginning of the analysis with respect to right side of an [æ]. These conditions are given in (39a-b) below.

- (39) a. *e* must be followed by /r/, /l/, /n/, /m/.
- b. /r/, /l/, /n/, /m/ should not be immediately followed by a non-p-licensed nucleus (realized).

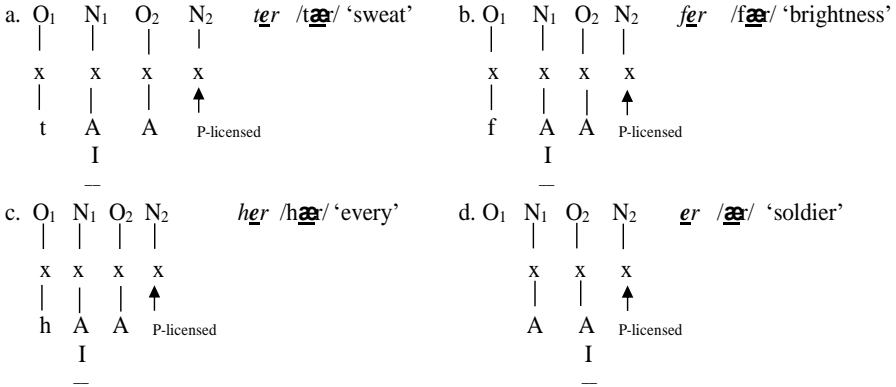
With respect to the right side of *e*, (39a-b) are the basic conditions for [æ] (A.I._) to occur before /r, l, n, m/. With respect to right side, the condition that /r/ and /l/ should not immediately be followed by a non-p-licensed nucleus is enough for [æ] to occur before /r/ and /l/. However, /n/ preceded by *e* must be followed by a p-licensed nucleus so that [æ] may appear (*sen* ‘you’, *gen* ‘gene’, etc.). If *e* precedes /n/ followed by a coda-licensed and if the following nucleus is non-p-licensed, [æ] may or may not appear (*rende* [e] ‘grater’ vs. *efendi* [æ] ‘sir’). Therefore, it is unpredictable. As in the case of *e* followed by /m/, it may or may not be open in the absence of a non-p-licensed nucleus. Briefly, the appearance of [æ] preceding /n/ and /m/ is unpredictable.

In the present section, we have discussed the right side of *e* on the constituent structure. In Section 4.4, we will analyze the left side of *e* (the third condition) which also affects the open versus closed status of *e*.

4.4. The Onset Preceding *e*

According to the analyses given in sections 4.2. and 4.3, the right side of *e* on the constituent structure is important. What about the left side of it? In the present section, we will discuss the effects of the preceding onset on the *e* sound. We propose that the preceding onset affects the openness status of *e*, which is followed by /l, m, n/ but not /r/. Let us begin with [æ] followed by /r/ (40a-d).

(40)



In (40a-d) where [æ] is followed by /r/, it seems to be the case that the onset (O₁) preceding *e* in (N₁) has no effect on *e* in terms of its open versus closed status. In (40a-c), there are three different consonants in O1 but nevertheless the N1 is always [æ]. Also, *e* in N1 is still open [æ] though the onset (O₁) preceding *e* is empty in (40d).^{*} Thus, we can conclude that *e* before /r/ does not take the preceding onset into the consideration. We wonder if it would be the case for *e* before /l, n, m/? Consider (41a-d) where *e* is followed by /l/.

^{*} Throughout our analysis, we represent empty onsets without a skeletal point. In fact, there are two types of empty onset: Onset with a point (Ox) and Onset (O) without a point. Denwood (1998) argues that vowel initial words contain an empty onset with a point that is p-governed by the immediately following nucleus. Charette (2000) points out that empty onsets are without a point word initially. She argues that there is no reason for vowel initial words not to begin with an onset without a point. Nuhbalaoğlu (2010:89) argues that the type of a word initial empty onset is pointless in quick speech but pointed in careful speech. We adapt Gussmann's (2002:69) view that an onset is empty when it contains no skeletal position, or when it does contain a skeletal position but has not melody attached to it. In both cases the phonetic effect is the same, no consonant melody precedes the nuclear position.

(41)

a. O_1 N_1 O_2 N_2 <i>tel</i> /tæ/ 'wire' x x x x ↑ t A A P-licensed I ? —	b. O_1 N_1 O_2 N_2 <i>bgl</i> /bæ/ 'waist' x x x x ↑ b A A P-licensed I ? —
c. O_1 N_1 O_2 N_2 <i>kel</i> /kæ/ 'bald' x x x x ↑ k A A P-licensed I ? —	d. O_1 N_1 O_2 N_2 <i>el</i> /e/ 'hand' x x x ↑ A A P-licensed I ? —

In (41a-c), *e* in N_1 is open [æ] despite a different preceding consonant in each case since /l/ is followed by a p-licensed nucleus, which is predicted by our analysis. What may be problematic for our analysis is that [e] in (41d) case, in which the empty onset (O_1) precedes *e* but *e* is closed as opposed to the /r/ case. This can be extended into the other examples given in (42a-b).

(42) a. *elveda* /elveda/ 'farewell' b. *elma* /elma/ 'apple'

As seen in (42a-b), the onset preceding *e* before /l/ is not realized (empty). O_1 in (42a-b) is empty similar to (41d). None of the *es* preceding /l/ in (41d) and (42a-b) is open although there is no non-p-licensed nucleus following /l/. This shows that *e* preceding /l/ needs a realized onset preceding itself so as to be an open [æ], which also seems to be true in the cases where *e* is followed by /n/ and /m/. Compare (43a-d) with (43e-h).

(43) a. *ter* /tær/ 'perspiration' vs. e. *er* /ær/ 'soldier'
 b. *tel* /tæ/ 'wire' vs. f. *el* /el/ 'hand'
 c. *ten* /tæn/ 'body' vs. g. *en* /en/ 'width'
 d. *verem* /veræm/ 'tuberculosis' vs. h. *em* /em/ '(to) suck'

Why does the preceding empty onset have such an effect on *e* when followed by /l/ and also by /n, m/ but not /r/ as in the case of (43a-h)? We propose that it is

related to the complexity hierarchy. Recall from section 4.2. that there is a hierarchy among /r, l, n, m/ based on segmental complexity (KLV, 1990) (44).

(44) Complexity Hierarchy of Neutral Segments

{glides, r} > l > nasals (n, m)

The hierarchy among /r, l, n, m/ is reflected on the choice of [e] or [æ] in Turkish, as well. The occurrence of [æ] before /r/ has one condition: /r/ should not be followed by a non-p-licensed nucleus. However, a single condition is not enough for [æ] to occur before /l, n, m/, which means that *e* needs fewer conditions to be open if it precedes before less complex expressions among /r, l, n, m/.

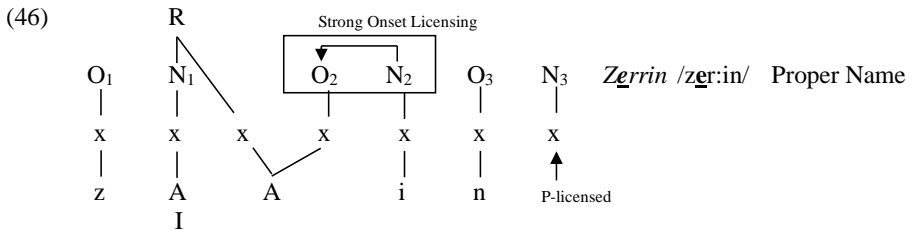
The question why the empty onset preceding *e* before /l, n, m/ has a closing effect on *e* even if /l, n, m/ is not immediately followed by a non-p-licensed nucleus does not have a clear answer yet. However, we assume that *e* before /l, n, m/ is subject to the conditions of its left as well as right side since the number of elements composing /l, n, m/ are more than that of /r/. /l, n/ have the A element but /m/ has no A element. Under such conditions, *e* is more sensitive to the conditions on its environment. It could be assumed that *e* before /l, n, m/ looks for some support to be open since /l/, /n/ and /m/ are more complex than /r/. Also note that the distribution of [æ] vs. [e] preceding /n/ and /m/ is not that predictable compared to /r/ and /l/.

4.5. Further Points

In the present section, we will discuss some further points regarding to the *e* sound, namely *e* preceding double /r/, /l/, /n/ or /m/. Çakır (1996) argues that there is a strong tendency to produce closed *e* before /C:/. Operstein and Kütükçü also (2004) agree with Çakır (1996). Our observation on the distribution of *e* before double /r, l, n, m/ also supports Çakır (1996) as in (45a-d). *e* appears as a closed [e] when followed by double /r/, /l/, /n/, /m/ sounds as in (45a-d).

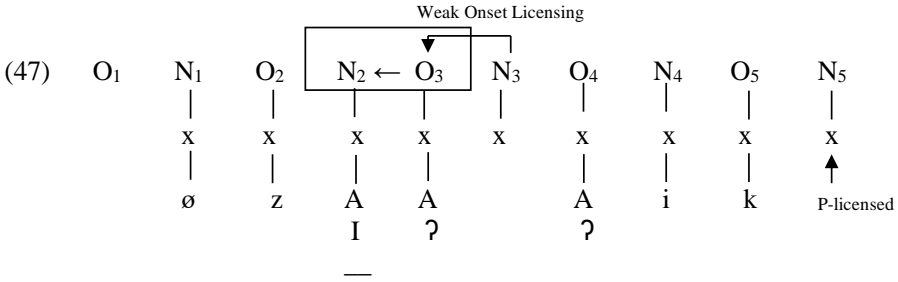
- (45) a. [e]: *müşerref* ‘honored’ *Zerrin* proper name
 b. [e]: *cellat* ‘headsman’, *mozerella* ‘mozzarella’
 c. [e]: *cennet* ‘heaven’, *amenna* ‘agreed!’, *zenne* ‘drag queen’.
 d. [e]: *temmuz* ‘july’, *tekemmül* ‘maturation’.

Why does the closed *e* occur before double /r/, /l/, /n/ or /m/ in most of the cases? Consider (46) for the elemental and constituent structure analysis of [e] preceding double /r/.



Given in (46), /r/ is shared by the right branch of the rhyme and O₂. It means that *e* and /r/ are not in a close relation since /r/ belongs to O₂ at the same time, which is licensed by N₂ via strong onset licensing. Since it is not a p-licensed nucleus,* N₂ establishes a close relation with O₂ via strong onset licensing. Thus, the relation between /r/ and *e* weakens. As a result, [e], not [æ], is realized. This is also valid for *e* preceding /l:/, /n:/ and /m:/. However, if there is an empty nucleus between two as in the case of suffixation, [æ] may appear as in *özel-lik* (special+Der.Suf.) [øzæɫŋlic] ‘property’ (47).

* A p-licensed nucleus (empty) can never follow a double consonant in Turkish: *had* ‘limitation’ vs. *haddi* ‘his/her limitation’ but **hadd*.



In (47), unlike (46), there is no rhyme-onset which do share the same consonant. Both /l/s under O₃ and O₄ are not shared but individual consonants: the root of the word is *özəl* ‘special’ ending in a p-licensed nucleus. Then the derivational suffix {-İlk} is attached to the root but N₃ goes on being an empty category in the structure and weakly licenses O₃. As a result, O₃ gets a close relation with N₂ and the appearance of [æ] on the structure becomes probable as in (47).*

To sum up, if *e* occurs before double /r/, /l/, /n/, /m/ which is not due to the suffixation, the single consonant occurs both under the right branch of the rhyme and onset. In that case, /r/, /l/, /n/, /m/ establishes a close relation with the following non-p-licensed nucleus. As a result, it does not have a relation with preceding *e*. Thus, [e] is realized.

In the case of suffixation, the double /r/, /l/, /n/, /m/ behave like two different consonants. Accordingly, the conditions given for [æ] works.

5. Conclusion

The present study has aimed to present a discussion on the *e* sound in Turkish and give some answers regarding the questions for the distribution of open [æ] vs. closed [e] before /r, l, n, m/ sounds in Turkish in the light of the elemental analysis, constituent structure and GP. Our analysis has focused not solely on the interaction of [æ] with the consonants, but also on the constituent structure in which [æ] and [e] occur and the elemental combinations of the sounds. Regarding the distribution of [æ], we have also listed some conditions: (i) [æ] prefers to precede /r, l, m, n/ but no other consonants such as /t, d, k.../ as mentioned in the

* [æ] is also possible in *mükəmmel* [mycæm:æ] ‘perfect’ although there is no suffixation that could be analyzed similar to (47) although there is no suffixation, which means that there are two /m/ sounds but not one single shared /m/ following [æ].

literature; (ii) [æ] cannot appear before /r, l, n, m/ if they are immediately followed by a non-p-licensed (interpreted) nucleus, (iii) a realized (pronounced/not empty) onset must appear before [æ] if followed by one of /l, n, m/ but not /r/.

Then we proposed that there is a hierarchy among /r, l, n, m/ when we take the distribution of [æ] into the account. Following KLV (1990), we argued that there is a complexity hierarchy among these consonants in that less complex segments such as /r/ provide larger environments for the occurrence of [æ] compared to more complex segments /l, n, m/.

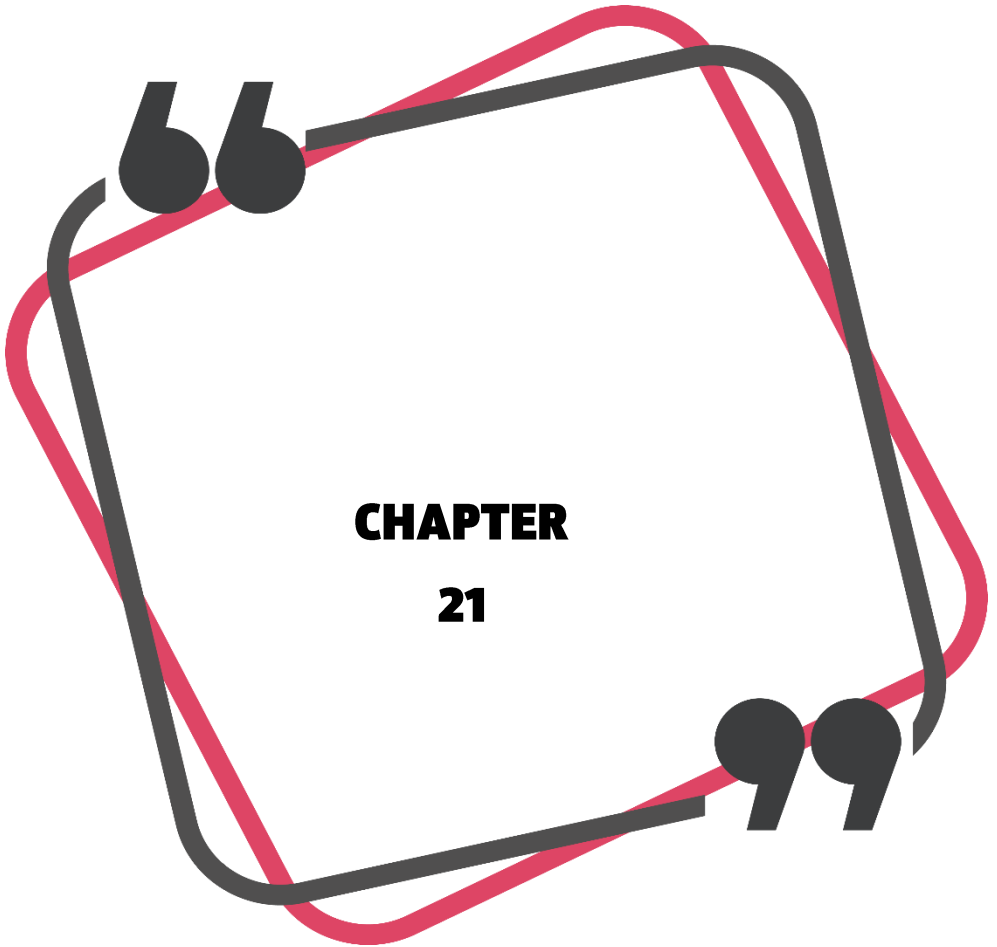
With respect to *e* before double /r, l, n, m/, it is claimed that closed [e] is observed in most of the cases since /r, l, n, m/ which are shared by both the right branch of rhyme and the following onset. Due to the strong onset licensing of the following non-p-licensed nucleus, the link between /r, l, n, m/ and *e* is not established. If the double consonant occurs before *e* due to suffixation, which behaves like two separate consonants, [æ] may appear before /r, l, n, m/. Finally, we suggest that there seems two *e* sounds (/e/ and /æ/) in the vocalic inventory of Turkish if we take the unpredictable instances of /æ/ into consideration mostly observed in the instances of the *e* sound preceding /n/ or /m/.

References

- Aksan, D. (1998). *Her Yönüyle Dil Ana Çizgileriyle Dilbilim*. Ankara: TDK Yayınları.
- Backley, P. (2011). *An Introduction to Element Theory*. Edinburgh: Edinburgh University Press.
- Balcı, E. (2006). *A Government Phonology Analysis of Turkish Consonants*. Ph.D. Dissertation. Boğaziçi University.
- Banguoğlu, T. (1959). *Türkçenin Grameri*. Ankara: Türk Tarih Kurumu Basımevi.
- Bergstrasser, G. (1936). *Türk Fonetigi*. Çev: Şükrü Akkaya. İstanbul: Devlet Basımevi.
- Bilgegil, K. (1963). *Türkçe Dilbilgisi*. Ankara: Güzel İstanbul Matbaası.
- Charette, M. (1990) Licence to Govern. *Phonology* 7:2, 233–253.
- Charette, M. (1991) *Conditions on Phonological Government*. Cambridge: Cambridge University Press.
- Charette, M. (2000). When P-licensing Fails: the Final High Vowels of Turkish. *SOAS WPLP* 10, 2-18.
- Charette, M. (2004). Defining the Structure of Turkish Words. *SOAS Working Papers in Linguistics* 13, 49-79.
- Charette, M. and Göksel, A. (1994). Switching and Vowel Harmony in Turkic Languages. *SOAS WPLP* 4, 31-51.
- Charette, M. and Göksel, A. (1996). Licensing Constraints and Vowel Harmony in Turkic Languages. *SOAS WPLP* 6, 1-25. [Also in Cyran, E. (ed.), *Structure and Interpretation: Studies in Phonology*, 65-88. Lublin: Folium].
- Chomsky, N. and Halle. M. (1968). *The Sound Pattern of English*. Cambridge, Mass.: MIT Press.
- Clements, G. N. (1976). *Vowel Harmony in Nonlinear Generative Phonology: an Autosegmental Model*. Indiana University Linguistics Club.
- Çakır, M. C. (1996). *A Study on the Low, Front, Unrounded Allophone in Turkish*. Unpublished B.A. Thesis. İstanbul: Boğaziçi University.
- Demircan, Ö. (1979). *Türkiye Türkçesinin Ses Düzeni: Türkiye Türkçesinde Sesler*. Ankara: TDK Yayınları.
- Demircan, Ö. (1996). *Türkçenin Sesezimi*. İstanbul: Der Yayınları.
- Denwood, A. (1998). A Template for Turkish. *SOAS WPLP* 8, 177-190.
- Deny, J. (1941). *Türk Dili Grameri*. İstanbul: Maarif Matbaası.
- Ediskun, H. (1985). *Türk Dilbilgisi*. İstanbul: Remzi Kitabevi.

- Eker, S. (2007a). *Türkçenin Sesbirimleri ve Belirgin Altses Birimleri*. In Karoly, L. (ed.), *Turcology in Turkey Selected Papers*. Szeged: Szte btk altajisztikai tan szek.
- Eker, S. (2007b). Toplumdilbilgisel Gösterge Olarak /e/. In Külahlıođlu İslam, A. and Eker, S. (eds.), *Edebiyat ve Dil Yazıları: Mustafa İsen'e Armađan*, 231-247. Istanbul: Grafiker Yayınları.
- Ergenç, İ. (1989). *Türkiye Türkçesinin Görevsel Sesbilimi*. Ankara: Engin Yayınevi.
- Ergin, M. (1997). *Türk Dil Bilgisi*. Istanbul: Bayrak Yayınları.
- Gencan, T. N. (2001). *Dilbilgisi*. Ankara: Ayraç Yayınevi.
- Gemalmaz, E., Tarıktarođlu, A. and Aksu, B. (2004). *Türkçe Sözlük'in Ters Dizimi*. Ankara: TDK Yayınları.
- Goldsmith, J. (1990). *Autosegmental and Metrical Phonology*. Basil Blackwell.
- Göksel, A. and Kerslake, C. (2005). *Turkish: A Comprehensive Grammar*. Oxford: Oxford University Press.
- Gussmann, E. (2002). *Phonology: Analysis and Theory*. Cambridge: Cambridge University Press.
- Harris, J. (1990). Segmental Complexity and Phonological Government. *Phonology* 7, 255-300.
- Harris, J. and Lindsey, G. (1995). The Elements of Phonological Representation. In Durand, J. & Katamba, F. (eds.), *Frontiers of Phonology: Atoms, Structures, Derivations*, 34-79. Harlow, Essex: Longman.
- Kaye, J. (1990). 'Coda' Licensing. *Phonology* 7:2, 301-330.
- Kaye, J. (2000). A Users' Guide to Government Phonology. Ms., University of Ulster.
- Kaye, J. (2001). Working with Licensing Constraints. In Dziubalska-Kolaczyk, K. (ed.), *Constraints and Preferences*, 251-268. Berlin & New York: Mouton de Gruyter.
- Kaye, J., Lowenstamm, J. and Vergnaud, J-R. (1985). The Internal Structure of Phonological Representations: A Theory of Charm and Government. *Phonology Yearbook* 2, 305-328.
- Kaye, J., Lowenstamm, J. and Vergnaud, J-R. (1990). Constituent Structure and Government in Phonology. *Phonology* 7, 193-231.
- Kornfilt, J. (1996). *Turkish*. London: Routledge.
- Kreider, H. (1954). *Essentials of Modern Turkish*. Glückstadt.
- Lewis, G. L. (1967). *Turkish Grammar*. Oxford: The Clarendon Press.

- Nuhbalaoğlu, N. (2010). *On The Role of Empty Onsets in Turkish: A Government Phonology Approach*. Unpublished M.A. Thesis. Boğaziçi University.
- Operstein, N. and Kütükçü, T. (2004). Türkiye Türkçe'sindeki /e/ Ünlüsünün Sesbirimcikleri Üzerine. *Dilbilim Araştırmaları* 2004, 29-50. İstanbul: Boğaziçi Üniversitesi Yayınları.
- Özben, R. (1989). *Türkçe Diksiyon*. İstanbul: İnkılap Kitabevi.
- Özsoy, A. S. (1999). *Turkish*. İstanbul: Boğaziçi University Publications.
- Özsoy, A. S. (2004). *Türkçenin Yapısı I - Sesbilim*. İstanbul: Boğaziçi Üniversitesi Yayınları.
- Selen, N. (1979). *Söyleyiş Sesbilimi Akustik Sesbilim ve Türkiye Türkçesi*. Ankara: TDK Yayınları.
- Sebüktekin, H. (1975). *An Outline of English-Turkish Contrastive Phonology: Segmental Phonemes*. İstanbul: Boğaziçi University Press.
- Swift, L. B. (1963). *A Reference Grammar of Modern Turkish*. Indiana University Publications, Uralic and Altaic Series, No. 19. Bloomington. Mouton: Indiana University.
- Türkçe Sözlük. (2005). Ankara: TDK Yayınları.
- Türk Dil Kurumu Sesli Sözlük. (Online) Talking Dictionary of Turkish Language Association. <http://www.tdk.gov.tr>.
- Underhill, R. (1976). *Turkish Grammar*. Cambridge: MIT Press.



CHANGING CONSUMPTION BEHAVIOR WITH COVID 19 AND ITS EFFECTS ON ENVIRONMENTAL POLLUTION

Assoc. Prof. Göknur EGE

Ege University

Sociology Department

ORCID: 0000-0003-3875-7001

Introduction

In this chapter, the pandemic, consumption and environmental problems, which are three important phenomena that are very important for all world societies, are discussed in relation to each other, and how human behaviors affect the environment and how the pandemic affects human behaviors and especially consumption behaviors in a crucial way.

Although the pandemic gradually loses its severity, its psychological, social, economic and ecological effects seem to continue for a while. Nature has the ability to clean, repair and renew itself, but this takes time. When we burden nature beyond its self-healing capacity and make it more polluted than it can clean itself, the consequences are very heavy not only for us humans, but also for all other living things. The most striking example of this is the global climate crisis, which deeply affects life on our entire planet.

The pandemic has significantly affected human psychology and behavior. It increased the sense of loneliness by further isolating the already isolated lonely individuals of modern cities. With the effect of factors such as remote working and distance education, it reinforced the dependence on information and communication technologies. All these and many effects, such as the anxiety of losing relatives or dying due to coronavirus, adversely affected the mental and physical health of individuals. Individuals who have been away from society and active life due to the pandemic have developed a sedentary lifestyle. They relied on antidepressants to deal with issues like depression and insomnia.

One of the most important characteristics that distinguish human beings from other living things is the tendency to consume more than they need and to be a real “consumer”. By ignoring the effects of continuous and intensive consumption on the environment, the “consumer individuals” of the “consumption society” “consume” more and “consume” just to “consume”. Consumption behavior

is determined by social, economic and psychological factors. The COVID-19 pandemic has greatly affected all these factors that determine consumption behavior.

Impacts of COVID 19 on consumption and environment

Today, Environmental problems have reached a critical point that threatens the entire planet. World societies urgently need to produce a new approach including both sustainable development and protection of the Earth system (Steffen et al 2015). The COVID 19 pandemic has also led to behavioral changes that have significant effects on the environment, and among these behavioral changes, the ones that most affect the environment are the changes in consumption behaviors.

There has been a lot of recent research dealing with the effects of COVID-19 on the environment and those studies clearly reveal the effects of the epidemic on the environment. Although the pandemic had positive effects on air and water pollution, during the curfew period, it also caused negative effects on the environment due to the use of chemicals, disposable products, plastic waste, medical waste, increased water use and decreased recycling (Ege et al 2021).

The use of disposable products to stop the spread of COVID-19 has exacerbated the current problem of plastic pollution. In order to prevent the transmission of the disease, products that were sold unpackaged before were placed in plastic packaging (Benson et al. 2021, Silva et al. 2021). In order to prevent the spread of COVID-19, water consumption has been significantly affected due to more hand and body cleaning, more laundry and house cleaning, washing food more and cleaning the shopping packages etc. In a study examining how cleaning behaviors have changed due to the pandemic, behavioral changes that increase water consumption have been observed (Campos et al. 2021). In emergencies, consumers tend to behave differently than usual. COVID-19, which has created an emergency all over the world, has had a great impact on people's consumption behaviors and habits. (Liu et al 2022)..

Another important issue is the effect of drugs on nature. Studies show the effects of increasing drug use and cosmetic products on environmental pollution. In addition to the pollution caused by the drugs and vaccines used in the fight against Covid 19, medical products and personal protection equipment have also increased the amount of medical waste that causes environmental pollution (Narvaez et al. 2012).

The increase in PPE demand due to the pandemic has also affected other PPE-dependent industries, and the production of plastic-based PPE equipment has increased rapidly after COVID-19. The absence of a strategy for waste management

negatively affected the efforts of the United Nations to achieve its Sustainable Development goals (Singh et al. 2020).

All these effects of covid 19 in terms of environmental problems need to be analyzed very well and in detail. Scientific studies are extremely valuable in order to reduce the negative effects of the COVID-19 pandemic on the environment and to prevent its short, medium and long-term consequences. Since environmental pollution is largely caused by the effects of human behavior, there is a need for social researches on this subject (Ege et al 2021).

Materials and methods

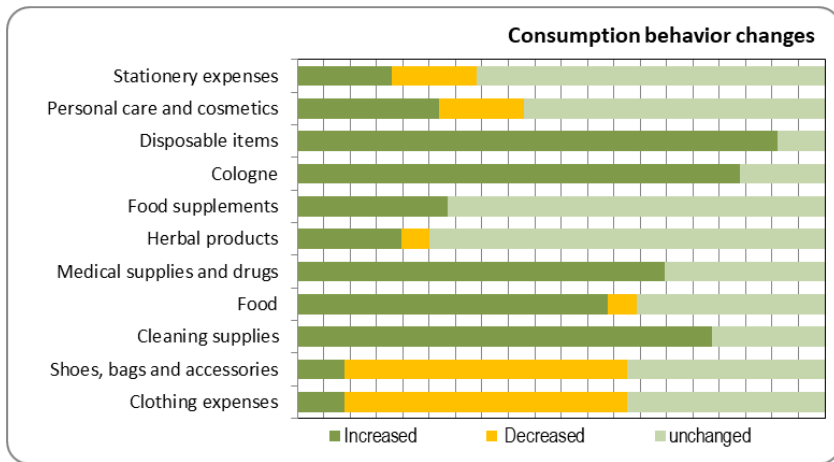
A small-scale study conducted to examine if the pandemic caused changes in the consumption habits, attitudes and behaviors. 56 people participated in our study. P The convenience sampling technique was used in the selection of the sample. This sampling technique is not a random sampling technique because each unit in the research universe was chosen without trying to equalize the chance of being selected. However, at the time of the study, the pandemic was at its strongest and there were no suitable conditions for sample selection with a random sampling technique. This is the same for the sample size This small-scale survey conducted with the aim of gaining an insight into the relations between the pandemic-consumption and environment triad..

Findings:

Age of participants in the study is Min.=21, Max.=51, Mean=29.5, Std. Deviation=6.5. 44.6% of the participants are men and 55.4% are women.

The results of the research point to the behavioral changes that occurred due to COVID-19. Participants started to use more disposable products. In addition, the variety of disposable products used by the participants, who used only disposable products such as paper towels before the pandemic, increased. In our research, 42.9% of the participants stated that water use increased with the pandemic.

Figure 1: Consumption behaviors after COVID 19



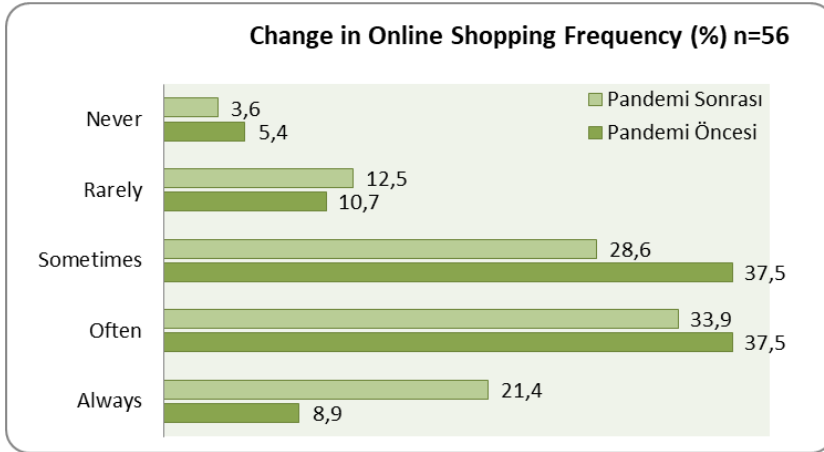
(%)	INCREASED (%)	DECREA-SED(%)	UNCHANGED (%)
Clothing Expenses	8,9	53,6	37,5
Shoes, Accessories	8,9	53,6	37,5
Cleaning Supplies	78,6	,0	21,4
Food	58,9	5,4	35,7
Medical Supplies-Drugs	69,6	,0	30,4
Herbal Products	19,6	5,4	75,0
Food Supplements	28,6	,0	71,4
Cologne	83,9	,0	16,1
Disposable Items	91,1	,0	8,9
Cosmetics	26,8	16,1	57,1
Stationery Expenses	17,9	16,1	66,1

With Covid 19, the highest increase was the expenditures on Single Use Products by 91.1%. This is followed by cologne (83.9%), cleaning products (78.6%) and Medical Supplies and Medicines (69.6%). The most decreasing expenditures are on clothing, shoes, accessories and cosmetic products. All these data show that there are significant changes in consumption behaviors

84 percent of the respondents are already online shoppers before the pandemic, at least occasionally, and 50.6% at least frequently. The fact that the average age of the sample is quite young is reflected in the findings related to electronic shopping. Because the age group participating in the research consists of young people, a group where the frequency of electronic shopping is already high.

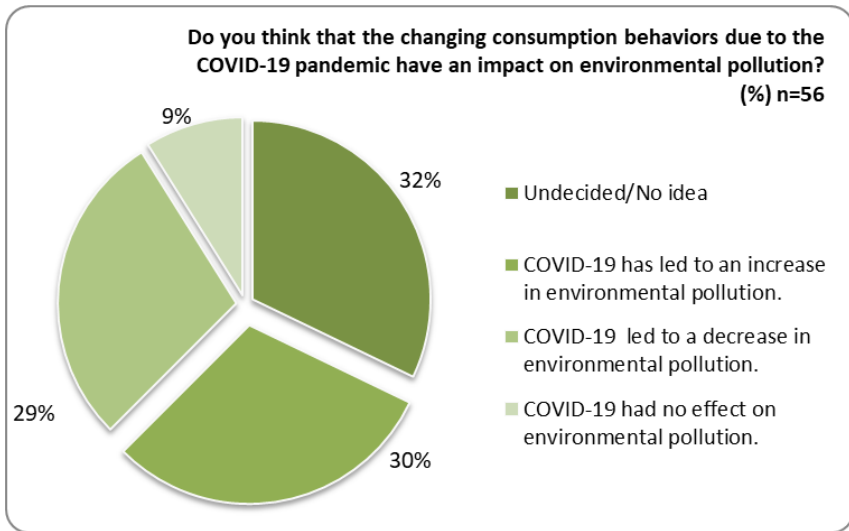
There has been a significant increase in the use of online shopping opportunities in order to reduce social contact during the pandemic period. Electronic ordering services, online shopping services and cargo services have been used more than ever during the pandemic.

Figure 2: Online shopping behaviors



As seen in Figure 1, although the research sample consists of a group with a high potential for online shopping, it can still be observed that the frequency of online shopping has increased. About 9% of the participants stated that they always do online shopping before the pandemic. After the pandemic, this rate doubled to 21.4%. This finding is especially important in terms of the increase in packaging waste and plastic pollution caused by cargo services.

Figure 3: What do people think about the effects of changing consumption on the environment?

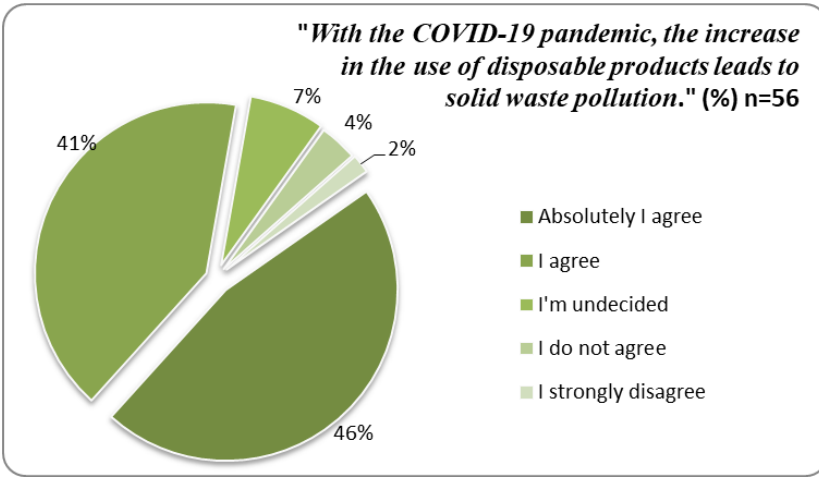


Participants were asked for their opinions on whether there was an increase or decrease in environmental pollution due to the COVID-19 global epidemic. Among the participants, the rate of those who say that environmental pollution has decreased with the pandemic (29%) and the rate of those who say that it has increased (30%) are very close to each other. On the other hand, 32% stated that they had no opinion on this issue. The response of “I have no idea” on issues of public concern, such as environmental problems, is an indicator of awareness and social sensitivity levels. The proportion of those who do not have an opinion is quite significant and is associated with the low level of awareness and social sensitivity about environmental pollution.

The ratio of those who say that environmental pollution has increased due to the pandemic and those who say that it has decreased is approximately equal. It is actually an expected result in connection with the positive effects of the pandemic on the environment during the curfew period. While some of the participants have an optimistic attitude based on the positive atmosphere in the curfew period, the other part took a negative attitude based on the consequences of the Pandemic that produced negative effects on the environment.

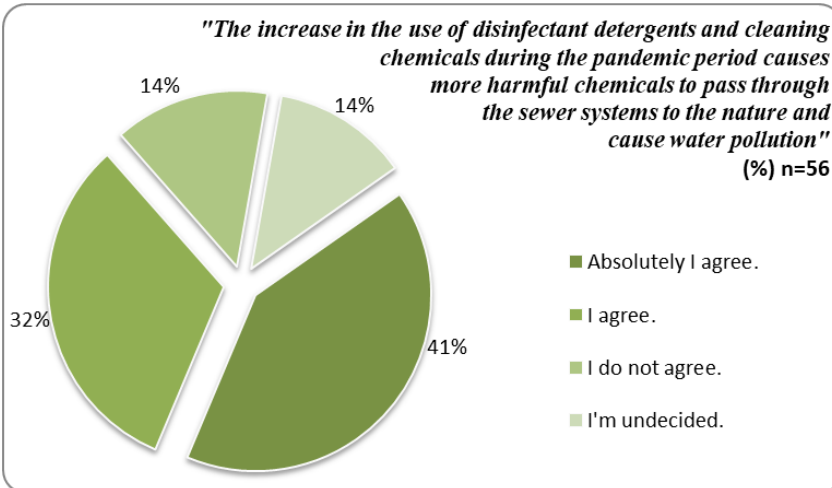
Disposable products have been one of the main reasons for increasing solid waste during the pandemic period. Especially the medical masks, which are changed a few times during the day, have an important place in this regard. Plastic Packaging and cargo packages also caused a substantial increase in solid waste.

Figure 4: What do people think about the effects of COVID-19 on solid waste pollution?



While the rate of those who think that environmental pollution has increased due to the pandemic is 30%, those who think that there is an increase in solid waste pollution due to the use of disposable products caused by the pandemic is a high rate of 87%. This is a reflection of the noticeable increase in visible solid wastes due to the pandemic and the resulting social discomfort.

Figure 5: What do people think about the effects of COVID-19 on water pollution?



A total of 73.2% of the participants think that the increased use of chemicals due to the pandemic negatively affects the environment. It is not only the use of

chemicals that causes water pollution. In solid waste, especially disposable plastic materials have a significant impact on water pollution and microplastics in water.

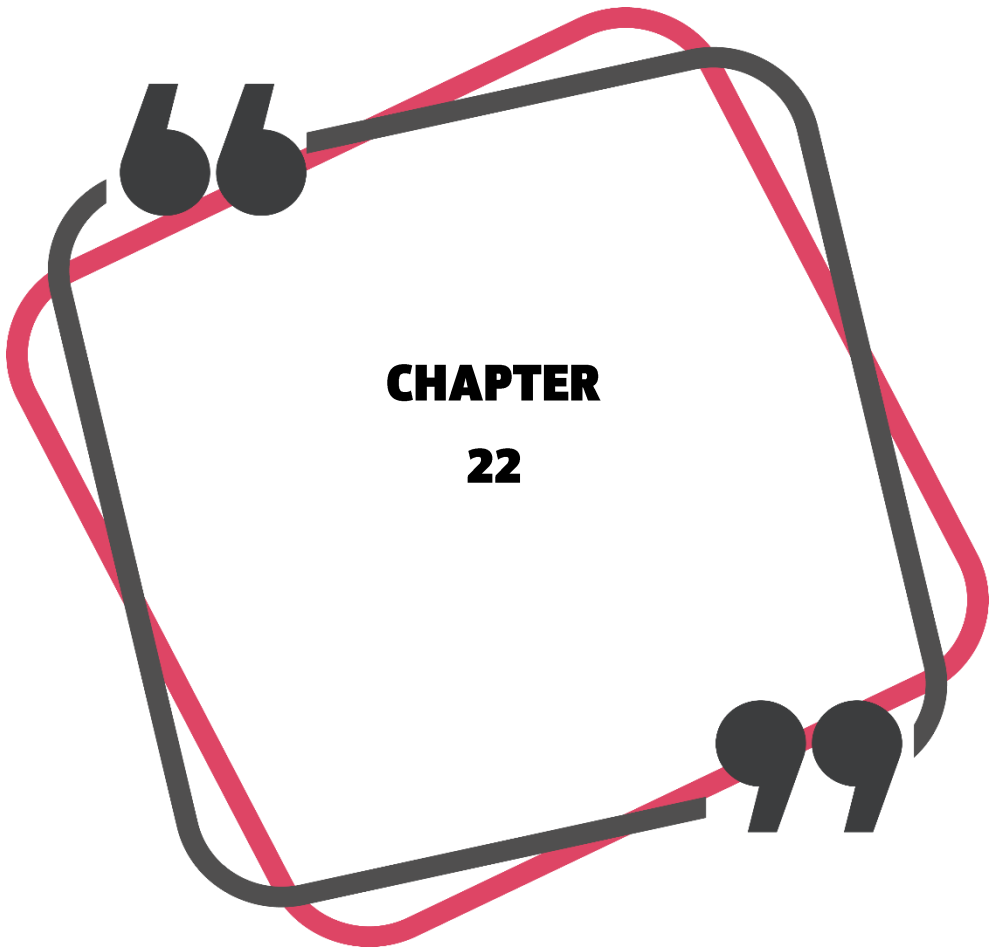
Conclusion

The Covid 19 pandemic has greatly affected the whole world in many ways, including medical, social, psychological, economic aspects and has left deep scars in our collective memory. All world societies are still trying to heal the wounds of the pandemic. The global pandemic, which has important effects that cannot be easily forgotten, has changed our consumption habits as well as many things. The results of our small-scale research on how the pandemic affects individual attitudes and behaviors that may affect the environment also show the change in individuals' attitudes and behaviors before and after the pandemic.

The effects of human behavior on nature have an important place in terms of environmental problems. Unlike other living things, humans are beings that control nature in unnatural ways. However, they forgot that there are limits to their scientific, technological and cultural accumulation and human control over nature. Despite advanced science and technology, we are helpless against natural disasters and environmental problems. Examples such as the Covid 19 pandemic itself, earthquakes, floods, hurricanes, epidemics, and climate change are indications that we have difficulty in controlling nature. However, the most important thing is how human behavior has a role in nature's getting out of control, natural disasters and environmental problems

References

- Benson Nsikak U., David E. Bassey, Thavamani Palanisami, (2021) **COVID pollution: impact of COVID-19 pandemic on global plastic waste footprint**, *Heliyon*, Volume 7, Issue 2, Elsevier Ltd.
- Campos Marcus A. S., Sofia L. Carvalhoa, Sandra K. Melo, Giovanna B. F. R. Gonçalves, Jéssica R. S., R. L. Barrosa, Uíara T. M. A. Morgado, Estefane S. Lopes and Ricardo P. A. Reis, (2021) **Impact of the COVID-19 pandemic on water consumption behaviour**, *Water Supply* Vol 21 No 8, 4058, IWA Publishing
- Ege Gökür, Ege, Mehmet Ali (2021). **COVID-19 Küresel Sağlık Krizinin Çevresel Etki ve Sonuçları** (Environmental Impact and Consequences of the COVID19 Global Health Crisis). *JENAS Journal of Environmental and Natural Studies* , 4 (1) , 89-95
- Liu Zengjin , Zhao Jing, Yu Zhuo, Zhou Zhou, Wang Liyuan, Chen Yusheng (2022) **How Has the COVID-19 Pandemic Changed Urban Consumers' Ways of Buying Agricultural Products? Evidence from Shanghai, China**, *Healthcare*, 2022, 10, 2264.
- Narvaez Jhon F.V., Claudio Jimenez C, (2012) **Pharmaceutical Products In The Environment: Sources, Effects And Risks, Vitae**, *Journal of the Faculty of Pharmaceutical Chemistry*,. Volume 19 Number 1, University of Antioquia, Medellin, Colombia, pp.93-108
- Silva Ana L. Patrício, Joana C. Prata, Tony R. Walker, Armando C. Duarte, Wei Ouyang, Damià Barcelò, Teresa Rocha-Santos, **Increased plastic pollution due to COVID-19 pandemic: Challenges and recommendations**, *Chemical Engineering Journal*, Volume 405,
- Singh Narendra, Tang Yuanyuan, Ogunseitan Oladele (2020) **Environmentally Sustainable Management of Used Personal Protective Equipment**, *Environmental science & technology* vol. 54,14 (2020): 8500-8502
- Steffen Will, Richardson Katherine, Johan Rockström, Cornell Sarah E., [...], and Sörlin Sverker (2015) **Planetary boundaries: Guiding human development on a changing planet** *Science* 15 Jan 2015 Vol 347, Issue 6223



DIGITAL DIVIDE AND AFRICA IN THE UPCOMING METAVERSE ERA: A STUDY ON THE EXAMPLES OF CHAD AND DJIBOUTI

Assoc. Prof. Göknur EGE

Ege University
Sociology Department
ORCID: 0000-0003-3875-7001

Mourad Meraneh YOUSOUF

Djibouti University
Faculty of Human Sciences
ORCID: 0000-0002-1624-9391

Djiro DARNADJI

N'Djamena University
Sociology Department
ORCID: 0000-0002-1807-1670

Introduction

Despite the news and rhetoric of the approaching metaverse era, this chapter questions who the metaverse will be for. Who are the individuals of the near future who will wear three-dimensional glasses and wander in the meta-universe? The founders of the metaverse utopia seem to ignore the gap between those who produce information and communication technologies and those who cannot, and those who can access them and those who cannot. In this chapter, we will try to shed light on this issue with a research we have done on the example of two African countries..

Only two centuries have passed since Claude Chappe discovered the telegraph in 1792. Much has changed since the invention of the telegraph, ushering in the age of information and communication. No technology has caused such a radical and rapid change as information and communication technologies have. ICT technologies have completely transformed human experience. It has brought a digital comfort making life easier than ever before (Ege, 2022).

Almost every part of our lives has been digitalized. ICTs of course, did not come with only positive effects. This rapid technological transformation has led to an increase in ICT-related problems such as privacy violations, technological addictions, alienation from nature and technology-related gaps.

Technological access in the world and the quality of available technologies are not equal for all world societies. The most disadvantaged societies in this regard are today's African countries, which have been colonized by Europe for many years. Unfortunately, colonial countries did not give as much to Africa as they took. Access to digital technologies in Africa today would not be at this low level if they had supported African countries, namely their former colonies, which are the most disadvantaged societies in terms of technological opportunities in today's world.

In the era of rapid digital transformation we live in, societies face difficulties in many ways in keeping up with developing technologies. However, these difficulties are not equal for all countries of the world. One of these challenges is the educational needs arising from technological innovations. Technological developments of today, requires certain educational formations in order to produce and efficiently use new technologies. According to OECD data only 31% of adults have sufficient skills to succeed in the digital age. Technological education is particularly crucial for survival in today's rapidly changing technological societies where highly skilled people are very advantageous in terms of technology-related opportunities. OECD draws our attention to importance of targeting technological trainings to those most in need, particularly low-skilled workers of whom only 40% receive firm-based training compared to 73% of high-skilled workers (OECD, 2022).

There is not only inequality in access to the Internet, but also inequality among Internet users. For example, there is inequality in terms of factors such as the quality of hardware, software and connection, and the ability to use technology, which determine the quality of access to the Internet. (Di Maggio, Hargittai, Neuman, Robinson, 2001 pp. 313-314). In addition, the prevalence of the Internet is also misleading, because reasons such as poverty, poor telecommunication infrastructure or censorship cause everyone not to access Internet technology in real terms (Dahlberg, 2001) Few countries dominate the field of science and technology, and the technology-based dependencies brought by the knowledge-based global economy are more complex than geographic inequalities (Castells, 2010) The concept of the digital divide expresses the depth of distinctions that emerged with information and communication technologies (Ege, 2008).

Young generations, who grew up with the game culture and spend most of the day in digital media and digital environments, are longing for the realization of the metaverse utopia. Especially the technophilic tendencies of today's youth,

called "Generation Z", are so severe that most of them have almost reached the limits of technology addiction. However do the young people in the Z generation have the same digital opportunities all over the world? When we examine the current conditions in two African countries, Djibouti and Chad, it can be easily understood that this is not so.

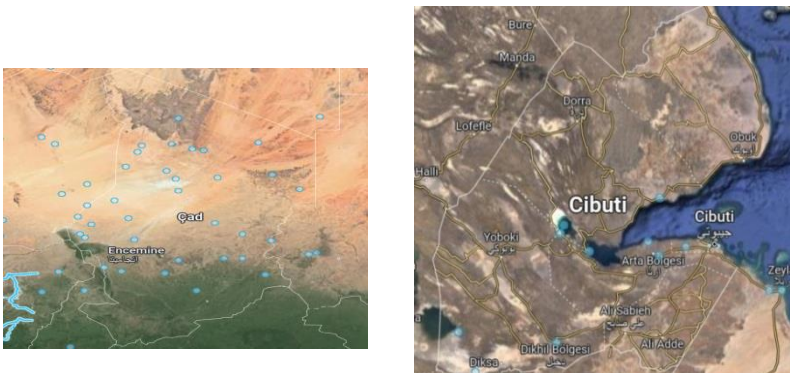
Materials and methods

In this study, which examines the digital divide through the examples of two African countries, the answers to the following questions about technological access and technological opportunities were investigated:

1. Are corporate web pages available?
 - 1.1. Are there any e-government applications?
 - 1.2. Do you have ministry websites?
 - 1.3. Are there university websites?
 - 1.4. Are there hospital websites?
 - 1.5. Do companies have websites?
2. Are there any e-shopping opportunities available?
3. Are there e-training or education opportunities available?
4. Is there access to national data and statistics over the internet?

Dijital divide is visible on google map

Figure 1: Chad and Djibouti Street views on Google earth

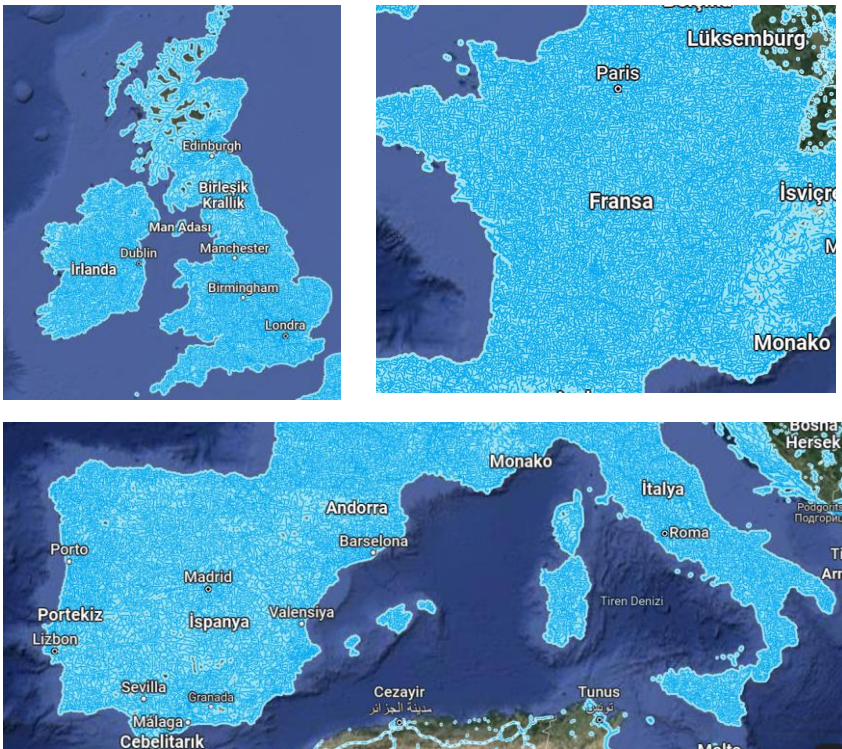


The digital divide is clearly visible on the google map. When you click on the street view somewhere on the Google map, you can digitally navigate the streets

of a city. Since making a place navigable on google maps requires certain technological capabilities, almost all of the country can be navigated digitally on google maps in countries with these facilities, but digitally navigable places in most of Africa are almost non-existent.

As can be seen on Google maps of Chad and Djibouti, the two countries examined in this chapter in terms of the digital divide, there are no street images available in either country, and only a small number of panoramic photos uploaded to a few spots. Whether or not the street view is loaded on Google maps does not seem like a major shortcoming, but it is actually an indicator of how broadly or narrowly accessible digital technologies are. Besides, the digitization of maps also has a function in terms of navigation technology and geolocation.

Figure 2: Colonial countries : street views on google earth



While access to digital street view on Google maps is so low in Africa, in the colonial countries that colonized Africa for many years, namely France, England, Italy and Portugal, it is possible to access almost the entire country with street view, even to the most remote points.

World Wide Web is really world wide?

The World Wide Web, as its name suggests, is a global computer network and has evolved since the early 90's. Does this global network offer the same possibilities for all over the world? For example, in these two African countries we examined in this study, which institutions can be accessed via the internet? What web services are available? Does the World Wide Web adequately cover these two countries? It is clearly seen in the table below that the World Wide Web unfortunately does not sufficiently cover these two countries.

Table 1: Institutional web sites availability

Institutional web sites	CHAD		DJIBOUTI	
	N/n	%	N/n	%
E-government?	N/A	N/A	YES	YES
Ministry web sites?	35/16	45.71	24/7	29
University web sites?	9/4	44	1/1	100
Hospital web sites	935/4	0.42	N/A	N/A
National companies web sites?	N/A	N/A	N/A	N/A

(Ege, Darnadji, Youssouf, 2022)

In order to evaluate the existence and prevalence of corporate web pages, we first checked whether there is an e-government application. E-government application is available in Djibouti: [<https://www.egouv.dj>] but not available in Chad.

Chad has 35 ministries, but only 16 of them (45.71%) have official website. The ministries with websites include: Ministère de la Santé (Ministry of Health) [<https://sante.gouv.td/>], Ministère des Affaires Etrangères, des Tchadiens de l'Etranger et de la Coopération Internationale (Ministry of Foreign Affairs, Chadians Abroad and International Cooperation) [<https://diplomatie.gouv.td/>], Ministère de la Jeunesse, des Sports et de la Promotion de l'Entrepreneuriat (Ministry of Youth, Sports and Entrepreneurship Development) [<http://jeunesse.gouv.td/>], Ministère des Finances et du Budget (Ministry of Finance and Budget) [<http://www.finances.gouv.td/>], Ministère de la Formation Nationale et de la Promotion Civique (Ministry of National Training and Civic Promotion) [<https://formation.gouv.td/>], Ministère de la Fonction Publique, de l'Emploi et de la Concertation Sociale (Ministry of Civil Service, Employment and Social Dialogue) [<http://fonctionpublique.gouv.td/>], Ministère du Pétrole et de l'Energie (Ministry of Petroleum and Energy) [<https://petrole.gouv.td/>], Ministère de

l'Environnement de la Pêche et du Développement Durable (Ministry of Environment, Fisheries and Sustainable Development) [<https://environnement.gouv.td/>], Ministère des Affaires Foncières, du Développement de l'Habitat et de l'Urbanisme (Ministry of Land Affairs, Mass Housing and Urbanization) [<https://urbanisme.gouv.td/>], Ministère de l'Education Nationale et des Relations Publiques [Ministry of National Education and Public Relations] [<https://education.gouv.td/>], Ministère du Développement de l'Agriculture (Ministry of Agricultural Development) [<https://agriculture.gouv.td/>], Ministère de la Femme, de la Famille et de la Protection de la petite enfance (Ministry of Women, Family and Child Protection) [<https://femme.gouv.td/>], Ministère de l'Administration Régionale et de la Décentralisation (Minister of Regional Administration and Decentralization) [<https://interieur.gouv.td/>], Ministère de l'Economie, du Plan et de la Coopération Internationale (Ministry of Economy, Development Planning and International Cooperation) [<https://mepdci.gouv.td/>], Ministère de l'Infrastructure et du Désenclavement (Ministry of Infrastructure and Accessibility) [<https://www.mit-tchad.org/index.php/fr/>] and Ministère de la Communication (Ministry of Communication) [<https://communication.gouv.td/>]

There are 24 ministries in Djibouti, but only 7 (29%) have corporate websites. The ministries with websites are: Minister de la Sante (Minister of health) [<https://sante.gouv.dj/>], Minister de L'Education (Ministry of Education) [<http://www.education.gov.dj/>], Ministère de la femme et de la famille (Ministry of Women and Family) [<https://famille.gouv.dj/>], Minister de la Affair etranger (Minister of Foreign Affairs) [<https://diplomatie.gouv.dj/>], Ministry of Social Affairs and Solidarity, [<https://sociales.gouv.dj/>], Ministère de la Ville, de l'Urbanisme et de l'Habitat (Ministry of City, Urban Planning and Housing) [<https://www.arulos.dj/>], Ministère des affaires sociales et de la solidarité (Ministry of Social Affairs and Solidarity) [<https://sociales.gouv.dj/>], Ministère de l'Économie et des Finances chargé de l'Industrie (Ministry of Economy and Finance for Industry) [<https://economie.gouv.dj/>] and Government Spokesperson (<https://communication.gouv.td/>).

There is only one university in Djibouti: the University of Djibouti has official website: University de Djibouti [<https://www.univ.edu.dj/>].

There are a total of 9 state universities in Chad. Only 4 (44%) of them have official website. These universities with official website include: Ndjama University [<https://www.universite-ndjamena.td/>]; Adam Barka Abéché University [<https://unaba.edu.td/universite/presentation/>], Moundou University [<https://www.univ-mdou.org/>] and Mongo Polytechnic University [<https://www.upm.edu.td/>], In addition to these public universities, there are 4 private universities, 3 (75%) of which have websites. There are 11 more higher

education institutions in the state in addition to universities. 3 (27.27%) of these 11 higher education institutions have accessible websites. These are: National School of Information and Communication Technologies [<https://www.enastic.td/>], Abéché National Institute of Science and Technology [<http://iu-sta.lescigales.org/>] and National School of Management and Judiciary [<https://www.ena.td/en>]

In Djibouti, there is no institutional website that addresses access to medical care and there are no hospital web sites. But in Chad, a mobile app available to help people find medicines available in pharmacies. Application name is Afehanay and ,it can be downloaded from google playstore [<https://play.google.com/store/apps/details?id=com.afehanay.afehaney&gl=TR>]. Chad has no other online health service other than this application. However, you can access the web pages of a few hospitals. There are 935 hospitals across Chad, of which only 4 (0.42%) have accessible websites. These are: La Renaissance University Hospital Center [<http://www.hopitalrenaissance-tchad.com/Presentation-HR>], Good Samaritan Hospital [<https://chu-lebonsamaritain-td.org/>], National Referral General Hospital [<http://hgrn.blogspot.com/>] and Béré Adventist Hospital [<http://bereadventisthospital.blogspot.com/>].

Table 2: Digital Facilities Availability

Digital facilities	CHAD	DJIBOUTI
E-shopping	Available	Not available
E-education	Available	Not available
E-national statistics	Available	Not available

(Ege, Darnadji, Youssouf, 2022)

When we compare these two countries in terms of access to some digital opportunities, we see that although they are limited, there are some facilities in Chad, which is a larger country in terms of population and geography, but there are no such opportunities in Djibouti, which is a very small country.

Djibouti has just a real estate search site [<https://www.dahaboo.com>] and a job search site (Site de recherche de travail) [<https://www.jobindjibouti.com/en/home>] but no e-shopping facilities are available in Djibouti.

To date, there are 6 online sales sites in Chad: Saweek [<https://souknaqefak.com/boutique>], Mossosouk [<https://mossosouk.com/>], Souknaqefak [<https://souknaqefak.com/>] Soukabir [<https://www.soukabir.com/>],

Chadmarket [<https://tchadmarket.com/>], and Expat-Ndjamena [<https://expat-ndjamena.com/>]. There is a job search site called Emploi Tchad [<https://www.emploi.td/>]

There are currently 10 banks in Chad and all of these banks have websites and applications. Available banks in Chad are as follows: Ecobank [<https://www.ecobank.com/td/personal-banking/countries>] UBA Chad [<https://www.ubachad.com/>], Chad Commercial Bank [<https://cbttchad.com/>], Orabank Chad [<https://www.orabank.net/fr/filiale/tchad>], Chad Societe Generale [<https://societegenerale.td/fr/>], Chari Commercial Bank (BCC) [<https://www.banquecommercialechari.com/>], Agricultural and Commercial Bank of Chad (BAC) [<http://bactchad.com/>], Sahelo-Saharan Investment and Commercial Bank [<http://bsic-tchad.biz/>], Housing Bank of Chad (BHT) [<https://bhtchad.com/PortailWeb/#/>], Attijari Bank Chad [<https://www.attijari-wafabank.com/en/filiale-internationale/attijari-bank-tchad>].

When we evaluate these two African countries in terms of e-education, it is seen that there are no e-education opportunities in Djibouti. During the pandemic period, distance education was carried out on Djibouti state television.

Although there are 3 online education platforms in Chad, the low quality and very high cost of the internet services in the country makes such facilities difficult to use. E-education platforms in Chad includes: Virtual University of Chad [<https://www.uvt.td/>] Jumia [<https://www.jumia.td/training-courses>] and Sup'Management [<https://supmanagementchad.com/>]. During the curfew period due to the corona virus pandemic, in Chad, the lectures were broadcast on television, radio and whatsapp groups created for this purpose.

National statistics are not available online in Djibouti. Experts, researchers and officials who need national data, do not have online or digital access to national stats. They can only request the hard copy from the institution. Although, the National Institute of Statistics and Economic Research has a website [<https://www.inseed.td/index.php>] in Chad, the data provided on the site is rarely up to date. For example, the latest health statistics index available on the site is from 2017.

Overview of digital access in Chad

If the infrastructure and other elements that make up ICT (cables, satellites, electronic devices, softwares, applications, etc.) had reached minimum standards, the use of these technologies would still largely depend on users' perception of

these technologies. Indeed, the use of digital technologies in Chad cannot be understood without considering cultural, political, historical, economic and social aspects..

Chad, a country located in the center of Africa, is one of the poorest countries in the world. According to the population data website, Chad ranks 225th out of 228 countries in the world in terms of human development indices. The lack of human development has a significant negative impact on developments in many fields, including ICT. In fact, a recent ranking by the International Telecommunication Union (ITU) reveals that Chad has one of the lowest ICT penetration rates in the world. (Ministry of Post, New Information and Communication Technologies, 2020:12).

In addition to the very low rate of internet usage in Chad, the bans and censorship on information technologies negatively affect access to technology at such a time when the country is experiencing one of the strongest recessions in its history. Social networks on the Internet have become the means by which Chadians express their dissatisfaction with the country's government and France, which is accused of interfering in the country's government and plundering the country.

Moreover this discontent expressed on social networks may result in large demonstrations, the last of which was held on October 20, 2022, which resulted in the death of a hundred people, the arrest of a thousand demonstrators and the disappearance of dozens. Thereupon, and as usual, the internet was cut off in areas where these demonstrations were intense, and the authorities were accused of ordering internet service companies to cut off the internet access. Internet censorship has been criticized in Chad for allegedly being used to silence citizens' free expression and free flow of information (Bah, 2019). (Bah, 2019)

Table 3: Technological access in Chad

CHAD	N	%	Change compared. to previous year
Mobile connections	8,86 Million	52,2	+7.5%
Internet users	3.26 Million	19.0	+13.6%
Active social media users	572 600	3.3	+21.8%

Source: Datareportal 2022

The table above shows that having access to technology does not mean using or being able to use it. This table highlights the inequalities that exist in Chadian society. There are at least 8.86 million mobile devices with internet connections in Chad. This means that at least 50% of the entire Chad population does not have

access to mobile internet. indeed, there is no restriction on the number of Sim cards one can hold in Chad. This means that a certain number of wealthy Chadians may own several mobile devices. The number of internet users, which is 19% in the table, is an indicator of this inequality. As for the use of social media, due to the high rate of uneducated people in Chad, not all mobile device owners may have the ability to use the internet. In addition, the high cost and low quality of the internet do not encourage Chad internet users to be active in social media.

Table 4: Internet access and inadequacies in Chad

Inadequacies	%
Uses the internet	19.0
Has access to electricity	8.4
Earns less than 3.20 \$ per day	66.3

Source: Datareportal 2022

Poverty, one of the most important causes of digital divide, is an important problem in Chad as it is in many African countries. The majority of Chadians do not have sufficient economic income for technological access (see Table 4) 66.3% of Chadians earn less than \$3.20 a day. With this severe poverty, it's not surprising that only 19% of the entire Chad population can use the internet. 91.6% of Chadians do not have even electricity at home. The national electricity company, which only supplies 8.4% of the population, struggles to regularly supply electricity to its customers, despite this small number.

Table 5: Web traffic by device in Chad

Web traffic by device	%	Change compared. to previous year
Mobile phones	77,18	+5.6%
Laptop and desktop computers	22.20	-15.7%
Tablet devises	3.3	+5.1%
Other devices	0	0%

Source: Datareportal 2022

The smartphone is heavily used by internet users in Chad. And that's because fake or low-end phones, often imported from China, are sold at relatively afford-

able prices. For this reason, some authors note that with regard to Africa in general, smartphones soon became the primary means of disseminating information and mobile phone users outnumbered internet users. (Alain, 2018)

The table above clearly illustrates this: More than 78% of devices used to access the Internet in Chad are mobile phones. Computers (laptops and desktops) account for only 22% of devices used to access the internet. It is observed that there is a 15.7% decrease in the use of computers to connect to the internet. Since computers depend heavily on electricity, compared to smartphones, this decline in computer use can be explained by untimely power outages of up to 7 to 10 days in some districts of the capital, N' Djamena. Some parts of Chad may be without electricity for up to two months. Some areas have no access to electricity at all. In addition to the electrical issue, a possible explanation for the reduction in computer use, is the high cost of living, which has negatively impacted the purchasing power of Chadian citizens. Furthermore compared to smartphones, computers are thought to use more bandwidth from internet connections.

Table 6: Use of online services by gender in Chad

Online services	Population %	Female%	Male%
Mobile money account	15.2	10.9	19.8
Digital payment	19.0	13.6	24.8
Online purchase	1.7	0.7	2.7
Online banking usage	13.4	8.7	18.3
Online bills payment	1.2	0.5	2.0

Source: Datareportal, 2022

In Chad, 15.2% of the population has a mobile money account offered by two mobile operators, Moov and Airtel. These accounts make it possible to perform certain transactions such as paying electricity bills and transferring money. 19.8% of men and 10.9% of women have a mobile money account. The rates of making digital payments are 13.6% for Chadian women, 24.8% for Chadian men and 19% for total Chadians.

1.7% of the population uses the internet for shopping. Comparing by gender, 0.7% of women and 2.7% of men do online shopping in Chad. Only 8.7% of women, 18.3% of men and 13.4% of the total population use internet banking services. 2% of Chadian men, 0.5% of Chadian women and 1.2% of all Chadians use the internet to pay their bills. In addition to the low usage rates of various digital services in Chad, it is also seen that women, who make up more than 60% of Chad's population, use internet services less than men. This can be explained

by the high rate of illiteracy among Chadian women (88% according to the results of a 2004 survey by the Chad National Institute of Statistical, Economic and Demographic Studies). The difference between women and men in the use of digital services can be explained by cultural barriers, in addition to the educational barrier. As a matter of fact, although many Chadian women have a diploma or have a certain level of education, being reduced to the status of housewives dependent on their husbands does not make them inclined to benefit from these services. The lack of financial autonomy of Chadian women is a real obstacle to their development.

Tablo7: Mobile connections in Chad (2016 -2020)

Years	Number	Change compared to previous year
2016	5,67 Million	+11.8 %
2017	6.34 Million	+5.5%
2018	6.69 Million	+14.5 %
2019	7.66 Million	+8.7 %
2020	8.33 Million	+7.5 %

Source: Datareportal 2022

The table above shows the mobile phone connection rate from 2016 to 2020. The number of mobile connections in Chad, which was 5.67 million in 2016 with an increase of 11.8% compared to the previous year, reached 6.34 million in 2017 with a small increase of 5.5%. The decline in the growth rate of mobile connections can be explained by the economic measures taken by the suspended government in 2016 to deal with the financial crisis in the country. The number of mobile connections reached 6.69 million with an increase of 14.5% in 2018, 7.66 million with an increase of more than 8.7% in 2019 and 8.33 million with an increase of 7.5% in 2020.

Table 8: Social media users in Chad for 2022:

Social media	Users number
Facebook	529 100
Instagram	62 500
LinkedIn	58 000
Twitter	19100

Source: Datareportal 2022

The most popular network in Chad is undoubtedly Facebook. Internet users in Chad prefer Facebook far more than Twitter for disseminating information. In addition to providing information, Chadian internet users see social media as a practical tool for purposes such as entertainment, meeting, and relaxation.

Overview of digital access in Djibouti

Djibouti is one of the African countries that does not have very good information communication technologies and internet tools. Today, the continent is trying to overcome its natural and inherent limitations and make up for its technological lag and catch up with the era of digital technologies.

In the last 5 years there has been an increase in Internet users in Djibouti and today more than 44% of Djibouti people have mobile phones and more than 50% have access to the internet.

Table 9: Technological access in Djibouti

DJIBOUTI	Number	%	Change compared. to previous year
Mobile connections	449 000	44,5	+3.7%
Internet users	595 400	59.0	+1.4%
Active social media users	167 900	16.6	N/A

Source: Datareportal 2022

Although the increase in internet access and the number of mobile phones seems promising for the future, the development of access to the internet and ICTs requires the development of some other opportunities. For example, electricity is one of the factors that greatly affect the technological progress of a nation. Electricity, an indispensable element for information and communication

technologies is insufficient to reach the desired standards in Djibouti. A significant proportion of Djiboutian people (38,7%) still do not have electricity in their homes.

Another barrier to access to information and communication technologies is poverty. About 40% of the population does not have a budget to spend on purchasing these technologies (see Table 10).

Table10: Internet access and inadequacies in Djibouti

DJIBOUTI	Population %
Uses the internet	59.0
Has access to electricity	61.3
Earns less than 3.20 \$ per day	39.8

Source: Datareportal 2022

With an average fixed internet broadband of 8.47 Mbps, Djibouti ranks 159th 178 countries (Speedtest, 2023). In general, it is very difficult to provide internet service in remote inner regions, since there is no infrastructure to allow this. As a result, most people living in rural areas are now deprived of this essential service. The energy sector, and especially electricity generation, is very important for the economic and social development of Djibouti. In Djibouti, whose economy is mainly based on the tertiary sector, nearly two-fifths of the population live on less than \$3.20 a day.

Table11: Web traffic by device in Djibouti

Share of web traffic by device	Population%
Mobile phones	68.91
Laptop	29.97
Tablet	1.10
Other devices	0.02

Source: Datareportal 2022

In fact, Djibouti's geographic location is uniquely positioned to benefit from the digital economy. The country has a regional comparative advantage as a transit point for submarine fiber optic cables. . This percentage of mobile phone users is among the highest in the region at 68.91%, with 29.97% of the population using laptops and tablets. The economic strategy of Djibouti Telecom (DT), the only

national fixed and mobile operator providing ICT services, determines the development of the sector.

The Internet, mobile technologies and ICTs have arrived, perhaps at the latest, in Sub-Saharan Africa (SSA). Ten years ago, only a very limited number of countries had local Internet access. Although the situation seems to have started to change today, African people are still disadvantaged in terms of information and communication technologies. Public and commercial internet access points such as cyber cafes are very important in most countries of Sub-Saharan Africa, as not everyone has personal computers and internet connections. Despite the increase in the use of ICT, the problems related to access to ICTs keep their importance (Olumide et al. 2009).

Although various web platforms have become accessible to Djiboutians with the internet, there is inequality in some areas, such as the use of social networks. Digital practices differ according to gender. For example, we see that the number of men using social networks is higher than the number of women using social networks.

Mobile technologies and the internet open new horizons in the field of politics and social issues. A significant percentage of Djibouti's population now owns a mobile phone. The cell phone technology seems to eliminate communication problems even in isolated areas where communication was once difficult. However, the quality and accessibility of telephone connections is not the same across Africa, due to insufficient infrastructure and the lack of base stations installed at all necessary points.

Table12: Social media users in Djibouti

Social Media	Number
Facebook	152 500
Instagram	26 300
LinkedIn	50 000
Twitter	14 700

Source: Datareportal 2022

In recent years, as in other African countries, there has been a significant increase in the number of Social network users in Djibouti. According to information found in Meta's advertising sources (by the beginning of 2022), there are 152,5K Facebook users and 26.3K Instagram users in Djibouti (Datareportal, 2022). According to LinkedIn's advertising sources (by the beginning of 2022),

LinkedIn had 50K members in Djibouti at the beginning of. However, the statistics published by LinkedIn's advertising tools are based on the total number of registered users, rather than the monthly active users. According to statistics in Twitter's advertising sources (by the beginning of 2022), the number of twitter users in Djibouti is 14,7K. (Datareportal, 2022).

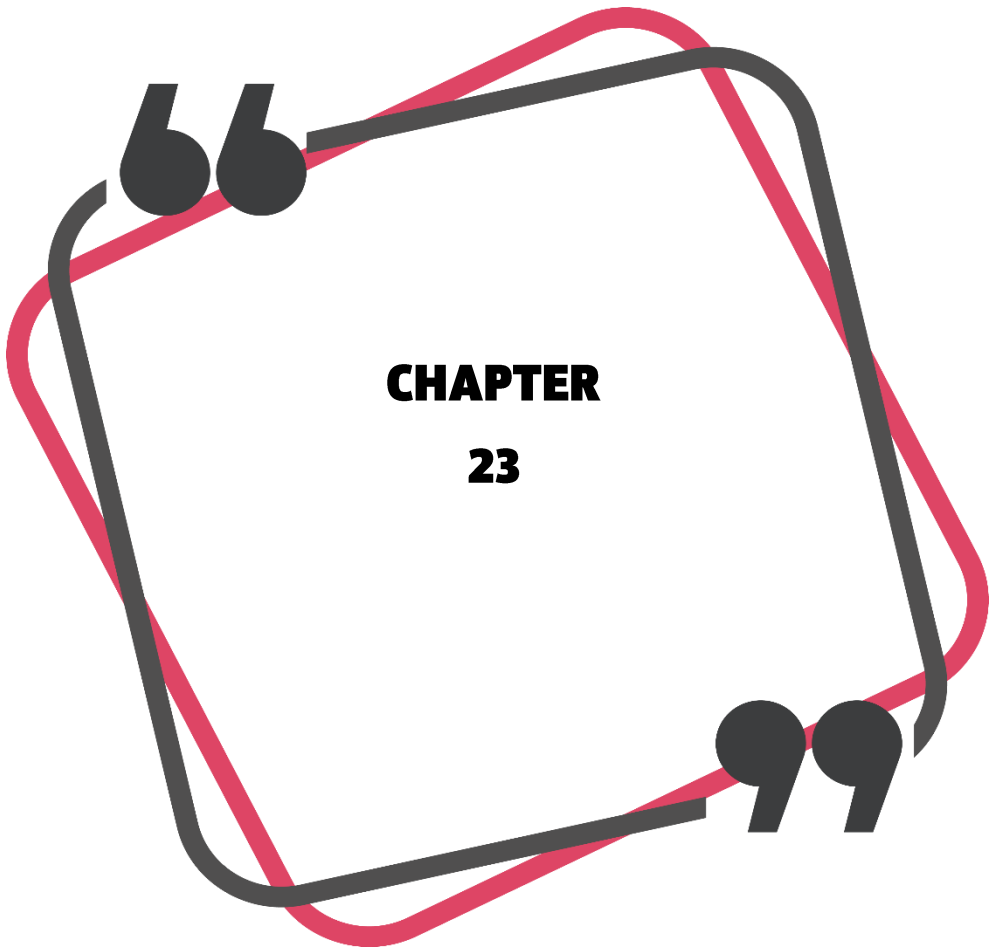
Conclusion

Since their independence, most African states have taken action and invested in sustaining and consolidating the continent's development and modernization process to build a free, independent, prosperous Africa. But Africa still has a long way to go. It is clear that those who praise the meta-universe utopia and the founders of the metaverse ignore the digital divide and the gap between those who can and those who cannot produce ICTs, those who have access to ICTs and those who do not..

The statistics of the two African countries we examined in terms of access to digital technologies in this chapter, can give us an idea about the depth of the digital divide. The increasing growth in the digital divide clearly shows that the digital paradise of the meta-universe does not include all people on the planet. We invite people to consider this paradox: while children in one part of the world do their homeworks in homes without electricity, the benefits of gamified education are debated in another part of the world...

References

- Alain, B. (2018). **L'irruption du numérique au Sud : le cas de l'Afrique.** *Communication, technologie et développement* (5), pp. 20-30.
- Bah, A. (2019). Censure internet au Tchad. Récupéré sur Global voices: <https://fr.globalvoices.org/2019/03/02/233269/2019> , March 03 2019
- Castells Manuel (2010) **The Rise of the Network Society** *Second edition With a new preface* (first published in 1996) Blackwell Publishing Ltd.
- Dahlberg, L. (2001) “**Computer-Mediated Communication and The Public Sphere: A Critical Analysis**”, *Journal of Computer Mediated Communication*, Vol:7, Issue:1.
- Dimaggio P, Hargitta, E., Neuman, R.,& Robinson, J-P.(2001) “**Social Implications of the Internet**”, *Annual Review of Sociology*, Vol. 27 307-336.
- Ege, G.(2008), “**Dijital Divide**”, *Journal of sociology* (Sosyoloji Dergisi) Sayı 19, Ege Üiversity Publications, ss:43-59
- Kamdem, Chedjou. (2022). **Chiffres d'Internet et des réseaux sociaux au Tchad en 2022.** *Community managers d'Afrique* , 30th Jan. 2022 <https://cmdafrique.net/2022/01/30/>
- Ministry of Posts, New Information and Communication Technologies. (2020). **Strategic plan for improvement of digital and post 2020 – 2030.** Récupéré sur PSDN verification workshop: <http://numerique.td/storage/2020/07/Etat-des-Lieux-PROJET-PSDNP-20-30-V00-R04-29juin2020.pdf>
- Olumide Longe, Oneurine Ngwa, Friday Wada,Victor Mbarika, Lynette Kvasny. (2009). **Criminal Uses of Information & Communication Technologies in Sub-Saharan Africa: Trends, Concerns and Perspectives.** *Technology Impact*, pp. 155-172.
- Datareportal (2022), **Digital 2022: Djibouti** by Simon Kemp 16 February 2022, Kepios Pte. Ltd., <https://datareportal.com/reports/digital-2022-djibouti>
- Datareportal (2022), **Digital 2022: Chad** by Simon Kemp 15 February 2022, Kepios Pte. Ltd., <https://datareportal.com/reports/digital-2022-djibouti>
- Speedtest (2023), **Global Index** Fixed Broadband Global Performances by Country <https://www.speedtest.net/global-index>



THE FUNDAMENTAL FACTORS GUIDING GLOBALIZATION*

Assoc. Prof. Dr. Fatma Nur YORGANCILAR ATATOPRAK

Selçuk University

ORCID: 0000-0002-0016-9899

INTRODUCTION

The phenomenon of globalization refers to the internationalization in technological, political, cultural, and economic terms. Today, the global economy has gone beyond being an abstract concept. It has become a reality that requires a good understanding of the new rules, conditions, and requirements for world countries.

In the global economic system where the wealth of nations is directly proportional to their economic power and their ability to have a say on the international platform, the only way for countries to sustain their existence is to increase their competitiveness. With the momentum brought by liberalization, the volume and mobility of financial capital have risen to higher levels than before (Bulut, 2004: 7), and technological developments have also accelerated simultaneously.

1. Dynamics guiding the process of globalization

As a result of the innovations created by technological developments, a new competition mechanism has emerged. The shaping factors of the competition environment, which has become even more dynamic and intense with globalization, are changes such as rapid technological changes brought by the global economy, the increasing importance of knowledge, and the free circulation of goods and services.

The movement of transcending boundaries in different areas takes place entirely in correlation with each other. In other words, any change in these areas

* This study was prepared from Selcuk University, Institute of Social Sciences, Department of Economics, master's thesis titled "Sürdürülebilir Rekabet Anlayışı Olarak Yenilik Yeteneği".

influences other areas to the same extent or sometimes even more, determining their developments. The dynamics guiding the process of globalization are as shown in Table-1 below:

Table-1. Dynamics guiding the process of globalization

GLOBALIZATION PROCESS			
Innovators	Innovations	Means of Dissemination	Dissemination of Innovations
People Inventors Researchers Organizations States Countries Institutions R&D Units	Goods and Service Technology Social Events Democratic Events Culture People	Communication Techniques Export Travel Tourism Transportation Transport	Information Request in Thinking Physics Use and Utilization

Source: Akdemir, 2003: 85.

The basic triggering factors that have initiated the phenomenon of globalization, as illustrated in Table 1, and have involved nations in this process, and determined the direction of internationalization, can be listed as follows:

1.1. Political Factors

Developments in culture and the continuous evolution of human nature have led to changes in thought and knowledge. This has acted as a catalytic factor for questioning and re-evaluating the rules and existing systems concerning the nature of humans and the societal order in which they live. As a result of this development and change, people have become more open to learning, questioning, and researching, and have gained access to information about the living standards of other nations through the technological developments they have created and the economic processes they have established.

Consequently, they have demanded cultural, judicial, and traditional innovations. In response, citizens have developed a new understanding of governance

by comparing the administration of their own country with that of other countries, creating a positive social order by establishing themselves as a model for others.

Meanwhile, as nations have influenced each other to a certain extent, they have made deductions from each other's cultural and social norms and paved the way for the formation of certain standards on an international scale.

As a result, the continuous development, change, and interaction in the human world have accelerated the process of globalization, causing feelings such as rights, justice, freedom, faith, and national identity to become similar in cultural terms, in other words, crossing cultural boundaries.

1.2. Economic Factors

The integration movements in the social and political arena have naturally led to the creation of a standard in international economic relations, a change in the vision of the concept of foreign trade, and the crossing of geographical borders. Countries have opted to obtain goods and services from foreign countries at lower costs, thus contributing to both national budgets and the liberalization of trade.

The intensification of mutually beneficial trade activities, qualified labor, capital and technology transfers, and the reorganization of the world's economic system based on established norms, has facilitated direct foreign investment and portfolio investments, and in short, the removal of trade barriers.

The increase in such mutually beneficial economic relationships has led to the widespread and accelerated phenomenon of globalization, the world becoming a single market, the development and change of competition methods and strategies, and the search for more innovation.

1.3. Technological Factors

In the new competitive environment that emerged as a result of economic liberalization, nations seeking to stay afloat in the global market and become stronger have encouraged their companies to create innovation and differentiation, and have internalized the need for developing different technologies to compete internationally.

With increasing technological opportunities and particularly with the removal of barriers to communication, the interaction process between nations has accelerated even more, leading to the continuity of the globalization process. On the other hand, the globalization process that allows for diversity and differentiation in the quality, shape, and nature of the goods and services produced, has enabled multinational companies to change their quality and transition from being multinational to being transnational.

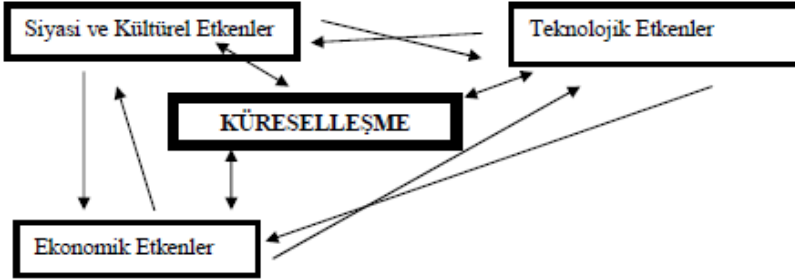


Figure-1. Cycle of Basic Factors guiding Globalization

As seen in Figure-1, the factors influencing the phenomenon of globalization are developing and changing within a completely integrated structure. Another aspect of these factors is that, in addition to contributing to each other's development, they also develop by feeding on globalization, which they have created. In other words, there is a continuous, mutually sustaining cycle between globalization and these factors. This cycle is the fundamental factor that enables the constant change, renewal, and progress of knowledge, the increasing trend towards transitioning from an industrial society to an information society in the world, and even the transformation of the global world into a global knowledge society.

2. Global Knowledge Economy

Due to the current economic characteristics of the era, human history has been divided into sections. It is known that land and physical labor are the most valuable assets in determining economic success.

With the use of technological innovations in production (such as electricity and the invention of the telephone), it is clear that labor and capital are the most important elements for success. We have moved from an agricultural economy to an industrial economy where goods are produced for mass markets.

In the new economy, the traditional economic factors of land, labor, and capital have been replaced by the knowledge economy due to the prevailing economic characteristics of the period. Developments in the workforce and information technology have changed processes, marketing methods, and the structure of businesses. In the knowledge economy, businesses achieve efficiency by integrating their advantages such as speed, quality, and productivity with their integrated business processes. To reach a global scale, businesses need to develop new strategies and adopt technological regulations within their organizational structures. This adaptation to new conditions has provided businesses with the opportunity to reach customized products instead of a standard product life cycle.

Revolutionary phases in economic life are becoming shorter and the speed of change and progress is increasing in our time. As a result of these developments, a process called the “new economy” has emerged. The new economy covers the processes of obtaining, processing, transforming, and distributing information.

These three basic processes are performed with the help of computer system physical tools, together with software systems that control the entire process with human assistance. In the new economy, the most important characteristic of products and services is the prominence of knowledge as the basic production factor. Human capital plays a strong complementary role to physical and intellectual capital in the new economy sectors. The use and production of information technologies increase the demand for qualified labor, resulting in an increase in investments in human capital (Erdoğan, 2002: 14).

2.1. Development of the Knowledge Economy

The increase in value of produced goods and the realization of service and global economic stages have been achieved through communication technology and the presence of computers in daily life, which have become a driving force in the economy. Therefore, the knowledge economy has some distinguishing features (Güleş and Bülbül, 2004: 11, 12):

- *The new economy is the knowledge economy.
- *The new economy is a digital economy.
- *Virtual activities are important in the new economy.
- *The new economy is a molecular economy.
- *The new economy is a communication network economy.

*Networks in the new economy eliminate intermediary functions.

*The new economy is shaped on the basis of innovation.

*The distance between producer and consumer is uncertain in the new economy.

*Speed influences success in the new economy.

*The new economy is a global economy.

The stages leading up to the knowledge economy can be seen as a positive slope towards the global digital and technological era, which is commonly known as the global knowledge economy. These stages include the first wave of labor-intensive agriculture and industrial economy, as well as the horizontal trend of globalization, and the vertical trend of technological revolutions. They have complemented and supported each other, resulting in the current state of the global knowledge economy. Examples of this include the use of civilian vehicles for air traffic control with radar communication, and high-margin agricultural products such as wine, spirits, and aquaculture.

Today, companies face increasing levels of competition at all levels, rapidly changing market conditions, and the growing complexity and importance of meeting consumer needs and demands. Technological development and innovation have also resulted in companies being subjected to greater competition pressure due to the obsolescence of products and processes used and shorter product life cycles. The development of new technologies and the increasing complexity and cost of product development have only intensified this pressure (Shephard and Ahmed, 2000: 100-106).

CONCLUSION

The knowledge society of today, which represents a structure focused on knowledge and development achieved by advanced, prosperous countries, is a desired peak for developing countries as well. Referred to by different names such as “knowledge economy”, “post-industrial society”, “information society”, “information age”, and similar, the knowledge society is defined as a developmental stage that goes beyond the industrial society in terms of economy, social, cultural, and political aspects by emphasizing the importance of the information sector, information production, information capital, and qualified human factor,


along with the continuity of education, new developments such as communication technologies, information highways, and e-commerce (Tunç and Aktan, 1998:118).

The transformation experienced in all stages that progress from agricultural economy-the first wave-to industrial economy- the second wave- and from industrial economy to the global knowledge economy -the third wave- in the development process of the global knowledge economy is fundamentally driven by intellectual or physical innovations in the field of information and communication technology. Renewed and developing social skills in each new stage are the only factors that enable society to develop continuously, move away from standardization, and advance socio-economically.

REFERENCES

- AKDEMİR, A. (2003), ‘*Düşünceden Uygulamaya Temel İşletmecilik Bilgileri*’, İstanbul: Türkmen Publishing.
- AKTAN, C. C. and TUNÇ, M. (1998), Bilgi Toplumu ve Türkiye, *Yeni Türkiye Dergisi*, (January-February, pp. 118-134)
- BULUT, Z. A. (2004), Küresel Rekabet, *Mevzuat Dergisi*, 7(75), pp. 5,6,7.
- ERDOĞAN, S. (2002), Makro Ekonomik Etkileri Açısından Yeni Ekonomi, içinde: *I. Ulusal Bilgi, Ekonomi ve Yönetim Kongresi, Proceedings Book*. pp. 14.
- GÜLEŞ, K. H. and BÜLBÜL, H. (2004), ‘*Yenilikçilik: İşletmeler İçin Stratejik Rekabet Aracı*’, Ankara: Nobel Publishing and Distribution.
- SHEPHARD, C. and AHMED, P.K. (2000), "From product innovation to solutions innovation: a new paradigm for competitive advantage", *European Journal of Innovation Management*, 3(2), pp. 100-106.
- YORGANCILAR, F. N. (2010). ‘*Sürdürülebilir Rekabet Anlayışı Olarak Yenilik Yeteneği*’. Selçuk University, Enstitute of Social Sciences, Department of Economics, Master Thesis. Konya.

ISBN: 978-625-6971-27-1



**CHAPTER
24**

THE EFFECT OF BUSINESS ANALYTICS ON DECISION MAKING: THE ROLE OF LEARNING ORGANIZATION AND ORGANIZATIONAL REPUTATION

Dr. Günel AGHASOY

ORCID: 0009-0005-9155-5259

Dr. Pınar KAZAZ

ORCID:0000-0001-8993-5408

1. Introduction

It is suggested that the increase in decision quality in businesses using business analytics will vary depending on various factors. Creating value through using business analytics is bound to, for example, a nurturing organizational culture and the employment of well-qualified staff. This organizational culture can be a learning organizational culture (Gupta & George, 2016; McKinsey, 2023; Oesterreich, Anton, & Teuteberg, 2022; Someh, Shanks, & Davern, 2019). In a learning organization, instead of intuition, the acquisition, recording, and sharing of experiences, data, and information are emphasized (Arslan & Demirci, 2015). Therefore, data-driven decision-making is encouraged. Using the results from business analytics in companies depends on the establishment of a data-driven culture. Research shows that despite business analytics are used, decision-making is not based on the information obtained with these tools. For instance, in the USA, UK, Germany, Denmark, Sweden, and Norway; a research, conducted among 300 data and analytics leaders working in businesses with 2,500 or more employees, found that many managers make decisions based on intuition, not data (Fregoni, 2016). Another example is Reed Hastings, the CEO of Netflix, commenting: “We start with the data. However, the final call is always intuitive. This is called informed intuition.” (Ferenstein, 2016). Replacing intuitive decision-making with data-driven decision-making is one of the basic principles of the learning organization culture (Arslan & Demirci, 2015). Therefore, it can be argued that the results acquired from business analytics are used in final decisions in a business with a learning organizational culture.

Another condition for business analytics to improve decision quality is the employment of well-qualified personnel in the business (Gupta & George, 2016; Oesterreich et al., 2022; Someh et al., 2019). Employing well-qualified personnel depends on the organization being attractive to talented personnel. Organizational reputation is the most effective variable to attract job seekers (Lis, 2012). Organizational reputation can be defined as the information signaling the past and future activities of companies that affect how customers and other key stakeholders see and behave towards that company (Fombrun, 1996).

Previous research has suggested different moderator variables between the use of business analytics and decision quality. Among these variables are; the decision-making process, resource allocation process, and search and select capability (Sharma, Mithas, & Kankanhalli, 2014). In this research, the effect of using business analytics on decision quality was investigated in terms of learning organizational culture and the regulatory impact of the reputation of the organization.

2. HYPOTHESIS DEVELOPMENT

2.1. The Relationship between Business Analytics and Decision Quality

Business analytics has been developed to make decisions and drive actions through the extensive use of data (Davenport & Harris, 2007). There are three stages in the development of business analytics. Descriptive analytics have been developed in the first stage, predictive analytics in the next stage, and prescriptive analytics in the final stage (Delen, 2019). Descriptive analytics (e.g., business intelligence, data mining, sentiment and impact analysis, web analytics, graphical mining) is used to provide content and trend information about past or current incidents to understand what happened in the past and present. Predictive analytics (e.g. statistical models, machine learning, neural network analysis) provide discursus about what might happen in the future and the reasons for this prediction. Prescriptive analytics (e.g., optimization, simulation, artificial intelligence, case-based reasoning) are used to propose one or more courses of action and provide answers to what the organization should do by showing the possible outcome of each decision (Duan, Cao, & Edwards, 2020). In short, descriptive analytics is “what happened?” and “what is happening”; predictive analytics is “what will happen”; prescriptive analytics is “what should we do?” questions (Lepenioti, Bousdekis, Apostolou, & Mentzas, 2019).

Increasing decision quality depends on an effective and efficient decision-making process (Clark Jr, Jones, & Armstrong, 2007). The effectiveness and ef-

efficiency of the decision-making process increase when there is sufficient information about the problem variables as well as the relationships between these variables. Without this information, decision quality may decrease (Raghunathan, 1999). Business analytics provides an understanding of the problem and insight into relationships between variables and offers suggestions on a course of action.

Business analytics types that are classified as descriptive analytics allow organizations to learn, filter and shape opportunities by enabling them to understand what is happening in their internal and external environment. In other words, it enables the detection of problem variables (Mortenson, Doherty, & Robinson, 2015). Predictive analytics, on the other hand, makes it easier to understand the relationship between problem variables. Thus, it can be decided what needs to be done in the future. In this way, the quality of the decisions made in the company increases (LaValle, Lesser, Shockley, Hopkins, & Kruschwitz, 2011). Examples of the intended use of predictive analytics include reducing operational costs, increasing operational feasibility, and improving cross-selling opportunities. These analytics fall short of identifying what might be the decision that will most impact future performance (Van Rijmenam, Erekhinskaya, Schweitzer, & Williams, 2019). This is where prescriptive analytics comes into play. Prescriptive methods help employees understand what to do when there are alternative decisions. Through these analytics, big data can be analyzed almost simultaneously (Vincent, 2021). As data becomes more complex, larger, and inexpressible, insights become harder to process, interpret, and decipher, since the mental capabilities of individuals are limited. As the use of business analytics increases, more accurate analyses can be achieved in less time than data analysis without such tools. As a result, business analytics have a positive effect on decision quality as it provides access to the necessary information, enables the evaluation of more alternatives, and increase the set of solutions (Ghasemaghaei, 2019).

1.H1: The use of business analytics improves decision quality.

2.2. The Moderator Role of the Learning Organization in the Relationship between Business Analytics and Decision Quality

Learning organizations have been conceptualized in different ways. Senge conceptualized the learning organization in 5 frameworks. These are individual mastery, systematic thinking, shared mental models, team-based learning, and the creation of a shared vision (Khamis Ali, 2012).

Watkins and Marsick define learning organizations as organizations that constantly learn and transform themselves (Watkin & Marsick, 1993). Watkins and

Marsick propose the learning organization as a seven-dimensional structure. These are (1) to create continuous learning opportunities, (2) to encourage inquiry and dialogue, (3) to encourage collaboration and team learning, (4) to empower people toward a shared vision, (5) to create systems to enable and share learning, (6) to connect the organization to its environment, and (7) to employ leaders who model and support learning at the individual, team, and organizational levels. Thomsen and Hoest criticized the literature on organizational institutions for not increasing the understanding of its implementation. Based on Pedler's definition, Thomsen and Hoest define the characteristics of a learning organization as follows: (1) The strategies of the organization should be known by the employees and they should have a say in the determination of the strategy (a learning approach to strategy), (2) Employees should have a say in the determination of the policies (participative policy-making), (3) Information technologies should be used

(information technology), (4) Information should be given about the financial situation and how it affects the company (formative accounting and control), (5) Departments should see each other as customers and suppliers, horizontal cooperation and horizontal communication should be essential (internal exchange), (6) There should be a fair, wide-ranging reward system that encourages risk-taking, experimentation, and learning (reward flexibility), (7) There should be a flexible, adaptable, organic, decentralized but partially bureaucratic organization (enabling structures), (8) Boundary workers should obtain and disseminate information from and to customers and suppliers (environmental scanners) (9) There should be awareness about learning from and with other businesses (inter-company learning) (10) There should be an internal environment where mistakes are allowed and open and efficient communication is established (learning climate); (11) Employees should be provided with rich options that will enable them to further their education, work, and careers (self-development opportunities).

Despite different definitions and dimensions are proposed for the learning organization, what is aimed with this organizational structure is to acquire, transfer, and gain new knowledge and insights (Garvin, 1993). As it is necessary to use information continuously for the organization to adapt to developments and to be able to survive (Erigüç & Balçık, 2007). Information can take shape in different forms, such as experiences, predictions, ideas, intuitions, and practices. However, only some of this information is productive (Çalkıvık, 2000). In a learning organization, the emphasis is on the acquisition, recording, and sharing of experiences and data, and information rather than intuition (Arslan & Demirci, 2015). This organization has appropriate reward and recognition systems that encourage the sharing of information (Arslantaş, 2006). Individuals systematically examine successful and unsuccessful experiences from their own experience and

the past. A systematic, scientific approach is also used in the identification and solution of problems. Data and statistical methods are considered in decisions (Arslan & Demirci, 2015). This organizational culture emphasizes data-driven decision-making. Therefore, it can ensure the information obtained from business analytics is used in decisions.

The general argument of the learning organization is that a good organizational structure will lead to better learning and better learning will lead to better performance (Hsu & Lamb, 2020). Performance can also be expressed as “decision quality” (Ragunathan, 1999). Therefore, it can be claimed that the learning organization culture increases the quality of decisions.

2.H1: The learning organization has a moderating effect on the relationship between business analytics and decision quality. The impact of business analytics on decision quality is strengthened when there is a learning organizational culture.

2.3. The Moderator Role of Organizational Reputation in the Relationship between Business Analytics and Decision Quality

Organizational reputation is defined as a rare, inimitable, valuable, and causally ambiguous entity (Boyd, Bergh, & Ketchen, 2010). According to another definition, organizational reputation is signal information about the past and future activities of companies, influencing how customers and other key stakeholders view that company and their behavior towards the company (Fombrun, 1996). It is a dynamic concept that takes time to create and manage, and organizational reputation largely depends on the day-to-day images people form about an organization (Gotsi & Wilson, 2001).

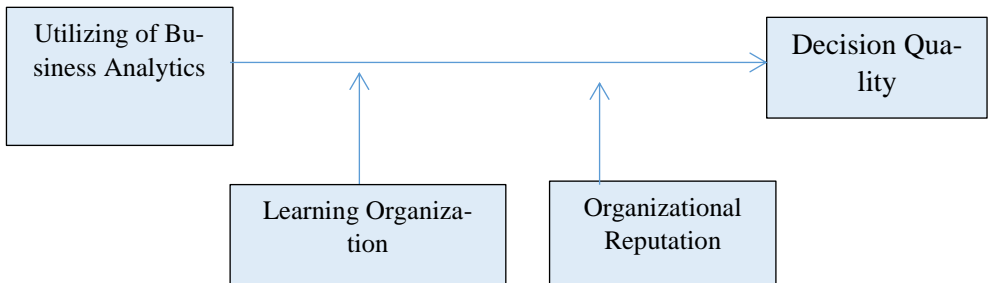
The expenses associated with attracting to and retaining of employees of the company are a critical concern for managers and human resources executives. As the cost of talent development increases, the importance of the said concern continues to grow (Dooney, 2015). Organizational reputation is the most influential variable for the attractiveness of the company. (Lis, 2012). Organizational reputation can influence a candidate's decision to apply for a job listing (Potgieter, & Doubell, 2020). It has been supported by research made in different cultures that more job applications are made to companies with high organizational reputation, and these companies are found to be more attractive (Bustaman, Mohd nor, Taha, & Zakaria, 2020). Similarly, research conducted in Turkey has shown that organizational reputation increases the candidate's intention to join the institution (Güler & Basım, 2015). A company's reputation affects job seekers in two ways. According to economic theory, a company's reputation should be treated as a signal

that reduces uncertainty about the company's quality. Based on this perspective, the applicants can take a firm's reputation as a sign of the working conditions. Second, the corporate theory argues that a firm's reputation reflects an organization's social standing in an organizational field. Companies with a good reputation are likely to stand out and be recognized by the public so they are approved as suitable employers (Williamson, King Jr, Lepak, & Sarma, 2010). When a particular job is offered by an organization with a positive reputation, that job is perceived to be more attractive by job seekers. Thus, organizational reputation acts as a “brand” that adds value to a job beyond the attributes of the job itself (e.g. content of work, salary) (Cable & Turban, 2003). Based on all this information, it can be suggested that companies with high organizational reputation will attract qualified, talented personnel, and with them employed in the companies, the effect of business analytics on decision quality will be strengthened.

3.H1: Organizational reputation has a moderating effect on the relationship between business analytics and decision quality. The impact of business analytics on decision quality is strengthened when organizational reputation is high.

Figure 1. Shows the research model.

Figure 1. Research Model



3. Method

3.1. Scales

RepTrak™ Pulse scale was applied for organizational reputation. This scale has four (4) expressions. Three of the expressions belong to the emotional appeal dimension in the scale developed by Fombrun et al. in 2000. The fourth (4th) expression measures the overall attractiveness of the company (Ponzi, Fombrun, & Gardberg, 2011). An example of an expression of the scale is “This company

has a good overall reputation". In studies where the emotional appeal and organizational reputation were not primarily examined (e.g., a moderator or a control variable), it was found to have good representational power.

This scale has been found to have strong psychometric properties in cross-cultural studies (Agarwal, Osiyevskyy, & Feldman, 2015). For business analytics use, a 3-expression scale which was developed by Venkatesh, S.A. Brown, L.M. Maruping, and adapted by Ghasemaghaei was used (Franke & Hiebl, 2022; Ghasemaghaei, 2019; Venkatesh, Brown, Maruping, & Bala, 2008). DLQ 7 SHORT, was used to measure the learning organizational culture (Watkins & Marsick, 1993). This scale has been applied to different cultures (Watkins & Dirani, 2013). As an example of the statements in the scale, "In my organization, people are rewarded for learning" can be given. The scale developed by Visinescu, Jones, and Sidorova in 2017 was used for decision quality (Visinescu, Jones, , & Sidorova, 2017). This scale has been applied to different cultures (Franke , & Hiebl, 2022). "The decisions we make result in the desired outcomes" can be given as an example of the expressions in the scale. A 7-point Likert was used in all scales. Changing the number of options does not affect the validity and reliability of the scale (Dawes, 2008). The five-stage technique introduced by Brislin et al. was used for the adaptation of the scale to Turkish (Brislin, Brislin, Lonner, & Thorndike, 1973). These stages are; "translating into the target language, evaluating the translation, translating back to the original language, evaluating the back-translation, and getting expert opinion". An English language expert and two individuals with management and organization doctorates (who have a good command of English) translated the scale into Turkish. The translations were compared, and a final questionnaire was decided upon. It was translated back into English by two individuals who are fluent in English and have a doctorate in management organization. After examining the Turkish and English forms, the final version of the scale was decided, and applications were started.

In this research, in addition to these stages, the comprehensibility of the survey questions was discussed with 30 individuals working as managers in different sectors, and necessary arrangements were made according to the discussions.

3.2. Population and Sampling

This research was carried out among mid-level and senior managers working in companies operating in Istanbul. The survey was conducted during the period from November to December 2022. The snowball sampling method was used. 188 questionnaires were conducted, and the number of people who answered the questions completely was 147. Considering the number of relationships in model

(3), the sample size of 147 is sufficient for all the described rates of change at the significance level of 5% (Cohen, 1992; Hair Jr, Hult, Ringle, & Sarstedt, 2021).

The age, gender, and educational status of the participants was asked as descriptive information. The number of employees and turnover rate of the company are considered to be the control variables based on previous research (Ghasemaghæi, 2019). 30.6% of the participants in the research work in companies with 10 to 50 employees. 20.4% have between 101 and 150 employees, and 17.7% have between 150 and 200 employees. The survey participants often work in companies with a turnover of between 5 and 10 million (23.1%), less frequently in companies with a turnover of between 50 and 250 million (21.8%), and with a turnover of between 20 and 50 million (21.1%). All of the participants are between the ages of 31-50, most of them are male (69.1%) and have a bachelor's degree (91.8%).

Dimension	Category	Percentage (%)
Employee number	<10 employees	4.1
	10-250 employees	88.4
	250+ employees	7.5
Firm turnover	<5 million	8.2
	5 to 250 million	83.6
	250 million>	8.2
Age	Between 20 and 30 years old	0
	Between 31 and 50 years old	100
	Above 51 years old	0
Gender	Female	30.1
	Male	69.1
Education	High school	1.4
	Associates - Bachelor's Degree	95.9
	Master's /PhD	2.9

Table 1. Sample characteristics

3.3. Data Analysis

In this research, the descriptive statistics of the data were analyzed using SPSS 22, and the relationships between the variables were analyzed using SmartPLS 4.0.8.4. The structural equation model was chosen as it takes into account measurement errors, and allows the measurement of multiple relationships and consecutive indirect relationships. Since the theory of business analytics is ever-developing and it has been taken into account that better results are obtained when PLS is used in data with a limited sample size (Hair Jr. et al., 2021).

4. Results

4.1.Measurement Model

Outer loadings, Cronbach's alpha (CA), and composite reliability (CR) were evaluated for reliability. The outer loadings of all variables in the research (BA= 0.959-0.964, LO= 0.862-0.910, OR= 0.923-0.932, DQ= 0.969-0.972) are greater than the threshold value of 0.70 (Hulland, 1999). Cronbach's Alpha (BA=0.960, LO=0.956, OR=0.946, DQ=0.979) and composite reliability (BA=0.960, LO=0.956, OR=0.946, DQ=0.979) values are greater than the threshold value of 0.70 (Hair Jr. et. al., 2021). Therefore, the reliability of the measurement model is high. The expressed average variance (AVE) ratio was considered for convergence validity. The expressed average variance ratio is desired to be higher than 0.5 (Bagozzi & Yi, 1988). AVE values of all variables are higher than 0.5 (BA=0.926, LO=0.790, OR=0.860, DQ=0.941). The outer loadings, CA, CR, and AVE values of the variables are shown in Table 2.

Fornell-Larcker separation analysis was performed for the discriminant validity of the measurement model. In the Fornell-Larcker separation analysis, the square root of the expressed average variance of the relevant variable should be greater than the correlation of the relevant variable with other variables (Fornell Larcker, 1981). When the variables in the research are examined, except for one correlation (BA to OR), the square root of the explained mean variance of the relevant variable is greater than the correlation of the variables with other variables. Since the measurement model generally complied with Fornell-Larcker criteria, it was accepted that the measurement model had discriminant validity. The results of the Fornell-Larcker separation analysis were presented in Table 3.

Table 2. Measurement model.

Construct	Item Code	Loading	CA	CR	AVE
Business Analytics Usage (BA)	BA1	0.964	0.960	0.974	0.926
	BA2	0.959			
	BA3	0.964			
Learning Organization (LO)	LO1	0.901	0.956	0.963	0.790
	LO2	0.873			
	LO3	0.862			
	LO4	0.895			
	LO5	0.887			
	LO6	0.910			
	LO7	0.891			
Organizational Reputation (OR)	OR1	0.923	0.946	0.961	0.860
	OR2	0.926			
	OR3	0.929			
	OR4	0.932			
Decision Quality (DQ)	DQ1	0.970	0.979	0.985	0.941
	DQ2	0.971			
	DQ3	0.969			
	DQ4	0.972			

Table 3. Discriminant validity (latent correlation variable and square root of AVE)

	BA	LO	OR	DQ
BA	0.962			
LO	0.859	0.889		
OR	0.937	0.898	0.927	
DQ	0.958	0.945	0.961	0.970

Table 4. Saturated model results

The Regression Equation	R ²	Adj r ²	f ²	SRMR
BA	0.917	0.917	11.064	0.01
BA+ OR+OR*BA	0.952	0.951	0.034	0.022
BA +LO+LO*BA	0.975	0.974	0.021	0.028
BA+LO+OR+LO*BA+ OR*BA	0.980	0.979	0.035(LO*BA) 0.03(OR*BA)	0.027

Note: Effect size (f²); standardized root mean square (SRMR); determination of coefficient (R²), Business Analytics usage (BA), learning organization (LO), organisational reputation (OR).

Table 5. VIF values

	BA	LO	OR	DQ
VIF	5.768-6.398	3.126-4.780	4.022-4.431	9.390-10.236

4.2. Assessment of Structural Model

We used the Smart PLS software to assess the structured equation model using 5000 bootstraps. The SRMR value used to evaluate model compatibility is desired to be lower than 0.8 (Garson, 2016). In this research, it was observed that the SRMR values of the model were lower than the threshold value. The SRMR value of the model in which the direct effect was investigated was determined as 0.01, and the SRMR value in the model of moderator relations was determined as 0.027. Therefore, the model has good adaptive value. The R² value ranges from 0 to 1, with higher levels indicating higher levels of predictive accuracy. The R² rate was 98% in this research. (Table 4) It is seen that the model explains the change in decision quality to a large extent (98%) (Hair Jr. et al., 2021).

However, the R² value being high may also indicate the problem of multiple linear connections (Garson, 2016). The variance inflation factor (VIF) was evaluated to detect Multicollinearity. If the VIF goes above 10, it can be assumed that the regression coefficients are poorly estimated due to multicollinearity which should be handled accordingly (Akinwande, Dikko, & Samson, 2015). VIF values are between 5.768-6.398 for BA, 4.022-4.431 for OR, 3.126-4.780 for LO, and 9.390-10.236 for DQ. It was observed that the maximum VIF value in DQ

was very close to 10, and it was evaluated that there was no multicollinearity (Table 5).

The values of f^2 being 0.02, 0.15, and 0.35 indicate that the effect is low, medium, and high (Hair Jr. et al., 2021). In the study, the f^2 value of the model was found to be quite high (11.064) for BA, low (0.035) for the interaction term of LO and BA, and low (0.03) for the interaction term of OR and BA.

In this research, R^2 , f^2 , and SRMR values related to the effect of BA on DQ (direct effect) and regression equations of moderator variables were also examined. According to the analysis result, BA explains about 92% of the change in decision quality. Considering the f^2 value (12.064), the degree of effect can be considered high. SRMR value (0.01) is in the appropriate range. When OR and interaction term (BA*OR) are added to BA, the R^2 value increases to approximately 95%. When the LO and interaction term (BA*LO) are added to BA, the R^2 value reaches approximately 97%. In the equation where all moderator variables are included, R^2 is 98%. (Table 4).

4.3. Structural Equation Modeling

The number of employees and company turnover, which are control variables, were included in the model through shadow variables, and their effects were found to be insignificant (EN1 = -0.087, $p = 0.498$; EN2=0.011, $p= 0.985$; R1=0.008, $p=0.895$; R2 = -0.062, $p=0.916$). Therefore, the control variables were removed from the model and the model was re-analyzed. The use of business analytics has a significant positive effect on decision quality ($\beta=0.408$, $t=12.077$, $p<0.001$). The interaction of learning organization and the use of business analytics (BA*LO) significantly affect decision quality ($\beta=0.071$, $t=2.656$, $p<0.01$). Similarly, the interaction of organizational reputation and the use of business analytics (BA*OR) significantly affects decision quality ($\beta = -0.067$, $t=2.207$, $p<0.05$). The simple slope analysis was performed on regulatory effects (Figure 3). Figure 3(a) shows that as the degree of being a learning organization increases, the relationship between business analytics and decision quality strengthens. Therefore, hypothesis H2 is accepted. Figure 3(b) shows that as the degree of an organizational reputation increases, the relationship between the use of business analytics and decision quality weakens. According to the H3 hypothesis, as the degree of organizational reputation increases, the relationship between the use of business analytics and decision quality becomes stronger. Therefore, the H3 hypothesis is rejected.

Table 6. Hypothesis constructs.

Effects	Relationships	Beta	Mean	STDEV	t-Value	Decision
H1	BA → DQ	Direct 0.408	Relations 0.407	0.034	12.077***	YES
H2	BA*LO → DQ	Moderating 0.071	0,071	0.027	2.656**	YES
H3	BA*OR → DQ	-0.067	-0.067	0.030	2.207*	NO

Note: * $p < 0.05$, ** $p < 0.01$, *** $p < 0.001$, decision quality (DQ); business analytics usage (BA); learning organization (LO); organizational reputation (OR).

Figure 2. Structural model

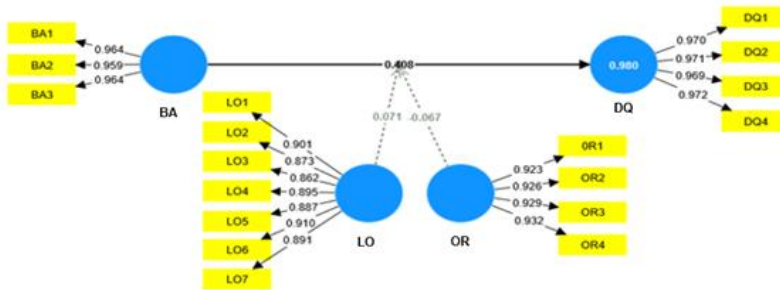
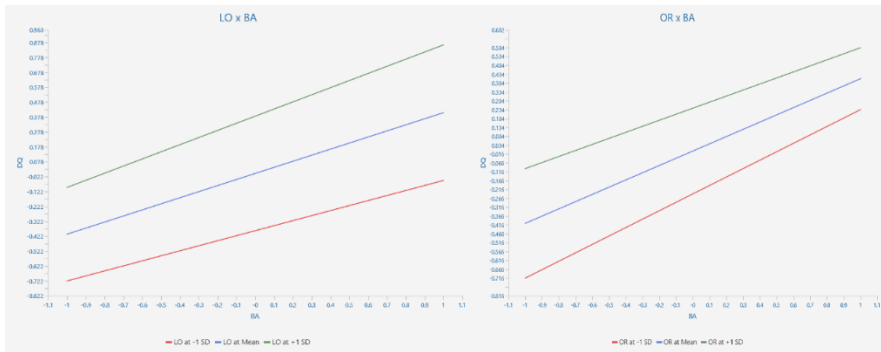


Figure 3. Simple Slope Analysis

(a)

(b)

CONCLUSION

Companies are investing in business analytics more and more every day. The expectation from this investment is an increase in decision quality. This research, conducted in Istanbul, showed that using business analytics improves decision quality. This finding parallels Ghasemaghaei's work in 2019 (Ghasemaghaei, 2019).

Another finding is that the use of business analytics in businesses with a learning organizational culture further improves decision quality. Some research has shown that there are moderator variables between the use of business analytics and decision quality. The moderating effect of the learning organization culture is shown for the first time in this research.

The use of business analytics is predicted to further increase the decision quality in companies with high organizational reputations by this research. Organizational reputation is the most important indicator that well-qualified personnel will prefer the company. It can be predicted that the positive effects of the use of business analytics will be greater in reputable companies with well-qualified personnel. However, the results were not realized in the expected direction. The relationship between the use of business analytics and decision quality decreases as organizational reputation increases. This result is an important result that should be examined in further research.

The use of business analytics is approached as a whole within the scope of this research. Further research may be recommended for the repetition of this research while taking into account the types of business analytics (descriptive, predictive, and prescriptive business analytics).

REFERENCES

- Agarwal, J., Osiyevskyy, O., & Feldman, P. M. (2015). Corporate reputation measurement: Alternative factor structures, nomological validity, and organizational outcomes. *Journal of business ethics*, 130(2), 485-506.
- Akinwande, M. O., Dikko, H. G., & Samson, A. (2015). Variance inflation factor: as a condition for the inclusion of suppressor variable (s) in regression analysis. *Open Journal of Statistics*, 5(7), 754-767.
- Anderson, M. H., Haar, J., & Gibb, J. (2010). Personality trait inferences about organizations and organizational attraction: An organizational-level analysis based on a multi-cultural sample. *Journal of Management & Organization*, 16(1), 140-150.
- Arslan, R., & Demirci, K. (2015). The effect of perceptions regarding learning organizational culture in organizations on organizational commitment and an application in a public institution. *Dumlupinar University Journal of Social Science/Dumlupinar Üniversitesi Soysyal Bilimler Dergisi*, (43).
- Arslantaş, C. (2006). Information Sharing in Learning Organizations. *Journal of Productivity*, 3, 0-0.
- Bagozzi, R. P., & Yi, Y. (1988). On the evaluation of structural equation models. *Journal of the Academy of Marketing Science*, 16(1), 74-94.
- Boyd, B. K., Bergh, D. D., & Ketchen Jr, D. J. (2010). Reconsidering the reputation—performance relationship: A resource-based view. *Journal of Management*, 36(3), 588-609.
- Bozkurt, A. (2003). Learning organizations. *Contemporary approaches to management*, 17-41.
- Brislin, R. W., Brislin, R. W., Lonner, W. J., & Thorndike, R. M. (1973). *Cross-cultural research methods* (Vol. 11). New York: J. Wiley.
- Bustaman, H. A., Mohd nor, M. N., Taha, A. Z., & Zakaria, M. (2020). Job seeker attraction to organizational justice mediated by organizational reputation. *Cogent Psychology*, 7(1), 1816255.
- Cable, D. M., & Turban, D. B. (2003). The value of organizational reputation in the recruitment context: A brand-equity perspective. *Journal of Applied Social Psychology*, 33(11), 2244-2266.

- Çalkıvık, G. (2000). Yeni Ekonomi ve Bilgi Yönetimi, *Active Finans Dergisi*, 16.
- Chiva, R., Alegre, J., & Lapiedra, R. (2007). Measuring organisational learning capability among the workforce. *International Journal of Manpower*, 28(3/4), 224-242.
- Clark Jr, T. D., Jones, M. C., & Armstrong, C. P. (2007). The dynamic structure of management support systems: theory development, research focus, and direction. *Mis Quarterly*, 579-615.
- Cohen, J. (1992). A Power Primer, *Psychological Bulletin*, 112(1), 155-159.
- Davenport, T. H., & Harris, J. G. (2007). *Competing on analytics: The new science of winning*. Boston, MA: Harvard Business School Press.
- Dawes, J. (2008). Do data characteristics change according to the number of scale points used? An experiment using 5-point, 7-point, and 10-point scales. *International Journal of Market Research*, 50(1), 61-104.
- Delen, D. (2019). *Prescriptive analytics: The final frontier for evidence-based management and optimal decision making*. US: Pearson Education.
- Dooney, J., Mariotti, A., McFarlane, L., & Hyde, S. (2015). The HR roller coaster ride Are key HR metrics back to pre-recession levels. *Society of Human Resource Management, Workforce Analytics*, 1, 1-8.
- Duan, Y., Cao, G., & Edwards, J. S. (2020). Understanding the impact of business analytics on innovation. *European Journal of Operational Research*, 281(3), 673-686.
- Erigüç, G., & Baiçık, P. Y. (2007). An application for evaluations of learning organizations and nurses. *Hacettepe Journal of Health Administration*, 10(1), 75-106.
- Ferenstein, G. (2016, 01, 22). Netflix CEO Explains Why "Gut" Decisions Still Rule In The Era Of Big Data. Retrieved from <https://www.forbes.com/sites/gregoryferenstein/2016/01/22/netflix-ceo-explains-why-gut-decisions-still-rule-in-the-era-of-big-data/?sh=417e304c1e09>
- Fombrun, C. J. (1996). *Reputation: Realizing Value from the Corporate Image*. Cambridge: Harvard Business Press.

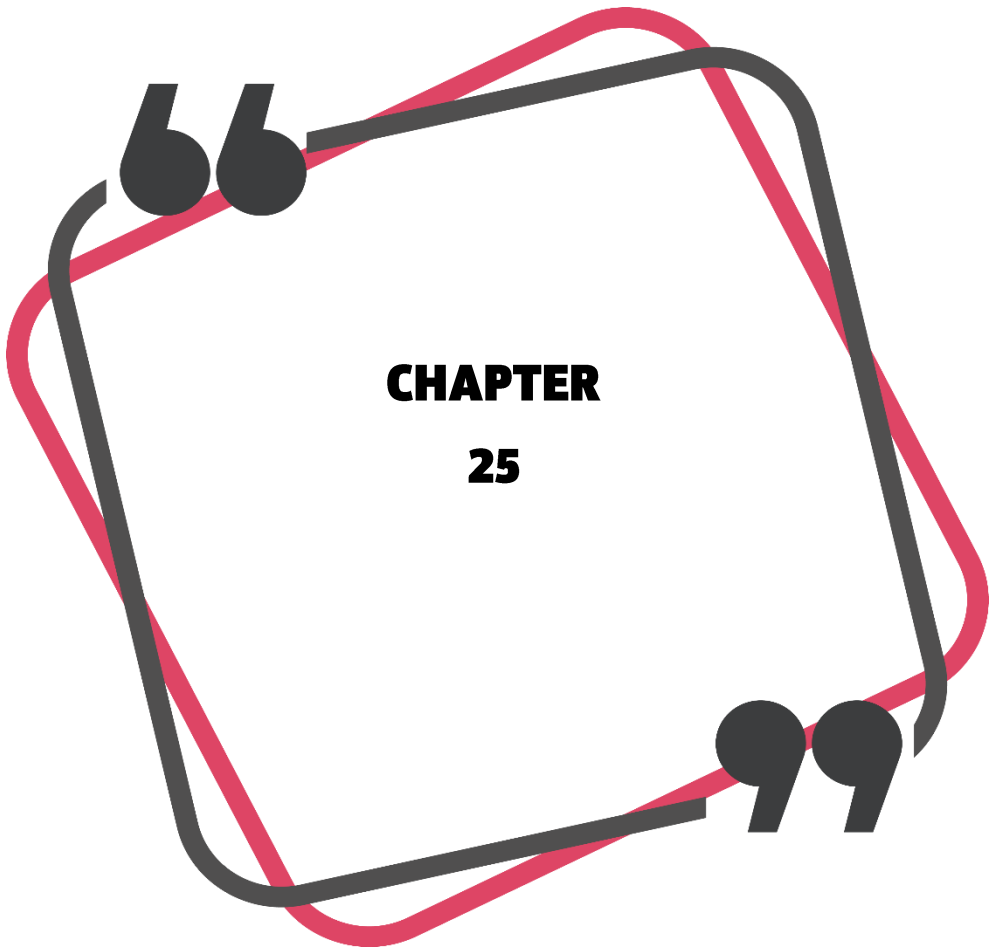
- Fornell, C., & Larcker, D. F. (1981). Evaluating structural equation models with unobservable variables and measurement error. *Journal of Marketing Research*, 18(1), 39-50.
- Franke, F., & Hiebl, M. R. (2023). Big data and decision quality: the role of management accountants' data analytics skills. *International Journal of Accounting & Information Management*, 31(1), 93-127.
- Fregoni, S. (2016, 10, 01). New research reveals why some business leaders still ignore the data. Retrieved from <https://siliconangle.com/2020/10/01/new-research-reveals-some-business-leaders-still-ignore-data-cubeconversations/>
- Garson, G. D. (2016). *Partial least squares: Regression and structural equation models*. Asheboro: Statistical Publishing Associates.
- Ghasemaghaei, M. (2019). Does data analytics use improve firm decision making quality? The role of knowledge sharing and data analytics competency. *Decision Support Systems*, 120, 14-24.
- Gotsi, M., & Wilson, A. M. (2001). Corporate reputation: seeking a definition. *Corporate Communications: An International Journal*, 6(1), 24-30.
- Grover, V., Chiang, R. H., Liang, T. P., & Zhang, D. (2018). Creating strategic business value from big data analytics: A research framework. *Journal of Management Information Systems*, 35(2), 388-423.
- Güler, M., & Basım, H. N. (2015). The impact of organizational attractiveness and corporate reputation on candidates' intentions to join the organization. *İş ve İnsan Dergisi*, 2(2), 115-126.
- Gupta, M., & George, J. F. (2016). Toward the development of a big data analytics capability. *Information & Management*, 53(8), 1049-1064.
- Gupta, M., & George, J. F. (2016). Toward the development of a big data analytics capability. *Information & Management*, 53(8), 1049-1064.
- Hair Jr, J. F., Hult, G. T. M., Ringle, C. M., & Sarstedt, M. (2021). *A primer on partial least squares structural equation modeling (PLS-SEM)*. Sage publications.
- Hsu, S. W., & Lamb, P. (2020). Still in search of learning organization? Towards a radical account of The Fifth Discipline: The Art and Practice of the Learning Organization. *The Learning Organization*, 27(1), 31-41.

- Hulland, J. (1999). Use of partial least squares (PLS) in strategic management research: A review of four recent studies. *Strategic Management Journal*, 20(2), 195-204.
- Jarupathirun, S. (2007). Exploring the influence of perceptual factors in the success of web-based spatial DSS. *Decision support systems*, 43(3), 933-951.
- Jones, D. A., Willness, C. R., & Madey, S. (2014). Why are job seekers attracted by corporate social performance? Experimental and field tests of three signal-based mechanisms. *Academy of Management Journal*, 57(2), 383-404.
- Khamis Ali, A. (2012). Academic staff's perceptions of characteristics of learning organization in a higher learning institution. *International Journal of Educational Management*, 26(1), 55-82.
- LaValle, S., Lesser, E., Shockley, R., Hopkins, M. S., & Kruschwitz, N. (2011). Big data, analytics and the path from insights to value. *MIT sloan management review*, 52(2), 21-32.
- Lepenioti, K., Bousdekis, A., Apostolou, D., & Mentzas, G. (2019). Prescriptive analytics: a survey of approaches and methods. In *Business Information Systems Workshops: BIS 2018 International Workshops, Berlin, Germany, July 18–20, 2018, Revised Papers 21* (pp. 449-460). Berlin: Springer International Publishing.
- Lis, B. (2012). The relevance of corporate social responsibility for a sustainable human resource management: An analysis of organizational attractiveness as a determinant in employees' selection of a (potential) employer. *Management Revue*, 23 (3), 279-295.
- McKinsey (<https://www.mckinsey.com>)
- Mortenson, M. J., Doherty, N. F., & Robinson, S. (2015). Operational research from Taylorism to Terabytes: A research agenda for the analytics age. *European Journal of Operational Research*, 241(3), 583-595.
- Nacarelli, V., & Gefen, D. (2021). Trustworthiness and the adoption of business analytics. *Information Systems Management*, 38(3), 185-199.
- Nerkar, A. D. (2016). Business Analytics (Ba): Core of business intelligence (bi). *International Journal of Advanced Engineering, Management and Science*, 2(12), 2177-2178.

- Öberg, F., & Öhman, G. (2020). *Improving Decision Making Through the Use of BI&A and a Data-Driven Culture* (Bachelor Thesis). Retrieved from https://scholar.google.com.tr/scholar?hl=tr&as_sdt=0%2C5&q=Improving+Decision+Making+Through+the+Use+of+BI%26A+and+a+Data-Driven+Culture&btnG=
- Oesterreich, T. D., Anton, E., & Teuteberg, F. (2022). What translates big data into business value? A meta-analysis of the impacts of business analytics on firm performance. *Information & Management*, 59(6), 2-27.
- Ponzi, L. J., Fombrun, C. J., & Gardberg, N. A. (2011). RepTrak Pulse: Conceptualizing and validating a short-form measure of corporate reputation. *Corporate Reputation Review*, 14(1), 15–35.
- Potgieter, A., & Doubell, M. (2020). The Influence of Employer branding and Employees' personal branding on Corporate Branding and Corporate Reputation. *African Journal of Business & Economic Research*, 15(2).
- Raghunathan, S. (1999). Impact of information quality and decision-maker quality on decision quality: a theoretical model and simulation analysis. *Decision Support Systems*, 26(4), 275-286.
- Rindova, V. P., Williamson, I. O., Petkova, A. P., & Sever, J. M. (2005). Being good or being known: An empirical examination of the dimensions, antecedents, and consequences of organizational reputation. *Academy of Management Journal*, 48(6), 1033-1049.
- Rindova, V. P., Williamson, I. O., Petkova, A. P., & Sever, J. M. (2005). Being good or being known: An empirical examination of the dimensions, antecedents, and consequences of organizational reputation. *Academy of Management Journal*, 48(6), 1033-1049.
- Salisu, Y., & Mohammed, S. (2019). Learning Capability and the Performance of Small and Medium Enterprises in Developing Economies: The Role of Absorptive Capacity. *Journal of Economic Info*, 6(1), 49-55.
- Sharma, R., Mithas, S., & Kankanhalli, A. (2014). Transforming decision-making processes: a research agenda for understanding the impact of business analytics on organisations. *European Journal of Information Systems*, 23(4), 433-441.

- Someh, I., Shanks, G., & Davern, M. (2019). Reconceptualizing synergy to explain the value of business analytics systems. *Journal of Information Technology*, 34(4), 371-391.
- Strohmeier, S., Collet, J., & Kabst, R. (2022). (How) do advanced data and analyses enable HR analytics success? A neo-configurational analysis. *Baltic Journal of Management*, 17(3), 285-303.
- Turban, D. B., & Greening, D. W. (1997). Corporate social performance and organizational attractiveness to prospective employees. *Academy of Management Journal*, 40(3), 658-672.
- Van Rijmenam, M., Erekhinskaya, T., Schweitzer, J., & Williams, M. A. (2019). Avoid being the Turkey: How big data analytics changes the game of strategy in times of ambiguity and uncertainty. *Long Range Planning*, 52(5), 101841.
- Venkatesh, V., Brown, S. A., Maruping, L. M., & Bala, H. (2008). Predicting different conceptualizations of system use: The competing roles of behavioral intention, facilitating conditions, and behavioral expectation. *MIS Quarterly*, 32(3), 483-502.
- Vincent, V. U. (2021). Integrating intuition and artificial intelligence in organizational decision-making. *Business Horizons*, 64(4), 425-438.
- Visinescu, L. L., Jones, M. C., & Sidorova, A. (2017). Improving decision quality: the role of business intelligence. *Journal of Computer Information Systems*, 57(1), 58-66.
- Waples, C. J., & Brachle, B. J. (2020). Recruiting millennials: Exploring the impact of CSR involvement and pay signaling on organizational attractiveness. *Corporate Social Responsibility and Environmental Management*, 27(2), 870-880.
- Watkins, K. E., & Dirani, K. M. (2013). A meta-analysis of the dimensions of a learning organization questionnaire: Looking across cultures, ranks, and industries. *Advances in Developing Human Resources*, 15(2), 148-162.
- Watkins, K. E., & Marsick, V. J. (1993). *Sculpting the learning organization: Lessons in the art and science of systemic change*. San Francisco, Calif.: Jossey-Bass.

- Watkins, K. E., & Marsick, V. J. (1996). In action: *Creating the Learning Organization*. Alexandria VA: American Society for Training and Development.
- Williamson, I. O., King Jr, J. E., Lepak, D., & Sarma, A. (2010). Firm reputation, recruitment web sites, and attracting applicants. *Human Resource Management, 49*(4), 669-687.
- Yang, B., Watkins, K. E., & Marsick, V. J. (2004). The construct of the learning organization: Dimensions, measurement, and validation. *Human Resource Development Quarterly, 15*(1), 31-55.



**CHAPTER
25**

LINEARIZATION PROBLEMS IN MANAGERIAL SCIENCES

Prof. Münevver TURANLI, Ph.D

Istanbul Commerce University
Faculty of Humanities and Social Sciences
Department of Statistics
ORCID:0000-0002-9535-4527

Kadir YILMAZ

Postgraduate
Istanbul Commerce University
Graduate School of Sciences
Department of Statistics
ORCID: 0000-0003-2568-3015

1. Introduction

In its most general definition, linearization is a method used in models where the effect of one or more variables on a dependent variable is examined. It is an approach that assumes a first-order linear relationship between the variables in the linearization method (Asghari et al, 2022; Andrisani, 2003). With this structure, linearization actually embodies the reduction of different regression models such as cubic, quadratic, exponential, or relational scanning models between different variables, seen in nature, to a uniform and simple form (Chavan and Kulkarni, 2017; Knill, 2011; Kothari, 2010; Mangasarian and Meyer, 2006). On the other hand, the fact that other models have complex and mathematically in need of solution or allocation has made the subject of linearization the most widely used and researched method under statistical methods today.

There is the crucial quantitative difference between the studies on linearization and the studies its methods. Although studies questioning linearization are quite limited and narrow, linearization is somehow among the research variables in almost every study with a relational screening model. In this respect, it is possible to characterize the linearization method as the basis of the dominant studies.

Compared to the developments in the field of statistics, the developments and advances in the science of management are much more, and especially in the last century, the science of management has almost lived its golden age. The ideas

that were put forward theoretically in the past in management science are now transitioning to qualitative structural quantitative structure thanks to advanced data collection, compilation and evaluation possibilities. While the developments in the data collection stages and methods were quite advanced during this process, it is possible to state that the developments in the analysis methods do not reflect this speed and progress sufficiently.

On the basis of management sciences, it is to manage a community and unite it within the framework of a certain purpose or interest. In this respect, management sciences will use all necessary qualitative and quantitative methods to achieve the goal. Consistency levels of models and methods are of great importance in following the developments and advances in management sciences conceptually and theoretically. The more consistent a method or inference is, the more useful it will be. In this respect, it is possible to state that regression models, relational survey analyzes and thus explanatory power are of great importance in management sciences.

In regression models, alternative models such as single and multivariate models, logit and probit are being developed today. In fact, although these developments are of vital importance for science to better understand and interpret the relationship between cause and effect in nature, it can be stated that it is not very possible to achieve this goal theoretically. Exceptions should always exist in a relational screening model. However, the degree of these exceptional cases and the way they occur will also reveal the structure, inference and value of the relational survey analysis. In this respect, the power of a regression analysis will be vital to the achievement of management goals for management sciences.

Although regression models, quantitative methods and numerical approaches are being used more and more in terms of management sciences, there are not enough studies focusing on method progress in the theoretical sense yet. Therefore, in this section, it is aimed to examine the results of linearization in management sciences.

2. Linearization and Its Use

In models where the effect of one or more independent variables on a dependent variable is investigated, the relationships between the variables can be revealed with various mathematical expressions. While it is very difficult to detect and evaluate them in multivariate dimensions, there are known special functions in unidimensional or univariate models. Some of these are:

$$y = \beta_0 + \beta_1 x \quad (\text{Linear})$$

$$y = \beta_0 + \beta_1 x + \beta_2 x^2 + \beta_3 x^3 \quad (\text{Cubic})$$

$$y = \beta_0 + \beta_1 x + \beta_2 x^2 + \beta_3 x^3 + \beta_4 x^4 \quad (\text{Quadratic})$$

$$y = a^{\beta_0 + \beta_1 x} \quad (\text{Exponential})$$

$$y = a(1+r)^t \quad (\text{Growth function})$$

According to these models, the relationship between two variables may not be as simple as in the only linear model. The relationship between variables can be cubic, quadratic, exponential or growth. Although linear equations are the most widely used and common models in management sciences and studies to date, there are areas where other models are also widely used.

In univariate models, the determination of the relationship between the variables may be estimated in a short time with curve estimation models, while in models with more than one variable, serious difficulties can be experienced in choosing the most suitable equation type. There may be more than one type of relationship between more than one independent variable that affects any dependent variable. For example, there may be a linear relationship between the height and age of a plant, a cubic relationship between the nutrients given, and a growth relationship with the growth age. Since all of these variables are associated with plant growth, a standardized approach is needed to evaluate all of them in a model. At this point, either the other models must be converted to linear, or the linear model must be converted to other variables. Since exponential and other models can be converted to first-order equations with logarithm or derivative methods, linearization is one of the most effective and common methods used today.

3. Linearization and Deviations in Management Sciences

Linearization in management sciences is actually a more used method compared to health sciences, biology, physical education, physics, medicine, chemistry and similar fields. Generally, in quantitative analyzes of management sciences, data collected through a scale or rating form are evaluated together with demographic or occupational data or social data. Linearization and its applications are more common because the data collected in management science is subject to partial configuration through semi-structured interview forms and because the population behavior complies with the central limit theorem during the data collection process.

In fact, although linearization-induced deviations in management sciences seem to be less in this respect compared to other fields, this effect grows in terms of the size of the effect and the population addressed by the sample. For example, in a health sciences study, a universe and a sample are taken from a disease that is very limited in the society, while in management sciences, the universe contains too many statistical units.

In conclusion, although linearization deviations in management sciences are low due to the closeness of the distributions, they show a great effect due to the population size and generalization of the inferences over a larger universe. In other words, it is possible to state that deviations due to linearization in management sciences are small in severity and large in effect.

4. Effect of Linearization Deviations on Research Results

The most important effect of linearization on research results is that it does not allow a full evaluation of the variables on the actual distribution and situation. In other words, linearization deviations may cause the inability to analyze the effect level and degree of the relationship between dependent and independent variables sufficiently, and therefore, loss of research findings.

Another effect of linearization deviations on the research results is that it does not sufficiently consider the autocorrelations between the variables while evaluating the structure and direction of the relationship between the variables. While a model is put forward in financial and econometric studies, autocorrelation models are made to determine how much independent variables affect each other, but this is not the case in studies conducted in management sciences. Autocorrelation is actually important in terms of revealing the level of influence of the variables on each other and their interaction together. However, autocorrelative studies are not carried out in management sciences, instead, structural equation modeling is carried out today. Structural equation models, on the other hand, cannot adequately respond to the affective nature of autocorrelative studies.

In some studies in management sciences, the interactions of variables in generalized linear models or general linear models are also included in the model. In fact, although it is a very effective and theoretically appropriate approach on linearization deviations, there is not enough information and instruction yet on which variables to examine the effect of the interaction between them on the dependent variable. Instead, it can be of great benefit in calculating the field-specific, within the mean confidence interval, field correction coefficient and bringing it to science.

5. Conclusion

Linearization is a topic of great importance in management sciences, especially in quantitative research. The main purpose in management sciences is to gather and direct people around a specific goal. This goal is generally the method that is compatible with the basic objectives of the management or organizational structure and will provide the highest interest or efficiency for the business or organization. For this reason, reaching the goal of management sciences is of vital importance both in terms of effective use of resources and in terms of efficiency and performance. In order to achieve this, especially quantitative data must be processed in the best way and the highest inferences must be obtained from them. Therefore, linearization has an important place in quantitative research in management sciences in terms of showing deviations from the regression model and showing compliance.

Linearization in regression models, on the one hand, reveals the complex and multidimensional relationship between the variables in a clearer and simpler way, on the other hand, it causes a certain deviation between the theoretical model and the actual values. When this deviation value exceeds a certain limit, the tolerance level of the model will decrease and the model will lose its validity.

Calculating the deviation level of linearization from the real model in a regression model, revealing the correction coefficient and degree of deviation of that model are of vital importance in terms of model development. However, in order to measure the correction and deviation levels of the model, pilot studies for the model should be done first. Just like controlled experiments in science or health sciences, a certain inferential study can be done between variables that will reveal the relationship between model variables and that may affect the model. In this way, the model development phase may be realized rather than the presentation of the models.

In fact, one of the most important issues related to model explanatory power and linearization is the model correction studies that we mentioned above. Studies on many subjects such as service quality, marketing methods, customer satisfaction, purchasing behavior and consumption trends are increasing day by day in management sciences. These studies increasingly have a research design based on quantitative data, evaluating theoretical findings together with field data. For example, under service quality, many different new measurement tools are being developed. However, much more important than the validation or field specificity of these developed measurement tools is to reveal the consistency power of these tools and the factors affecting it. Although the SERVQUAL scale developed by Parasuraman et al. (1978) for service quality has been the subject of thousands of studies to date, it is possible to state that there are not enough structural studies on the unit root structure, repeatability, and mathematical distribution of the

SERVQUAL value. It can be stated that there are not enough studies focusing on the more effective and more efficient use of the obtained value, asking questions such as which variables are in which relationship with the level of customer satisfaction obtained, and according to which variables it exhibits endogenous or exogenous behavior. In this respect, there is a need for studies on the theoretical infrastructure in which these tools will be evaluated effectively, as well as the basic administrative tools used in management sciences.

Regression models represent the final stage at which the final inference is made on a research topic, the final decision is made, and the results are summed up before implementation. In this respect, a good understanding of the consistency and precision of the regression models is important in terms of deciding how these models will be developed and what contributions they will provide in further research. In regression models, linearization is one of the most important methods that should be emphasized about the explanatory power of the model and deviations.

All these criticisms and comments are not intended to show negative or criticize linearization. Undoubtedly, linearization is a method that is most used in statistical methods and research today, whose validity and reliability has been demonstrated the most, and which appeals to the most fields. On the other hand, calculating and revealing the deviations of the linearization and accordingly developing the correction coefficient will increase the success and precision of the method. In addition, revealing how much explanatory power the method has in which areas can make a great contribution to taking the studies on linearization one step further.

Another important issue about linearization is the relationship of the uniform point of view developed over linearization with the central limit theorem and the concepts of public. The central limit theorem briefly reveals that a certain uniformity is reached when a certain measurement value is exceeded, even in events that are considered independent of each other. In fact, although the inferences developed through this approach and theory give valid and effective results in many fields, they are not valid in some fields such as health sciences, some fields of social sciences and biology. Both the central limit theorem and linearization are insufficient to explain the relationships between some variables, from growth function to reproduction function, from Fibonacci numbers to universal gravitational laws. At this point, new approaches specific to the field and variables need to be developed.

To summarize briefly, linearization is a subject that is mostly used in regression models, but its theoretical development is extremely limited compared to the degree of its use. Therefore, with the developments in linearization, the deviations from other models to linearization should be developed with more specific and

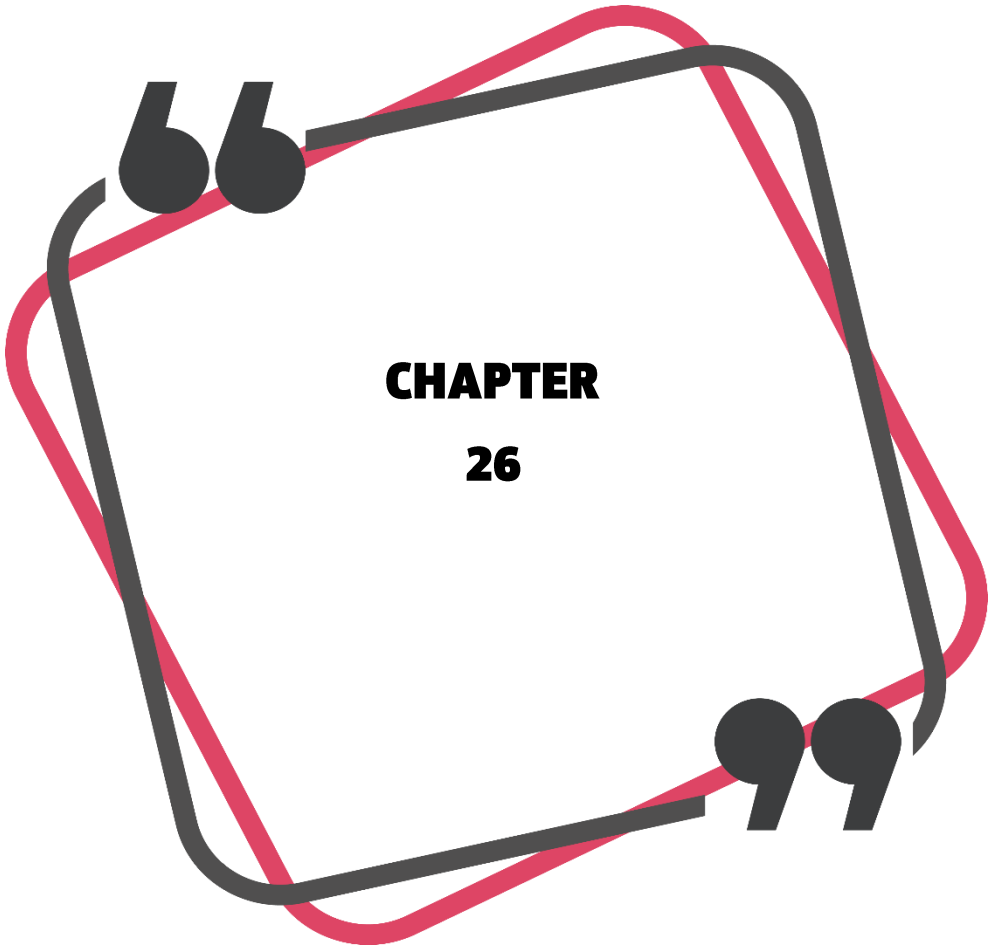
ISBN: 978-625-6971-27-1

domain-specific methods. In this way, it may be possible both to ensure effective resource use in management sciences and to reveal more effective models in management sciences. It is possible to state that studies on linearization deviation coefficients in regression models, especially according to different sub-branches of management sciences, will contribute positively to further research and field studies.

References

- Andrisani D. (2003). *Linearization of Nonlinear Equations*. Purdue University, Collage of Engineering, West Lafayette, IN.
- Asghari, M., FathollahiFard, A.M., Mirzapour Al-e-hashem, S.M.J. and Dulebenets, M.A. (2022). Transformation and Linearization Techniques in Optimization: A State-of-the-Art Survey. *Mathematics*, 10(283), 1-26.
- Chavan and Kulkarni, (2017). Role of Non-Parametric Test in Management & Social Science Research. *Quest International Multidisciplinary Research Journal*, 6(9), 38-52.
- Dalgaard, P. (2008). *Introductory Statistics With R*. Springer.
- Fathollahi-Fard, A.M., Hajiaghaei-Keshteli, M., Tavakkoli-Moghaddam, R. and Smith, N.R. (2021). Bi-level programming for home health care supply chain considering outsourcing. *J. Ind. Inf. Integr.*, 25, 100.
- Horowitz, P. P. (2002). *Dynamic Systems and Feedback Class Notes for ME132*. University of California, Berkeley, CA.
- Knill, O. (2011). Linearization, In Math S21a: Multivariable calculus, Harvard University Press.
- Kothari, C. R. (2010). *Research Methodology*. New Age International Publishers, Mumbai.
- Mangasarian, O.L. and Meyer, R.R. (2006). Absolute value equations. *Linear Algebra Appl.*, 419, 359–367.
- Negrello, C., Gosselet, P. and Rey, C. (2021). Nonlinearly Preconditioned FETI Solver for Substructured Formulations of Nonlinear Problems. *Mathematics*, 9, 316.
- Sridhar, S., Linderoth, J. and Luedtke, J. (2013). Locally ideal formulations for piecewise linear functions with indicator variables. *Oper. Res. Lett.*, 41, 627–632.
- Sturtevant, T. (2009). Linearizing Equations Handout. *Wilfrid Laurier University*, <<http://denethor.wlu.ca/data/linear.pdf>>, Eriřim: 22.10.2022.

ISBN: 978-625-6971-27-1



**CHAPTER
26**

SHORT-TERM IMPACT OF THE PANDEMIC ON EUROPEAN STOCKS

Dr. Emrah KELEŞ

Marmara Üniversitesi

ORCID: 0000-0003-3840-277X

1. Introduction

The novel Coronavirus (Covid-19) outbreak was announced as a global pandemic on 11th March 2020 by the World Health Organization (WHO). Covid-19 and subsequent lockdowns have severely damaged economies via output losses, redundancies, and bankruptcies (Pagano, Zechner, & Wagner, 2020). It also unsettled financial markets. Cumulative fund outflow reached about 9% of net asset value, nearly fourfold than the outflows in the 2013 Taper Tantrum (Falato, Goldstein, & Hortaçsu, 2020). Although these impacts have become more transparent over time, financial markets allow us to observe prompt reactions to the pandemic and pandemic-related news. The firm Roche, Switzerland, is an excellent example of how stock prices could reflect recent news article information. Roche experienced its highest intraday stock price increase after FDA approved its coronavirus test (CNBC, 2020).

As an exogenous and unprecedented shock, Covid-19 has violently impacted stock markets and economies worldwide and created massive uncertainty. Although financial markets are increasingly connected, and the rapid contagion of the crisis among financial markets is not surprising, whether their responses to the shock diverge received attention (Saengtaptim, Leelawat, Tang, Suppasri, & Imamura, 2022). Thus, the pandemic offers a unique setting to explore transnational differences in stock market responses. However, a comparison of market responses guided by health concerns related to Covid-19 remains limited (Heyden & Heyden, 2021; Su, Rizvi, Naqvi, Mirza, & Umar, 2022). To this end, this study investigates the short-term impacts of Covid-19 on major European stocks. Specifically, it examines the firm-level responses of firms listed in Milano (Italy), Madrid (Spain), Paris (France), Frankfurt (Germany), and Brussel (Belgium) stock markets to specific event dates (i.e., 1st case, 100th case, 1000th case, 1st death, 100th death, and 1000th death) from February to June 2020.

The study follows three main steps to examine the difference in stock market responses: determining the empirical setting, specifying the event dates, and applying the event study methodology. First, the empirical setting of this study consists of five European country stocks, Italy, Spain, France, Germany, and Belgium, for two reasons. These countries were hit most in terms of the highest number of Covid-19 patients as of June 2020, and these countries also host major stock indices (i.e., FTSE MIB 40 of Milano, IBEX 35 of Madrid, CAC 40 of Paris, DAX 30 of Frankfurt, and BEL 20 of Brussel stock exchanges). The pandemic shows an increasing pattern from the first case in Europe from 31st January 2020 to 31st May 2020. Thus, this study examines stock return reactions for four months; February, March, April, and May. Table 1 displays the stock markets investigated and firms listed.

Second, critical dates in the pandemic are specified. Figure 1 shows the Google search volume for coronavirus in the sample countries. As displayed, public attention to virus news has sharply increased in Italy first, followed by Germany, France, Spain, and Belgium, especially after confirmed case and death reports. Since awareness of Covid news and measures to stop the contagion of the virus are very sensitive to the number of confirmed cases and death, we base our investigation on the days when the sensitivity is likely to be highest: 1st case, 100th case, 1000th case, 1st death, 100th death, and 1000th death. Third, the event study methodology is applied by calculating daily abnormal returns and testing their significance to examine the sample market stocks' prompt response.

The results reveal that stock markets react significantly. However, this reaction is asymmetric to Covid-19 cases and death announcements across European countries. Italian stocks have the worst abnormal returns in and around the case and death announcements. Investors give significantly negative responses to 1st and 100th cases in Italy and the 100th and 1000th cases in other markets. Italian stocks collapsed, especially on days around the death announcements, although other market stocks experienced a decrease, mainly on the following day.

Most markets respond negatively to the first death in a longer event window showing leakage or momentum. Except for Germany, stock markets observed the strongest rebounds the day after the first death announcement. However, the rebound effect is either weekly or not observed following the 100th and 1000th death announcements that might arise from the deepening of the crisis.

This study is related to the Covid-19 and stock market literature. First, studies reveal a decrease in stock prices and an increase in volatility. One of the initial studies examines the average volatility of ten countries, such as Italy, Spain, and Germany. The results reveal that the average volatility increased from 0.0071 in February to 0.0196 in March (Zhang, Hu, & Ji, 2020). A large body of further research focuses on the US markets (Baker et al., 2020; Gormsen & Koijen, 2020;

Pagano et al., 2020; Ramelli & Wagner, 2020). Another line of research related to the response of European or other developed markets is mainly based on index-level comparisons (Ahmed et al., 2021; Contessi & De Pace, 2021; Kapar, Buigut, & Rana, 2022; Li, Zhuang, Wang, & Dong, 2021; Shehzad, Zaman, Liu, Görecki, & Pugnetti, 2021; Su et al., 2022). Yet, comparative studies at the firm level are limited (Heyden & Heyden, 2021; Krieger, Mauck, & Pruitt, 2021; Sapir, 2020). Among them, Heyden and Heyden's paper, similar to this study, focuses on the market reactions of US and European stocks during the Covid-19 (Heyden & Heyden, 2021). Applying event study methodology, they investigate the impacts of the first case, the first death, and monetary and fiscal policy announcements. They find evidence for negative investor response to first death and fiscal policy announcements while moderate reactions to monetary policies. This paper is related to but distinct from Heyden and Heyden's paper (Heyden & Heyden, 2021) in at least two ways. First, contrary to their paper, this study examines the prompt response of major European stocks to a wide range of confirmed cases and death dates, which are critical to understanding the lasting impacts of the crisis. Second, this study extends the implementation by comparing major European markets - rather than focusing on the average response of markets - which enables us to understand transnational differences in response to Covid-19 announcements.

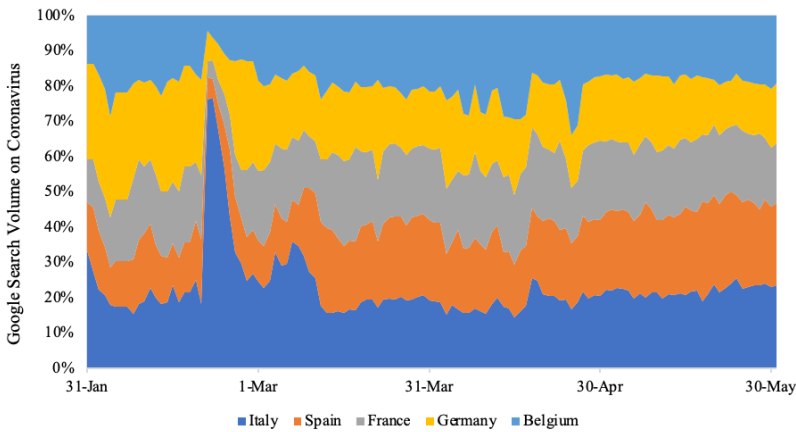


Figure 1 Google search volume

Source: Google Trends (2020).

2. Data and Methodology

2.1. Data and Sample

This study investigates the impact of Covid-19 on stock returns of five European countries with the highest number of Covid-19 cases as of June 2020: Italy, Spain, France, Germany, and Belgium. The pandemic shows an increasing pattern from the first case in Europe from 31st January 2020 to 31st May 2020. Thus, this study uses the stock prices during four months, February, March, April, and May. Stock price data is obtained from the Compustat Capital IQ database.

2.2. Event Study Methodology

In this step, the event study methodology is applied to determine whether specific Covid-19 cases and death announcements during the pandemic destroy value. This methodology relies on Fama's Efficient Market Hypothesis (EMH), which predicts immediate price impact and allows for testing the effects of the information (Fama, 1970). The critical Covid-19 event days become the most important dates to test the price impact of the Covid-19 (El Ghoul, Guedhami, Mansi, & Sy, 2023). This study uses six important announcement dates for each country examined for the 1st case, 100th case, 1000th case, 1st death, 100th death, and 1000th death. Following the literature (Heyden & Heyden, 2021), three event windows around the announcement day are selected: the announcement day, the day after, and a five-day window (two days before the announcement day, the announcement day, and two days after).

Next, following (MacKinlay, 1997), the study specifies an estimation period of the previous 250 trading days (day -271 to day -21) and uses the market model to estimate the expected (normal) return — that would be expected in the absence of an event on normal days. Then, expected returns for event windows are calculated. The market model enables stocks to react to market movements differently; thus, it is widely used in finance research (El Ghoul et al., 2023). The model is as below.

$$E[r_{it}] = \alpha_i + \beta_i r_{Mt} + \varepsilon_{it} \quad (1)$$

Where r_{it} ve r_{Mt} denote the stock return of firm i on day t and the return of a value-weighted market index (S&P 500) on day t , respectively.

This process enables calculating abnormal returns generated in the event window and understanding whether related events change value. An abnormal return is a difference between the realized (actual) and the expected returns:

$$AR_{it} = r_{it} - E[r_{it}]. \quad (2)$$

Abnormal returns differ from zero when the announcement has consequences. The abnormal return of the average firm is calculated as follows:

$$AR_{it} = \sum_{i=1}^n \frac{AR_{it}}{n} \quad (3)$$

Combining daily abnormal returns over more than one day enables calculating the cumulative abnormal return. The cumulative abnormal return (CAR) of the average firm for the time T between day τ_1 to τ_2 ($T = \tau_1 - \tau_2 + 1$) is defined below:

$$CAR_i(\tau_1, \tau_2) = \sum_{t=\tau_1}^{\tau_2} AR_{it} \quad (4)$$

where the period from τ_1 to τ_2 is often called a CAR window or a CAR period.

This study analyzes the effect of virus infection on the stocks of five financial markets. To do that, it calculates abnormal returns for the day of the 1st, 100th, and 1000th Covid-19 cases, and 1st death, 100th death, and 1000th death and tests their significance for different event windows. Table 1 presents the Covid-19 case and death dates in Italy, Spain, France, Germany, and Belgium. The [0,0] window shows the announcement day. The [1,1] window is the following day of the announcement, which allows capturing late arrival of case/death information (e.g., in Italy, Spain, and France, Covid-related information is released after the stock markets closing). The [-2,2] window covers five days around the announcement, which enables observing the abnormal returns generated through leakage of infection and post-announcement information. These three windows also enable avoiding confounding effects (i.e., other risk factors in the mid-to-long run) of overlapping events. The significance of abnormal returns is tested by the Patell z test (Patell, 1976).

Table 1 Confirmed Covid-19 case and death dates

Date	1 st case	1 st death	100 th case	100 th death	1000 th case	1000 th death	Country
25-Jan	3						France
28-Jan	1						Germany
31-Jan	3						Italy
1-Feb	1						Spain
4-Feb	1						Belgium
15-Feb		1					France
23-Feb		2					Italy
24-Feb			132				Italy
1-Mar			100				France
1-Mar			111				Germany
1-Mar					1128		Italy
2-Mar			136				Spain
5-Mar				107			Italy
5-Mar		1					Spain
7-Mar			109				Belgium
8-Mar					1094		Spain
9-Mar		2			1126		Fra/Ger
10-Mar					1139		Germany
12-Mar		3					Belgium
13-Mar						1016	Italy
14-Mar				121			Spain
16-Mar				127			France
17-Mar					1085		Belgium
21-Mar						1002	Spain
24-Mar				126			Germany
25-Mar				122			Belgium
25-Mar						1100	France
3-Apr						1011	Belgium
3-Apr						1017	Germany

3. Results and Discussion

Tables 2 and 3 show the abnormal returns and statistical significance levels for the [0,0], [1,1], and [-2,2] event windows regarding the 1st, 100th, and 1000th case and death announcements in five European stock markets. The results suggest that stock markets react significantly to case and death announcements. Table 2 shows the initial average reaction of stocks of five European indices. The most prominent finding is that the FTSE Milano stocks have the lowest abnormal returns. The first infection announcement resulted in significantly negative abnormal returns in FTSE MIB index stocks (-2.43% AR, Patell z statistics=-9.94, p-value<.01). More negative reaction is observed with the announcement of the 100th case (-5.88% AR with Patell z statistics=-24.18, p-value<.01). 0.24% positive abnormal returns for the 1000th case announcement (Patell z statistics, p-value<.10) show a partial rebound. Italy stocks yield statistically positive average abnormal returns for the day after the first case (.68% AR with Patell z statistics=2.75, p-value<.05), implying a rebound after the first shock. However, these stocks had negative and significant abnormal returns on average on the day after the 100th case announcement meaning that the stocks continued to plummet.

Although 1st Covid-19 case was reported earlier in France than in Italy, the initial reactions of CAC 40 stocks are relatively small and insignificant at the 10% level (AR=.08, Patell z statistics=-.17) as of IBEX stocks (AR=-.10, Patell z statistics=-.35). Further, IBEX 35 and CAC 40 stocks have negative but statistically insignificant abnormal returns for the 100th and 1000th cases. On the contrary, DAX 30 stocks perform better; however, abnormal returns are insignificant at the 10% level for all three case announcements. BEL 20 stocks have positive but insignificant abnormal returns for the announcement of the first case, while statistically negative for the 100th case (-.62% AR with Patell z statistics=-1.98, p-value<.10) and 1000th case announcements (-.75% AR with Patell z statistics=7.16, p-value<0.01).

Stock markets react significantly to 100th and 1000th case announcements the day after. IBEX 35 stocks have significantly positive abnormal returns (0.64% AR with Patell z statistics=2.55, p-value>.05); in contrast, FTSE MIB 30 and BEL 20 stocks have negative ones (-1.35% with Patell z statistics=5.55, p-value<0.01 and -1.30% with Patell z statistics=4.61, p-value<0.01, respectively). Most stock markets respond significantly negatively to the 1000th case announcements the day after. Average abnormal returns for the day after the 1000th case announcement for Spanish and German major stocks are negative at 5% and 1% significance levels, respectively (-1.17% AR with Patell z statistics=-4.35 and -.50% AR with Patell z statistics=-2.51) whereas CAC 40 stocks experience negative

abnormal returns at 10% level. BEL20 produces positive abnormal returns on the day after the 1000th case announcement (2.13% AR with Patell z statistics=7.16, p-value<.01). Negative abnormal returns for FTSE MIB 30 stocks on the day after the announcement are not statistically significant.

CAR [-2,2] considers the period from two days before to two days after the event day to take the run-up (pre-event) and mark-up (post-event) period into consideration. CARs of Italian stocks for five days are negative and significant for the first case announcement (-1.72% CAR with Patell test statistics=-3.29, p-value<.01). For the 100th and 1000th case announcements, CARs for FTSE MIB 30 stocks remain negative at 1% significance level. CAC 40 and BEL 20 stocks also perform statistically significant and negative CARs around the 100th case (-1.29% CAR with Patell z statistics=-2.02, p-value<.05 and -2.35% CAR with Patell z statistics=-3.71, p-value<.01, respectively). German and French major stocks have negative CARs around the 1000th case (-2.85% CARs with Patell test statistics=-6.38) as Italian stocks (-1.53% CARs with Patell z statistics=-5.73, p-value<.01). The results also show that lower CARs are observed for CAC 40 and BEL 20 stock around 100th and CAC 40 and DAX 30 stocks around 1000th case announcements.

Table 2 Abnormal returns around Covid-19 case announcements

	Obs	1 st case			100 th case			1000 th case		
		Mean	SD	Patell z	Mean	SD	Patell z	Mean	SD	Patell z
Panel A: CAR[0,0]										
Italy	40	-2.43%	0.24%	-9.94	-5.88%	0.24%	-24.18	0.24%	0.35%	1.62
Spain	35	-0.10%	0.25%	-0.35	-0.33%	0.46%	-1.44	0.53%	0.58%	0.64
France	40	-0.08%	0.18%	-0.17	-0.17%	0.27%	-0.25	-0.08%	0.58%	-0.32
Germany	30	0.11%	0.25%	0.54	0.24%	0.41%	0.57	0.13%	0.53%	0.58
Belgium	20	0.19%	0.54%	-1.05	-0.62%	0.37%	-1.98	-0.75%	1.91%	-1.67
Panel B: CAR[1,1]										
Italy	40	0.68%	0.19%	2.75	-1.35%	0.22%	-5.55	-0.31%	0.39%	0.05
Spain	35	-0.26%	0.40%	-1.28	0.64%	0.30%	2.53	-1.17%	0.57%	-4.35
France	40	0.10%	0.12%	0.42	-0.35%	0.28%	-1.04	-0.16%	0.37%	-1.88
Germany	30	0.06%	0.14%	0.40	0.02%	0.37%	1.11	-0.50%	0.38%	-2.51
Belgium	20	0.42%	0.47%	1.44	-1.30%	1.59%	-4.61	2.13%	2.03%	7.16
Panel B: CAR[-2,2]										

Italy	40	-1.72%	0.44%	-3.29	-8.87%	0.57%	-16.43	-7.69%	1.00%	-13.10
Spain	35	-0.31%	-0.31%	-0.92	0.62%	0.64%	0.29	-1.53%	-1.53%	-5.73
France	40	0.30%	0.40%	0.60	-1.29%	0.80%	-2.02	-0.23%	0.90%	-1.22
Germany	30	0.27%	0.50%	0.07	-0.46%	0.80%	-0.93	-2.85%	1.96%	-6.38
Belgium	20	1.03%	0.98%	-0.08	-2.35%	2.57%	-3.71	0.83%	3.38%	1.52

Investors' responses to COVID-19 death tolls are summarized in Table 3. Italian stocks have the worst abnormal returns around the death announcements. Abnormal returns on the 1st and the 100th death announcement are significantly negative while positive on the 1000th death announcement day. Spanish and French stocks have insignificant abnormal returns for the 1st death but strong negative returns for the 100th case. CAC 40 stocks experience the worst performance with negative abnormal returns at the 1% level on the 1000th death announcement day. DAX 30 stocks show no significant negative abnormal return on death announcement days. BEL 20 investors give a similar negative response as FTSE MIB 30 stocks with -1.31% abnormal return (Patell test statistics=-4.85, p-value<.01). IBEX 35 stocks earn significant and negative abnormal returns on the 100th death announcement day and the day after. They rebound the day after the 1000th case announcement as CAC 40 and DAX 30 companies. CAC 40 stocks have significantly negative abnormal returns the day after the 100th case, while German counterparts face significantly negative abnormal returns the day after the 1st death at the 1% significance level. BEL 20 stocks yield negative abnormal returns the day after the 1000th death.

Table 3 Abnormal returns around Covid-19 death announcements

	Obs	1 st death			100 th death			1000 th death		
		Mean	SD	Patellz	Mean	SD	Patellz	Mean	SD	Patellz
Panel A: CAR[0,0]										
Italy	40	-1.34%	0.22%	-5.54	-2.30%	0.31%	-9.10	8.25%	0.76%	33.21
Spain	35	-0.10%	0.31%	-0.85	-0.61%	1.02%	-2.80	0.10%	0.82%	0.19
France	40	-0.14%	0.22%	-0.57	-1.67%	0.85%	-7.55	-0.81%	0.76%	-4.23
Germany	30	0.13%	0.53%	0.58	0.69%	0.94%	5.10	-0.08%	0.39%	-0.81
Belgium	20	-1.31%	1.60%	-4.85	0.00%	1.02%	0.28	0.69%	0.63%	1.48
Panel B: CAR[1,1]										
Italy	40	1.44%	0.20%	5.41	-3.08%	0.36%	-13.08	-6.09%	0.72%	-24.25
Spain	35	0.05%	0.55%	-0.99	-0.67%	0.93%	-2.55	1.09%	0.63%	5.70
France	40	0.30%	0.32%	1.73	-1.12%	0.92%	-3.38	0.64%	0.76%	4.57
Germany	30	-0.50%	0.38%	-2.51	1.04%	0.68%	4.00	0.37%	0.44%	2.18
Belgium	20	0.77%	0.75%	4.65	0.59%	1.19%	1.95	-0.48%	0.66%	-2.68
Panel B: CAR[-2,2]										
Italy	40	-10.09%	0.70%	-18.39	-15.57%	1.27%	-27.84	-12.08%	1.54%	-22.75

Spain	35	-0.37%	1.04%	-1.89	-2.11%	2.20%	-3.16	1.49%	1.72%	2.46
France	40	-0.04%	0.43%	0.34	-3.71%	2.42%	-7.08	0.11%	1.47%	-0.15
Germany	30	-2.85%	1.96%	-6.38	1.79%	1.47%	5.04	0.00%	0.64%	0.16
Belgium	20	-3.04%	3.10%	-5.00	1.09%	2.49%	2.59	-0.04%	1.65%	-0.41

CAR[-2,2] results for death announcements indicate the collapse of Italian stocks, especially on days around the death announcements. Strong negative CARs are observed for IBEX 35 stocks around the 1st and 100th deaths, while CARs are positive around the 1000th death. CAC 40 stocks have negative CARs around the 100th death, which are nearly three times larger in response than the 100th case. DAX 30 stocks have significant and negative CARs around the 1st death, similar to the 1000th case. However, a positive reaction is detected for the 100th case for DAX 30 stocks. BEL 20 stocks also show similar behavior as their DAX 30 peers and have negative CARs around the 1st death and positive CARs around the 100th death, which are significant at the 1% significance level.

Figure 2 provides a clear picture of the gradual responses of five stock markets and depicts the overall results. In the aftermath of the 1st case and 100th and 1000th death announcements, market reactions diverge. Positive CARs as the source of divergence likely stem from President Trump's and the Federal Reserve's (FED) responses to combat the crisis. On March 18th, the Trump administration announced the second Coronavirus Emergency Aid Package, and FED started to purchase commercial papers to improve the liquidity in the credit market. These two primary policy responses offset the possible negative impacts of the subsequent 100th death in Germany and Belgium and the 1000th in countries other than Italy. However, reactions to 100th and 1000th cases and 1st death imply deepening market fear.

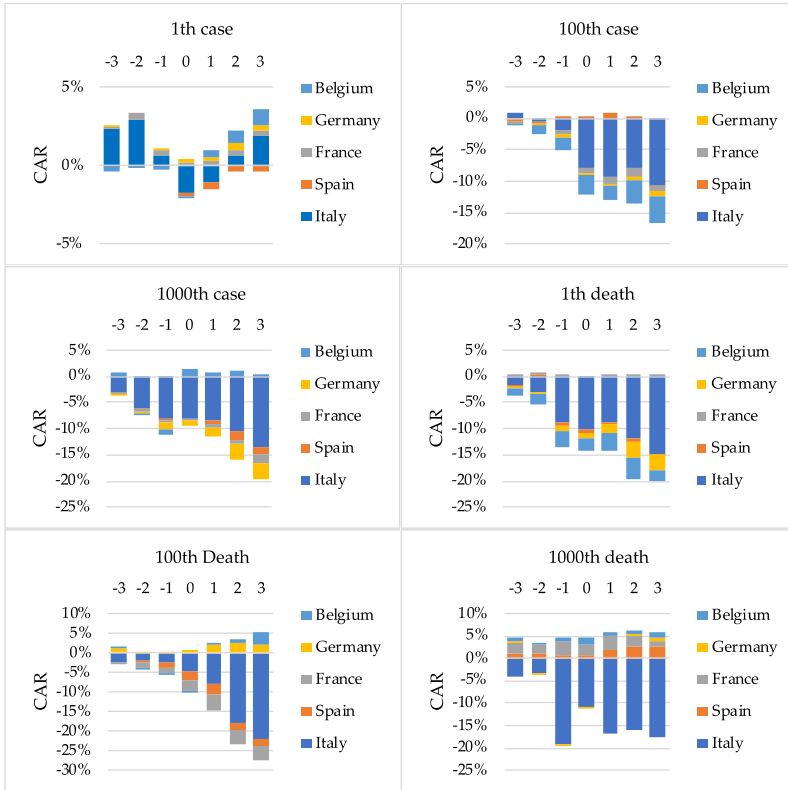


Fig-

Figure 2 Plot of abnormal returns in major European stock markets

5. Conclusion

Global stock markets faced an unexpected and severe shock in 2020; the Covid-19 pandemic. The outbreak affects our health and social lives, and of course, it has some economic impacts. European financial markets are highly affected as their Asian counterparts. This study reveals the initial effect of European most hit markets regarding Covid cases and death tolls. The results show that the stock market significantly responded to Covid cases and death announcements. The markets show a strong adverse reaction to the 1st cases in Italy, the 100th in Belgium, and the 1000th in Spain, France, and Germany. They also negatively respond to the first death in Italy and Belgium, the 100th death in Italy, France, and Spain, and the 1000th death in France on announcement day and in Belgium the day after. Market responses converge after the 100th and 1000th cases and the 1st death while diverging especially after fiscal and monetary responses.

This study comes with its limits. Its empirical setting is restricted to five major financial markets and the outbreak period of the pandemic. Further studies may

provide the underlying differences in these markets that drive divergent stock market responses. Longer-run evidence for the impacts contributes to the debate of whether the long-lasting effects of the Covid-19 pandemic persist asymmetrically in these markets.

References

- Ahmed, F., Syed, A. A., Kamal, M. A., de las Nieves López-García, M., Ramos-Requena, J. P., & Gupta, S. (2021). Assessing the impact of COVID-19 pandemic on the stock and commodity markets performance and sustainability: A comparative analysis of South Asian countries. *Sustainability*, Vol. 13. <https://doi.org/10.3390/su13105669>
- Baker, S. R., Bloom, N., Davis, S. J., Kost, K. J., Sammon, M. C., & Viratyosin, T. (2020). The Unprecedented stock market impact of COVID-19. In *National Bureau of Economic Research Working Paper Series*. <https://doi.org/10.3386/w26945>
- Contessi, S., & De Pace, P. (2021). The international spread of COVID-19 stock market collapses. *Finance Research Letters*, 42, 101894. <https://doi.org/10.1016/j.frl.2020.101894>
- El Ghouli, S., Guedhami, O., Mansi, S. A., & Sy, O. (2023). Event studies in international finance research. *Journal of International Business Studies*, 54(2), 344–364. <https://doi.org/10.1057/s41267-022-00534-6>
- Falato, A., Goldstein, I., & Hortaçsu, A. (2020). *Financial fragility in the COVID-19 crisis: The case of investment funds in corporate bond markets*. National Bureau of Economic Research.
- Fama, E. F. (1970). Efficient capital markets: A review of theory and empirical work. *The Journal of Finance*, 25(2), 383–417. <https://doi.org/https://doi.org/10.1111/j.1540-6261.1970.tb00518.x>
- Gormsen, N. J., & Koijen, R. S. J. (2020). Coronavirus: Impact on stock prices and growth expectations. *The Review of Asset Pricing Studies*, 10(4), 574–597. <https://doi.org/10.1093/rapstu/raaa013>
- Heyden, K. J., & Heyden, T. (2021). Market reactions to the arrival and containment of COVID-19: An event study. *Finance Research Letters*, 38, 101745. <https://doi.org/https://doi.org/10.1016/j.frl.2020.101745>
- Kapar, B., Buigut, S., & Rana, F. (2022). Global evidence on early effects of COVID-19 on stock markets. *Review of Financial Economics*, 40(4), 438–463. <https://doi.org/https://doi.org/10.1002/rfe.1156>
- Krieger, K., Mauck, N., & Pruitt, S. W. (2021). The impact of the COVID-19 pandemic on dividends. *Finance Research Letters*, 42, 101910. <https://doi.org/https://doi.org/10.1016/j.frl.2020.101910>

- Li, Y., Zhuang, X., Wang, J., & Dong, Z. (2021). Analysis of the impact of COVID-19 pandemic on G20 stock markets. *The North American Journal of Economics and Finance*, 58, 101530. <https://doi.org/https://doi.org/10.1016/j.najef.2021.101530>
- MacKinlay, A. C. (1997). Event studies in economics and finance. *Journal of Economic Literature*, 35(1), 13–39.
- Pagano, M., Zechner, J., & Wagner, C. (2020). *Disaster resilience and asset prices*. <https://doi.org/10.48550/arXiv.2005.08929>
- Patell, J. M. (1976). Corporate forecasts of earnings per share and stock price behavior: Empirical test. *Journal of Accounting Research*, 14(2), 246–276. <https://doi.org/10.2307/2490543>
- Ramelli, S., & Wagner, A. F. (2020). Feverish stock price reactions to COVID-19. *The Review of Corporate Finance Studies*, 9(3), 622–655. <https://doi.org/10.1093/rcfs/cfaa012>
- Saengtabtim, K., Leelawat, N., Tang, J., Suppasri, A., & Imamura, F. (2022). Consequences of COVID-19 on health, economy, and tourism in Asia: A systematic review. *Sustainability*, Vol. 14. <https://doi.org/10.3390/su14084624>
- Sapir, A. (2020). *Why has COVID-19 hit different European Union economies so differently?* Retrieved from <https://www.jstor.org/stable/pdf/resrep28506.pdf>
- Shehzad, K., Zaman, U., Liu, X., Górecki, J., & Pugnetti, C. (2021). Examining the asymmetric impact of COVID-19 pandemic and global financial crisis on Dow Jones and oil price shock. *Sustainability*, Vol. 13. <https://doi.org/10.3390/su13094688>
- Su, C.-W., Rizvi, S. K. A., Naqvi, B., Mirza, N., & Umar, M. (2022). COVID19: A blessing in disguise for European stock markets? *Finance Research Letters*, 49, 103135. <https://doi.org/10.1016/j.frl.2022.103135>
- Zhang, D., Hu, M., & Ji, Q. (2020). Financial markets under the global pandemic of COVID-19. *Finance Research Letters*, 36, 101528. <https://doi.org/https://doi.org/10.1016/j.frl.2020.101528>

ISBN: 978-625-6971-27-1



UNDERSTANDING THE MOTIVATION OF GENERATION Z YOUTH TO INVEST IN CRYPTO ASSETS IN TURKEY: A QUALITATIVE RESEARCH

Dr. Günel AGHASOY

ORCID:0009-0005-9155-5259.

Dr. Pınar KAZAZ

ORCID: 0000-0001-8993-5408

INTRODUCTION

Turkey is distinguished with its high rate of crypto asset ownership. In a survey conducted in 56 countries, it was seen that Turkey is one of the top three countries in crypto asset investment. While crypto asset ownership is 40% in Turkey, it is determined as 16% in the USA, 12% in Germany and 11% in the United Kingdom (de Best, 2022). A large part of crypto money investors in Turkey consists of young people (Raillynews, 2022). Young people's interest in financial investment is increasing day by day. For example, while the number of investors between the ages of 15-24 who invested in stocks was 17,071 in 2019, this number increased to 128,633 as of April 2022 (Takvim newspaper, 2022). The 15-24 age group is also called the Z generation (Gabrielova, 2021). Generation is defined as a group of people who were born in approximately the same years, live in the same age, experience similar troubles and destinies, and are responsible for similar duties (*Turkish Language Association, n.d.*). These individuals experience a common historical and cultural environment, and this context determines their values (Campbell, Twenge, & Campbell, 2017). Therefore, their behavior becomes similar.

In this research, the motivations of the Z generation young people who invest in crypto money and are members of the lower income group are examined. The information obtained from Finance Theories constitutes the theoretical background. The interview method was preferred as the research method. Semi-structured open-ended questions were asked to the participants, and the motivation behind investing in crypto assets was studied.

Theoretical Background of Financial Investment

Decision making is a multidisciplinary and ubiquitous phenomenon. In Finance Science, the question of how financial decisions are made is a fundamental research area. The paradigm of classical finance is based on the efficient market hypothesis (Spulbar & Minea, 2020). This proposition has dominated finance for many years. The efficient market hypothesis is based on three basic theoretical arguments: first, investors are rational and therefore rationally value financial investment instruments; second, people consider all available information before making investment decisions; and finally, decision makers always seek self-interest (Joo & Durri, 2015).

Classical finance has the axiom that people are “homo economicus”. Homo economicus values only self-interest, is relatively little affected by his/her emotions (e.g., fears or regret). He/she does not like risk. Homo economicus acts according to Bayes' conditional probabilities. Bayes proposed a probabilistic framework for making highly structured rational decisions based on all relevant information on the issue to be decided. In this way, Homo economicus optimizes all possible alternatives and considers them only after they have been fully understood. Decisions are portrayed as choices among various alternatives, called benefits. Each outcome has a certain probability of occurrence and is multiplied by that to arrive at decision weights. Finally, the alternative with the highest decision weight is chosen (i.e., in a given situation, the utility of the outcome is multiplied by the probability of it happening) (Bisati, Ganai, & Gulzar, 2021).

However, psychologists have observed that although certain investments seem profitable, some investors are reluctant to invest their capital in these areas due to certain other psychological characteristics. For example, most risk-averse people will be able to turn away from an investment due to the high risk involved, even if the venture looks like it will be rewarding. It was also observed that some emotional factors play a key role in decision making. Fear, panic, anxiety, jealousy, euphoria, greed, satisfaction, and arrogance influence investment decisions (Quaicoe & Eleke-Aboagye, 2021).

Behavioral finance developed as a response to research that came to conclusions that were seen as irrational and that were diametrically opposed to the homo economicus assumption of traditional finance theory. According to this approach, individuals may not behave rationally. It is more accurate to say that individuals are “limitedly rational.” The rationality of individuals is limited because individuals are limited in terms of knowledge and computational capacity and are influenced by their emotions, values, beliefs, and intuition. Behavioral finance terminology refers to individuals' behavior according to their feelings, values, beliefs, and intuitions as acting according to psychological prejudices or behavioral

prejudices (Bisati et al., 2021; Madan, 2020). In the literature on behavioral finance, attention is drawn especially to the following behavioral biases: overconfidence bias, optimism bias, representativeness bias, herd behavior, and regret-aversion bias. Overconfidence bias occurs when people see themselves as better than they really are. Overconfidence bias causes people to overestimate their knowledge, underestimate risks, and overestimate their ability to control events. Overconfident investors are more likely to engage in trading than rational investors. Such traders trade more and get less income (Agrawal, 2012). Excessive optimism is an overconfidence and belief that the future will be better than the actual situation (Ton & Dao, 2014). The higher level of optimism bias that occurs, the higher investor's expectation of their portfolio performance. This positive expectation then spurs them to increase the frequency and volume of trading, even though there is a high probability that the actual may deviate from the expectations (Kartini & Nahda, 2021). Representativeness bias is a belief bias in which people tend to classify new information in accordance with past experiences and classifications. Although this perceptual framework provides an appropriate tool for processing new information, it can lead to statistical and information processing errors (Aigbovo & Ilaboya, 2019). For example, investors believe that 'good' stocks are stocks of 'good' companies, i.e., large, low book-to-market, and high prior return firms, although their evidence on subsequent stock performance is inconsistent with this (Agrawal, 2012). Herd behavior is the tendency to follow the crowd (Prosad, Kapoor, & Sengupta, 2015). While it may be imitating the behavior of a famous investor's decisions, these behaviors also include the imitation of family, relatives, and friendship environment. Individuals like to make the same investment as their families, friends, social or religious groups, and community members because they firmly believe that these can be trusted (Trehan & Sinha, 2019). Regret-Aversion bias states that people tend to avoid making decisions out of fear that a decision will end badly. People are afraid of the pain of regret if they make bad decisions. This bias can make a person reluctant to make a sale because they fear they will regret it later, or it can keep investors away from a market that has had huge losses or gains lately (Aigbovo & Ilaboya, 2019). In general, regret associated with a decision results from 1) acting wrongly, i.e. a sense of doing something wrong (errors of commission), and 2) not acting, i.e. not doing something that should have been done (errors of omission). Errors of commission occur when an investor makes wrong moves with negative consequences, whereas errors of omission mean that the investor does not act in a way that causes them to miss out on an opportunity to make a profit (Leković, 2020).

As a financial investment tool, investing in crypto assets can be made for rational or irrational reasons. The following section examines empirical research on the reasons for investing in crypto assets.

Literature Review on Motivation to Invest in Crypto Assets

In recent years, the number of studies on crypto assets has increased, and knowledge about the motivations for investing in crypto assets has begun to emerge. In these studies, parallel results were obtained with the information obtained from financial theories. According to these results, individuals generally invest in crypto assets for financial gain. Therefore, the assumption of classical finance theories that the behavior of individuals is self-interest is supported (Financial Conduct Authority, 2019a, 2019b; Pos, 2022). For example, [ICO](#) (Initial Coin Offering) investments are preferred for their financial returns (Fisch, Masiak, Vismara, & Block, 2021). In a study conducted in Turkey, it was seen that the ultimate goal of young people when investing in Bitcoin is to eventually own a house (Karadeniz, 2022). In a study conducted in the UK in 2019, it was seen that investors mostly invested in crypto assets to make quick money (Financial Conduct Authority, 2019a).

Other reasons for investing in crypto assets have been found to include regret aversion and herd behavior. These themes show that investors can act with "limited rationality" (Financial Conduct Authority, 2019a, 2019b; Pos, 2022). According to the results of the research by Mattke et al., individuals stated that they regretted that they did not predict the increases in crypto currencies in a timely manner and that they did not invest, and therefore they decided to invest now. Individuals do not want to miss the chance of high earnings and invest in crypto assets to avoid regrets in the future (Mattke, Maier, Reis, & Weitzel, 2021).

Research has shown that investors' investments in crypto assets increase when they realize that the majority of society is doing so. This is also called herd behavior (Pos, 2022). Although herd behavior is considered as an irrational behavior, it should not be overlooked that it can be a rational behavior. In one study, it was noted that participants' family and friends invested after seeing that they were making a profit from crypto assets (Financial Conduct Authority, 2019a, 2019b; Pos, 2022).

Other reasons to invest in crypto assets include benefit (Mendoza-Tello, Mora, Pujol-López, & Lytras, 2018), risk tolerance/attitude to risk (Veerasingam & Teoh, 2022) ideology (Fisch, Masiak, Vismara & Block, 2021) and macroeconomic factors (Ipsos, 2021; Pos, 2022). The reasons for investors to invest in cryptocurrencies may be the use (benefit) of crypto currencies as a means of payment for other goods or services. Mendoza-Tello et al. found that the most important reason for investing in crypto assets is their use for electronic payment (Mendoza-Tello et al., 2018). In parallel with this research, Walton and Johnston found that perceived benefit is the most important factor for Bitcoin usage (Walton & Johnston, 2018).

The fact that individuals have a high tolerance for risk can increase investment in crypto assets. Veerasingam and Teoh, have shown that a positive attitude towards risk increases investment in crypto assets (Veerasingam & Teoh, 2022).

In a study by Khairuddin et al., Bitcoin's potential to transform the global financial institution and its democratization features emerge as important motivators (Khairuddin, Sas, Clinch, & Davies, 2016). Fisch et al. say that decentralized ideology is one of the reasons to invest in crypto assets (Fisch et al., 2021). A decentralized economy leads to the possibility of a decentralized government. This is interpreted as the ultimate goal of democracy (Lane, 2019). In a study conducted in Turkey, it has been seen that the decentralized ideology is effective in investing in crypto assets (Ante, Fiedler, Steinmetz, & Fiedler, 2022). Research on investing in financial assets in Turkey has also drawn attention to the religious aspect. Interviews with 6 academics have shown that investing in crypto assets is considered religiously appropriate. (Uluok, Dogan, & Akin, 2022).

Finally, it should be stated that macroeconomic reasons may also be effective in investing in crypto assets. Macroeconomics, particularly inflation and interest rates, play an important role in an investor's investment decisions. Stable or low inflation encourages individuals to invest (Gaur & Dash, 2015). A study conducted in the Netherlands found that low interest rates on savings accounts are the second biggest motivation to invest in cryptocurrencies (Ipsos, 2021; Pos, 2022).

In a comprehensive study conducted to determine the motivations of the Turkish crypto money investors, results parallel to the literature were obtained. The striking point in this research is that investor groups with different characteristics and motivations have been determined. The first group (users) sees cryptocurrency as a payment option, ideologically supports this currency and therefore ignores its speculative element, while the second group (investors) can be defined as experienced investors who hold cryptocurrency as part of their investment strategy. The third group (traders) consists of risk-tolerant traders. These groups differ not only by demographics, income, and education, but also by factors such as ideology, purchase intention, and domestic or foreign exchange use (Ante et al., 2022). Therefore, it would be correct to say that groups with different characteristics invest in crypto assets for different reasons. This research focuses on a group that is homogeneous in terms of demographics and income: the low-income generation Z youth. Considering that the majority of consumers (95%) in Turkey live below the hunger and poverty line, the importance of the research on the income group examined increases (Para Analiz, 2022).

Research Sample:

Individuals who have crypto asset investment, are members of the Z generation (BBC, n.d.) and live below the poverty line were determined by snowball sampling. Snowball sampling is popular in qualitative research. Researchers usually start with a small number of first contacts (seeds) that meet research criteria. Participants are then asked to suggest others who meet the research criteria and who might potentially be interested. These individuals are also included in the study. They then recommend other potential participants (Parker, Scott, & Geddes, 2019). Although the participants were asked to participate in the research by other individuals (relatives or friends) they trusted, it was observed that they hesitated to participate in the research. This turned out to be the biggest challenge encountered in this study. As a result, 21 individuals were interviewed. Participants were either studying at the university or university graduates. Participants were asked about their motivations for investing in crypto assets, and interviews were held with each of them for 10-20 minutes. The interviews were recorded after obtaining their consent, and then the interviews were transcribed.

Data Analysis

Interviews were coded through the MAXQDA 2022 program. Themes and sub-themes, frequency table of the themes were created. It was seen that the theme of regret aversion (n=11) was mentioned the most in the interviews. It was determined that herd behavior (n=8) is the second, financial gain (n=7) and hopelessness (n=7) is the third, the country's bad economic situation (n=5) is the fourth, and gambling is the last (n=7) in terms of mentioning.

Table 1. Coding overview of the study

Example Quotes	Sub-themes	Themes	Fre- quency
<p>“I don't want to say I wish I had bought it when someone else is winning”</p> <p>“I don't want to regret not buying crypto. I invest for this reason, though very little”</p> <p>“I buy different coins. So, I know I won't regret it in the future.”</p>	<p>The desire not to regret, to use the opportunity.</p>	<p>Regret aversion</p>	<p>11</p>
<p>“People in my surroundings are investing in crypto. They earned”</p> <p>“I heard that you can make money from crypto, so I wanted to try it.”</p> <p>“I saw my friends making good money on crypto.”</p>	<p>Investment of people around, information, investment of family and relatives.</p>	<p>Herd behavior</p>	<p>8</p>
<p>“I can be rich in a short time.”</p> <p>“I believe crypto will bring more profit than anything else.”</p> <p>“I can earn money that I cannot earn by working.”</p> <p>“Maybe we can buy a house, a car, buy land or whatever we can't get.”</p>	<p>Profit, possibility of getting rich, buying a house, car, owning property.</p>	<p>Financial income</p>	<p>7</p>
<p>“I have no hope. No matter how hard I try, I can't buy a flat. A house costs 100,000 dollars. I can't take a loan.”</p> <p>“If I invest the money I earn in crypto assets, I will not be upset even if I lose. Otherwise, I cannot have anything. I can't buy a house or a car with my salary.”</p>	<p>Hopelessness about owning real estate, hopelessness about making money in the future,</p> <p>hopelessness for the future.</p>	<p>Hopelessness</p>	<p>7</p>

"I have no hope for my future. Therefore, I invest everything I have in crypto assets."

"I'm hopeless about living a proper life on my salary in the short term."

"The economy is bad, unemployment is high, everything is very expensive."

"The money I earn is not enough to support my life."

"There is inflation in Turkey. Even if I work, it is difficult to guarantee my future. I am married, I have a child. Both I and my wife work. The money we get is not enough for the rent or the expenses of the children. The cost of living increases every day."

Unemploy- Bad economic 5
ment, rise in in- status of the
flation, high country
house rents,
decrease in
purchasing
power

"Gambling. Maybe it's a gamble. But it's a gamble where I'll bet less and win more."

"It is a gamble; whether you lose or win. I should have tried it."

Invest less and Gamble 2
earn more,
Gamble

DISCUSSION AND FUTURE RESEARCH RECOMMENDATIONS

It was observed that the young generation Z living under the poverty line most frequently invest in crypto assets for the purpose of regret aversion, then herd behavior, financial gain, hopelessness, the country's economic situation and gambling. Young people have seen their family, relatives and friends gain by investing in crypto assets and they did not want to miss this opportunity. They do not want to regret not investing in the future. Thinking that the return on investment of crypto assets will be higher than other financial instruments. Their hopes for their future are low. Their desperation relates to their limited ability to find a job, their salary, and their ability to buy a house and a car. They prefer to invest in

crypto assets since they believe that they will not have a comfortable life. The fact that the country's macroeconomic indicators (unemployment, inflation, exchange rate) are negative makes them prefer this investment tool. It has been noted that a small number of participants approach crypto asset investments as a gamble.

It can be argued that the Z generation, living under the poverty line, exhibits behavioral bias in parallel with the behavioral finance paradigm. The most frequently mentioned themes in the study are regret aversion and herd behavior. "Hopelessness", which young people often talk about, is also an emotional factor that contradicts traditional finance literature. These three themes together show that the segment that makes up this social class can act in a "limitedly rational" way. However, the fact that the same individuals frequently emphasize financial gain can be interpreted as acting rationally, that is, acting to maximize the interests of these individuals.

Some researchers have stated that investing in crypto assets should be treated differently from investments in other financial instruments (such as stock and equity investment, crowdfunding, and initial coin supply). This is because, according to these researchers, investing in crypto assets differs from other financial investment contexts due to their unique characteristics. These researchers argue that the bitcoin blockchain implementation is driven by the ideology of decentralization, the motivations of empowerment of the individual, and weak role playing of intermediaries such as banks (Mattke et al., 2021). This research did not support this thesis. Participants did not mention the ideological aspects of crypto assets. The reason for this can be explained by the view that addresses motivation hierarchically. According to this view, individuals do not tend to satisfy their higher-level needs unless they satisfy their lower-level needs (physiological, security) (Robbins, Judge, 2012). Physiological and safety needs are also called the need for "existence" (Küçüközkan, 2015). It is possible that those who are affected by their ideological characteristics in investing in crypto assets have satisfied their need for existence. It is recommended that future studies be conducted with this group.

An important variable emerged in this study: Hopelessness. It can be predicted that any increase or decrease in the level of hopelessness of Generation Z individuals living under the poverty line will change their interest in crypto assets. In previous studies, "optimism" was mentioned among emotional variables that affect financial investment. It has been stated that overoptimism positively affects an individual's investment attitude, and that therefore, interest in investment increases (Pos, 2022). However, in this study, it was seen that hopelessness increased the interest in investment. A study was encountered in the literature that

associates crypto assets with pessimism, a concept close to hopelessness. However, according to the results of the research, there was no significant relationship (Zulhajmi & Rafik, 2022). In the literature, neither a concept nor a study has been found about the “hopelessness bias” that can be positioned under the behavioral economics approach. It is recommended to carry out concept development studies on hopelessness bias. Hopelessness can also be conceptualized as financial hopelessness.

Today, it is known that financial companies have a large database about their customers, and they try to predict customer behavior with this data. With a large number of data and advanced statistical techniques, high-accuracy estimations are achieved. However, it should not be overlooked that the selection of the variable from which the data will be collected will also be important. This is because collecting data about the “correct variables” will lead us to the right results. In this research, it was seen that contextual variables specific to Turkey affect crypto asset investment. The youth of the Z generation in Turkey and the hopelessness have also become a subject that is frequently evaluated in the press (Euronews, 2022). Further research may be on how to incorporate despair into quantitative research.

Finally, macroeconomic variables and crypto asset investment should be mentioned. In this research, it was seen that a relationship can be established between macroeconomic variables such as unemployment, inflation and exchange rate and crypto asset investment. Some researchers comment that, similar to Turkey, various other countries have recently experienced high levels of inflation, economic fragility, and low consumer confidence, but not similarly high levels of cryptocurrency adoption (Ante et al., 2022). Therefore, it is thought that macroeconomic variables are not a significant variable in estimating crypto asset investment. It can be thought that this situation may be related to the “chronicity” of the macroeconomic imbalance. An in-depth examination of the relationship between macroeconomic variables and crypto asset investment can be recommended in future research.

REFERENCES

- Agrawal, K. (2012). A Conceptual Framework of Behavioral Biases in Finance. *IUP Journal of Behavioral Finance*, 9(1), 7-18.
- Aigbovo, O., & Ilaboya, O. J. (2019). Does behavioural biases influences individual investment decisions. *Management Science Review*, 10(1), 68-89. 72-73.
- Ante, L., Fiedler, F., Steinmetz, F., & Fiedler, I. (2022). Profiling Turkish cryptocurrency owners. *BRL Working Paper Series No. 27*, 1-8.
- BBC (n.d.). Türk-İş: Ocak 2023'te açlık sınırı 8 bin 864 TL, yoksulluk sınırı 28 bin 875 TL. Retrieved from <https://www.bbc.com › live › haberler-turkiye-64449895>.
- Bisati, A. I., Ganai, S. I. H. U. J., & Gulzar, I. (2021). Decision making in financial markets: A thematic review and discussion. *Journal of Business Strategy Finance and Management*, 3(1-2), 48-65.
- Campbell, S. M., Twenge, J. M., & Campbell, W. K. (2017). Fuzzy but useful constructs: Making sense of the differences between generations. *Work, Aging and Retirement*, 3(2), 130-139.
- De Best, R. (2022). Share of respondents who indicated they either owned or used cryptocurrencies in 56 countries and territories worldwide from 2019 to 2021. Retrieved from <https://www.statista.com/statistics/1202468/global-cryptocurrency-ownership/>
- Euronews (2022, 02, 15). Z kuşağı araştırması: Türkiye'de gençler gelecekte umutsuz, çoğunluk yurt dışında yaşamak istiyor. Retrieved from <https://tr.euronews.com/2022/02/15/z-kusag-arast-rmas-turkiye-de-gencler-gelecekte-umutsuz-cogunluk-yurt-d-s-nda-yasamak-ist>
- Exton, J., Doidge, F., (2018, 06). Cracking the code on cryptocurrency. Retrieved from https://think.ing.com/uploads/reports/ING_International_Survey_Mobile_Banking_2018.pdf
- Financial Conduct Authority (2019a). **Cryptoassets: Ownership and attitudes in the UK – Consumer Survey Research Report**. Retrieved from <https://www.fca.org.uk/publication/research/cryptoassets-ownership-attitudes-uk-consumer-survey-research-report.pdf>.
- Financial Conduct Authority (2019b). **How and why Consumers Buy Cryptoassets – a Report for the FCA**. Retrieved from

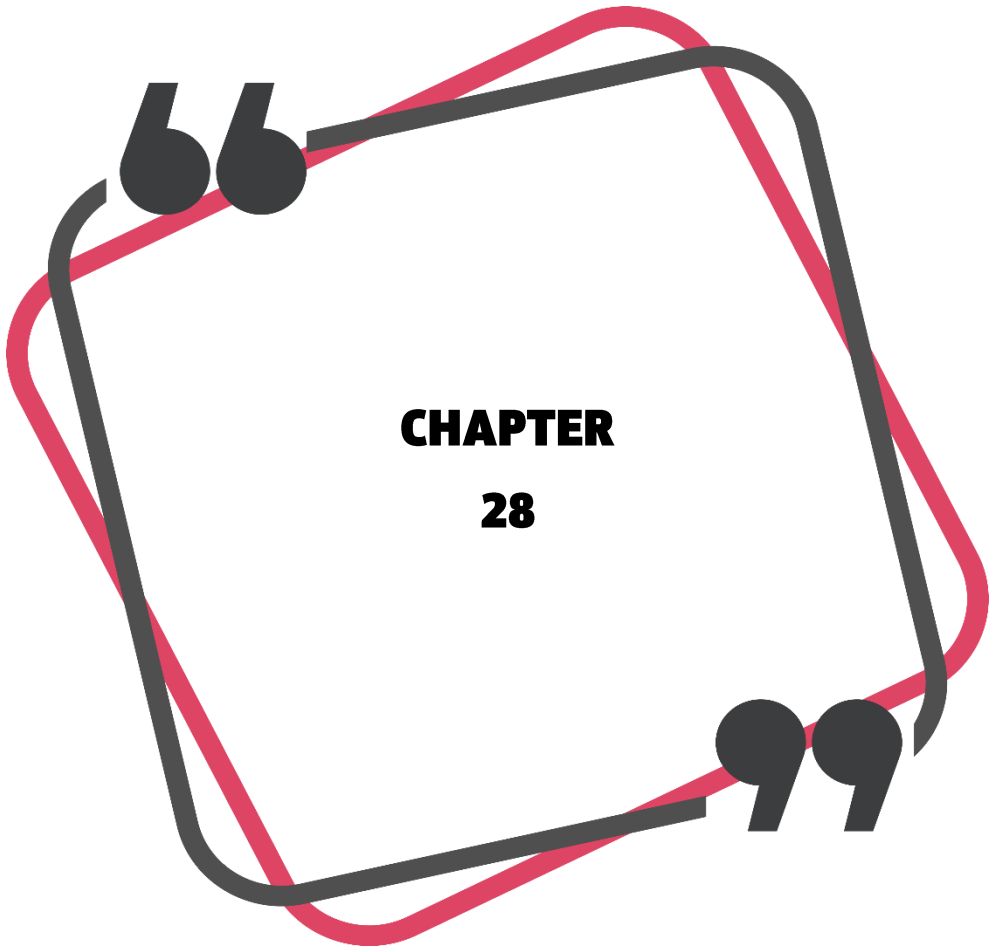
<https://www.fca.org.uk/publication/research/how-and-why-consumers-buy-cryptoassets.pdf>

- Fisch, C., Masiak, C., Vismara, S., & Block, J. (2021). Motives and profiles of ICO investors. *Journal of business research*, 125, 564-576.
- Joo, B. A., & Durri, K. (2015). Comprehensive review of literature on behavioural finance. *Indian Journal of Commerce and Management Studies*, 6(2), 11-19.
- Gabrielova, K., & Buchko, A. A. (2021). Here comes Generation Z: Millennials as managers. *Business Horizons*, 64(4), 489-499.
- Ipsos (2021). Attitudes van cryptobezitters – AFM. Retrieved from file:///C:/Users/pc/Downloads/attitudes-van-cryptobezitters-1.pdf
- Kaiser, B., Jurado, M., & Ledger, A. (2018). The looming threat of china: An analysis of chinese influence on bitcoin. *ArXiv preprint*, arXiv:1810.02466
- Karadeniz, F. (2022, 05, 03). Gençler yatırım kararını sosyal medyada veriyor ‘1 coin 5 alın’ dönemi. Retrieved from <https://www.hurriyet.com.tr/kelebek/hurriyet-pazar/gencler-yatirim-kararini-sosyal-medyada-veriyor-1-coin-5-alin-donemi-42035060>
- Kartini, K., & Nahda, K. (2021). Behavioral biases on investment decision: A case study in Indonesia. *The Journal of Asian Finance, Economics and Business*, 8(3), 1231-1240.
- Khairuddin, I. E., Sas, C., Clinch, S., & Davies, N. (2016, 06, 07). Exploring motivations for bitcoin technology usage. Retrieved from <https://dl.acm.org/doi/10.1145/2851581.2892500>.
- Küçüközkan, Y. (2015). Liderlik ve motivasyon teorileri: Kuramsal bir çerçeve. *uluslararası akademik yönetim bilimleri dergisi*, 1(2), 85-116.
- Lane, J. (2019). *Considering bitcoin as a social movement involvement, knowledge, and investment as motivations* (Doctoral dissertation). Retrieved from https://shareok.org/bitstream/handle/11244/324895/Lane_okstate_0664M_16541.pdf?sequence=1
- Madan, R. (2020). Review of Literature on Behavioural Finance. *BIMS Journal of Management*, 5(1), 47-61.

- Mattke, J., Maier, C., Reis, L., & Weitzel, T. (2021). Bitcoin investment: a mixed methods study of investment motivations. *European Journal of Information Systems*, 30(3), 261-285.
- Mendoza-Tello, J. C., Mora, H., Pujol-López, F. A., & Lytras, M. D. (2018). Social commerce as a driver to enhance trust and intention to use cryptocurrencies for electronic payments. *Ieee Access*, 6, 50737-50751.
- Para Analiz (2022, 06, 03). Tüketici Hakları Derneği: Türkiye’de tüketicilerin yüzde 94,8’i “açlık ve yoksulluk sınırının” altında”. Retrieved from <https://www.paraanaliz.com/2022/ekonomi/tuketici-haklari-dernegi-turkiyede-tuketicilerin-yuzde-948i-aclik-ve-yoksulluk-sinirinin-altinda-g-31576/>
- Paribu (2021, 12, 20). Paribu, yeni yıla 5 milyon kullanıcıyla giriyor. Retrieved from <https://www.paribu.com/blog/haberler/paribu-yeni-yila-5-milyon-kullaniciyla-giriyor>
- Parker, C., Scott, S., & Geddes, A. (2019). *Snowball sampling*. Retrieved from <https://eprints.glos.ac.uk/6781/>
- Prosad, J. M., Kapoor, S., & Sengupta, J. (2015). Behavioral biases of Indian investors: a survey of Delhi-NCR region. *Qualitative research in financial markets*, 7(3), 230-263.
- Pos, D. (2022). *Motivations of young people in The Netherlands to invest in cryptocurrencies* (Master's thesis). Retrieved from <http://essay.utwente.nl/91384/>
- Quaicoe, A., & Eleke-Aboagye, P. Q. (2021). Behavioral factors affecting investment decision-making in bank stocks on the Ghana stock exchange. *Qualitative Research in Financial Markets*, 13(4), 425-439.
- Raillynews (2022, 12, 21). Why is Turk Genci Interested in Cryptocurrencies? Retrieved from <https://www.raillynews.com/2022/12/Why-is-Turkish-youth-interested-in-cryptocurrencies%3F/>
- Robbins, S., Judge, T. A. (Trans.). (2012). *Örgütsel Davranış-Organizational Behavior*, (14th ed.). Ankara: Nobel Akademik Yayıncılık
- Schaupp, L. C., Festa, M., Knotts, K. G., & Vitullo, E. A. (2022). Regulation as a pathway to individual adoption of cryptocurrency. *Digital policy, regulation and governance*, 24(2), 199-219.

- Spulbar, C., & Minea, E. L. (2020). Critical Conceptual Analysis on Modern Finance Theories. *Ovidius University Annals, Economic Sciences Series*, 20(2), 1081-1086.
- Takvim Newspaper (2022, 05, 09). Kurda-saglanan-istikrarla-birlikte-yatirimci-genclerin-borsaya-katilimi-8-kat-artti. Retrieved from <https://www.takvim.com.tr/ekonomi/2022/05/09/kurda-saglanan-istikrarla-birlikte-yatirimci-genclerin-borsaya-katilimi-8-kat-artti/2>
- Ton, H. T. H., & Dao, T. K. (2014). The effects of psychology on individual investors' behaviors: Evidence from the Vietnam Stock Exchange. *J. Mgmt. & Sustainability*, 4(3), 125-134.
- Türk Dil Kurumu (n.d.). Retrieved from <https://sozluk.gov.tr/>
- Ulukok, E., Dogan, I., & Akin, A. (2022, 06, 16-17). Analysis of investment trends: A behavioral finance research on academicians. Retrieved from https://rsepconferences.com/wp-content/uploads/2022/06/9_ADNAN.pdf
- Veerasingam, N., & Teoh, A. P. (2022). Modeling cryptocurrency investment decision: evidence from Islamic emerging market. *Journal of Islamic Marketing*.
- Walton, A., & Johnston, K. (2018). Exploring perceptions of bitcoin adoption: The South African virtual community perspective. *interdisciplinary journal of information, knowledge, and management*, 13, 165-182.
- Zulhajmi, D. A., & Rafik, A. (2022). The effect of personality characteristics, pessimism, and procrastination towards investment decisions. *Selekta Manajemen: Jurnal Mahasiswa Bisnis & Manajemen*, 1(3), 113-140.

ISBN: 978-625-6971-27-1



SYSTEMATIC STRUCTURE OF ACCOMMODATION TAX

Arş. Gör. Dr. Yeliz Neslihan AKIN BASA

Istanbul University, Faculty of Economics

Departments of Public Finance

ORCID: 0000-0003-1370-7622

INTRODUCTION

Three new taxes were introduced in the Turkish Tax System with *the Law No. 7194 on Digital Service Tax and Amending Certain Laws and Decree Law No. 375** (Law No. 7194). These taxes, respectively in the Law are digital service tax, accommodation tax and valuable property tax.

Article 52/1-b of Law No. 7194 stipulates that the regulations regarding accommodation tax will enter into force on April 1, 2020. However, later, amendments were made to the Law No. 7194. In this context, it is regulated in *the Law No. 7226 on Amending Certain Laws*[†] that the accommodation tax will enter into force on January 1, 2021. In *the Law No. 7256 on Restructuring Some Receivables and Amending Certain Laws*[‡], it is regulated that the accommodation tax will enter into force on January 1, 2022. Finally, in accordance with *the Law No. 7338 Tax Procedure Law and on Amendments to Certain Laws*[§], the effective date of the accommodation tax was set as 1 January 2023 and the accommodation tax entered into force on the specified date. In this context, *the General Communiqué on Accommodation Tax Implementation*^{**} was prepared by the Ministry of Treasury and Finance (Revenue Administration) to make explanations about the implementation of the accommodation tax and to determine its procedures and principles.

Today, multi-tax systems are applied to finance public expenditures (Akgül Yılmaz, 2020: 175). The classification of tax, one of the main subjects of tax theory (Schmölders, 1976: 262; Turhan, 2020: 103; Şen and Sağbaşı, 2016: 57),

* **See:** Official Gazette Dated 07.12.2019 and Numbered 30971.

† **See:** Official Gazette Dated 26.03.2020 and Numbered 31080-Repeated.

‡ **See:** Official Gazette Dated 17.11.2020 and Numbered 31307.

§ **See.:** Official Gazette Dated 26.10.2021 and Numbered 31640.

** **See.:** Official Gazette Dated 14.12.2022 and Numbered 32043.

is a matter that is primarily examined in the presentation of the structure of a tax (Korkmaz, 1982: 21-22). Within the scope of the tax technique, there is the formal tax law showing the tax application and procedures (Turgay, 1967-1968: 1).

It is seen that the taxes applied by the countries depending on their taxation powers are diversifying day by day. Taxes, which are about tourism activities in the most general scope, also contribute to this diversity. Turkey has recently been one of the countries that showed the will to implement these taxes, which have no history. In this study, the systematic structure of the accommodation tax, which is the newest tax of the Turkish Tax System starting to be implemented on the first day of 2023, will be made in the context of the procedural regulations within the scope of the tax technique and the classification of taxes.

1. LEGALIZATION OF ACCOMMODATION TAX

1.1. Proposal and Justification of the Law Regarding the Establishment of the Accommodation Tax

The idea of establishing an accommodation tax for the first time in the Turkish Tax System came to the fore in 2004. The first proposal regarding the establishment of the accommodation tax was included (Bozdoğanoglu, 2013: 147) in the Draft Law on Special Provincial Administrations and Municipal Revenues (Grand National Assembly of Turkey, 2008-a). Since this Draft was withdrawn, it was not enacted (Grand National Assembly of Turkey, 2008-b). However, in the doctrine, until the establishment of the accommodation tax, there are thoughts that there should be a tax with this function in the Turkish Tax System (Bozdoğanoglu, 2013: 147-149; (Cenikli, 2015: 101; Doğan, 2017: 278; Güler, 2017: 25; Özkan and Sümerli Sarıgül, 2019: 190-191; Kılıçer, 2019: 68-71; Toman and Türkcan, 2015: 264-265; Yegen, 2019: 51).

Finally, the Proposal Law on Digital Service Tax and Amending Certain Laws and the Decree Law No. 375 was submitted to the Presidency of the Turkish Grand National Assembly on 24.10.2019 (Grand National Assembly of Turkey, 2019). In this way, within the scope of the subject and duties of the tax technique related to the accommodation tax, the reasons to justify this tax (Schmölders, 1976: 80), the naming of this tax (Schmölders, 1976: 80; Turhan, 2020: 47), the preparation and submission of the tax law proposal (Schmölders, 1976: 80) is provided. In the 9th article of the Law Proposal, it is stated that these taxes, which are also called *tourism tax*, *tourist accommodation tax*, *visitor tax*, *city tax*, *accommodation tax*, are collected on a fixed basis over the number of nights stayed

or proportionally over the service fee provided. In addition, in the sample applications, it is stated that these taxes are collected only from foreign tourists in some countries, and from both foreign tourists and residents traveling within the country in some countries. In this context, it has been stated that an applicable model has been developed in terms of *taxation technique* in this field, considering the practices of different countries with this Proposal (Grand National Assembly of Turkey, 2019).

1.2. Legal Regulations Regarding Accommodation Tax

The regulations regarding the accommodation tax established by Article 9 of the Law No. 7194 are included in *the Expenditure Taxes Law No. 6802** (Expenditure Taxes Law).

In the general justification of the Expenditure Taxes Law, it is stated that a tax system is based on two major tax groups, according to the contemporary understanding. The first tax group is the income tax group, which collects taxes on earnings and revenues. The second tax group is the expenditure tax group, which collects taxes on various expenses, sales, and transactions. It is stated that the Expenditure Taxes Law, which regulates the production taxes and transaction taxes, will become a large tax code that includes and systematizes almost all indirect taxes in time (Grand National Assembly of Turkey, 1956-a).

When the text of the Expenditure Taxes Law (Grand National Assembly of Turkey, 1956-b) is examined, it is seen that the Law consists of three parts. In the first part, the production tax, in the second part, the service taxes and in the third part, common provisions between the parts are arranged.

When the current Expenditure Taxes Law regulations (T.R. Presidency Legislation Information System, 2023) are examined, the first part of the Law has been repealed with *the Value Added Tax Law No. 3065†* (Value Added Tax Law). Thus, it has been stated that the value added tax system, which is a type of expenditure tax developed in the West, has been adopted (Grand National Assembly of Turkey, 1984). In this context, the regulations of the Expenditure Taxes Law have been repealed by the Value Added Tax Law, excluding the provisions regarding banking and insurance transactions taxes. Therefore, service taxes continue to be regulated in the second part of the Expenditure Taxes Law. However, the taxes in the category of service taxes and the regulations related to them have

* **See:** Official Gazette Dated 23.07.1956 and Numbered 9362.

† **See:** Official Gazette Dated 02.11.1984 and Numbered 18563.

been changed many times since the Law came into force. As one of these changes, in the current situation, article 34 of the Expenditure Taxes Law includes the rules regarding accommodation tax within the scope of service taxes.

Article 2 of *the Tax Procedure Law No. 213** (Tax Procedure Law) regulates that the taxes collected by the customs administrations are not subject to this Law. For this reason, it should be noted that the Tax Procedure Law, which is the framework law of the Turkish Tax System (Oktar, 2022-b: 287), will be applied to the taxes belonging to the general budget, municipalities, and special provincial administrations in Turkish Tax Law, except for customs taxes. From this point of view, in the implementations regarding the accommodation tax, which is not a customs tax, the Constitutional provisions will certainly be complied with, but unless there is a contrary regulation with the Expenditure Taxes Law, the provisions of the Tax Procedure Law will prevail.

Apart from this, the Ministry of Treasury and Finance has the authority to determine the form, content and annexes of the accommodation tax return and the procedures and principles regarding the implementation. The General Communiqué on Accommodation Tax Implementation has been prepared pursuant to this authority given in Article 34/9 of the Expenditure Taxes Law, where the accommodation tax is regulated.

2. FOUNDING BASICS OF ACCOMMODATION TAX

In the doctrine, the basic elements of the tax are handled as the subject of the tax, the tax payer, the tax base, the taxable event, the tax rate (tariff) and the limitations on the tax subject-the tax liability and the tax base (Güneş, 2014: 133-144). In this study, the founding basic elements of the accommodation tax will be examined in accordance with the Expenditure Taxes Law.

2.1. Subject of Accommodation Tax

One of the issues to be determined within the scope of tax technique is the subject of tax (Schmölders, 1976: 84). Just like the taxpayer, the tax issue is included in every tax (Aksoy, 2010: 49). The subject of the tax is the element that the tax law binds to the birth of the liability (Erginay, 2010: 61). Whatever the tax law taxes, this taxable thing is constituted the subject of tax (Öner, 2020-a: 49).

* **See:** Official Gazette Dated 10.01.1961 and Numbered 10703, Dated 11.01.1961 and Numbered 10704, Dated 12.01.1961 and Numbered 10705.

It is seen that the subject of the accommodation tax is regulated in the article 34/1 of the Expenditure Taxes Law. According to the conclusion drawn from the legal regulation, the prerequisite for a service to be subject to accommodation tax is to allocate a place suitable for overnight stay. As a matter of fact, in the General Communique on Accommodation Tax Implementation, it is stated that services provided in facilities such as stopover points where no overnight service is offered, and services provided to those who do not stay in the accommodation facility (who do not receive overnight service) are not subject to tax.

In this context, the activities of restaurants and other businesses that do not provide accommodation services are not included in the subject of accommodation tax (Şenyüz, Yüce and Gerçek, 2022: 380). Consequently, “*overnight service in accommodation facilities*” and -if any- “*all other services sold in connection with this service*” constitute *the subject of accommodation tax*.

In more detail, the subject of the accommodation tax is the overnight service in accommodation facilities such as hotels, motels, holiday villages, pensions, apart hotels, guesthouses, camping, chalet, highland houses, and all other services (such as eating, drinking, activity, entertainment services and the services such as use of pool, sports, thermal and similar areas) provided within the accommodation facility by being sold together with this service (Oktar, 2022-b: 266).

In the General Communique on Accommodation Tax Implementation, it is stated that there is no limitation in terms of accommodation facilities in the legal regulation regarding the subject of the accommodation tax. In this context, the services included in the legal regulation are subject to tax in all facilities providing accommodation services, regardless of the type, class, quality of the accommodation facility, its descriptions, and definitions in the relevant legislation, and whether it is a tourism operation certificate and/or business establishment/operation certificate according to the relevant legislation.

2.2. Taxpayer of Accommodation Tax

Another issue to be determined within the scope of tax technique is the taxpayer (Schmölders, 1976: 89). According to Article 8/1 of the Tax Procedure Law, taxpayers are natural or legal persons who have a tax liability according to tax laws. With the given provision, the payment of the tax debt, which is the most important element of the liability, is emphasized (Kırbaş, 2015: 64).

In the article 34/2 of the Expenditure Taxes Law, it is stated that *the taxpayer of the accommodation tax* is the “*service providers*” specified in the article 34/1.

In this context, those who provide overnight services in accommodation facilities such as hotels, motels, holiday villages, pensions, apart-hotels, guesthouses, camping, chalets, highland houses, and those who offer all other services (such as eating, drinking, activity, entertainment services and the services such as use of pool, sports, thermal and similar areas) by being sold together with the overnight accommodation are the taxpayer to the accommodation tax (Oktar, 2022-b: 266). A more detailed rule regarding the taxpayer has been introduced in the General Communiqué on Accommodation Tax Implementation. It has been stated that those who operate the facility where accommodation services are provided are the taxpayers of the accommodation tax.

2.3. Base of Accommodation Tax

Another issue to be determined within the scope of tax technique is the tax base (Schmölders, 1976: 84). In Article 20 of the Tax Procedure Law, it is stipulated that the tax base specified in the tax laws will be used to determine the amount of tax receivable-debt with the assessment process. In this context, it is necessary to determine the tax base precisely in terms of tax technique (Neumark, 1951: 64).

According to the article 34/3 of the Expenditure Taxes Law, *the base of the accommodation tax* is the money, goods and services received or owed in any way in return for the services included in the tax and the sum of interests, services and values that can be represented by money, excluding the value added tax.

It is stated in the General Communiqué on Accommodation Tax Implementation that various incomes such as maturity difference, price difference, foreign exchange difference, interest, premium and all kinds of benefits, services and values provided under similar names are included in the assessment.

2.4. Taxable Event in Accommodation Tax

One of the issues within the scope of the tax technique is the determination of the taxable event (Schmölders, 1976: 80). The taxable event activates the mechanism that enables a tax with a certain subject, base, and rate” to arise a certain debt for a certain taxpayer (Feyzioğlu, 1952: 52; Feyzioğlu, 1977: 83).

According to the 19th article of the Tax Procedure Law, a tax claim arises with the occurrence of the event that the tax laws impose on the tax or the realization of the legal situation.

According to Article 19 of the Tax Procedure Law, a tax claim arises with the occurrence of the event to which the tax laws bind the tax or the perfection of the legal situation. Thus, in the regulation, the legal consequence of the taxable event is regulated (Kırbaş, 2015: 89). In accordance with this regulation, the emergence of the State's tax receivable in Turkish Tax Law is linked to the occurrence of the taxable event (Oktar, 2022-a: 123). In this context, tax receivable-debt arises automatically (Tuncer, 1972: 196) from itself (Öner, 1981: 116; Tuncer, 1972: 194) (*ipso facto*) together with the taxable event (Feyzioğlu, 1977: 115). The tax liability relationship arises with the taxable event, which is the legal relationship (Saban, 2019: 75) that allows the tax receivable to arise (Karakoç, 2020: 67).

Taxable event refers to the emergence of the legal relationship and the conditions sought by the law between the taxpayer and the tax subject (Aksoy, 2010: 49-50). The prerequisite for the subsequent transactions in the tax receivable relationship is the taxable event (Kaneti, Ekmekci, Güneş and Kaşıkçı, 2022: 163).

When it is desired to make an assessment in terms of accommodation tax, it is stated that *the taxable event in the accommodation tax* in the provision of article 34/3 of the Expenditure Taxes Law occurs with the "*providing of services*" specified in the provision of article 34/1.

In this context, as a rule, accommodation tax will be incurred if overnight services are provided in accommodation facilities such as hotels, motels, holiday villages, pensions, apart hotels, guesthouses, camping, chalets, highland houses, and all other services (such as eating, drinking, activity, entertainment services and the services such as use of pool, sports, thermal and similar areas) within the accommodation facility by being sold together with this service (Oktar, 2022-b: 266).

In the General Communique on Accommodation Tax Implementation, it is stated that the collection of some or all the price before or after the provision of the service, or not collecting it at all, regarding the taxable event in the accommodation tax has no effect on the taxable event. In case of issuing invoices or similar documents before the service is rendered, the taxable event does not occur.

In addition, in cases where accommodation facilities operators and their relatives or business personnel benefit from accommodation services free of charge, or in cases where accommodation services are provided free of charge under the name of promotion, giveaway, gift, promotion and similar names, the taxable event is deemed to have taken place is specified in the General Communique on Accommodation Tax Implementation.

2.5. Accommodation Tax Rate (Tariff)

Again, in accordance with Article 20 of the Tax Procedure Law, it has been decreed that the rates shown in the laws will be used in determining the tax receivable-debt amount by the assessment process. The figures or percentages that show how a tax will be calculated over the tax base constitute the tax rate (Demirkan, 1979: 15).

Regarding the tariff of the tax, it is stipulated in the article 117/2 of the Tax Procedure Law that the wrong application of tax rates and tariffs is a tax error (accounting error). The measurable amount to which the tax tariff can be applied is the tax base (Bulutoğlu, 1982: 18). Therefore, the tax tariff is necessary for the assessment process and expresses the measures (or the measure scale (Akgül Yılmaz, 2020: 184)) applied to the tax base in the calculation of the tax debt (Öner, 2020-a: 121).

According to the article 34/5 of the Expenditure Taxes Law, the rate of accommodation tax is determined as 2%*.

2.6. Limitations on Subject, Liability and Base of Accommodation Tax

As stated in the doctrine, there are three kinds of narrowing (limitation) (Oktar, 2022-a: 78, 99, 102) in the basic elements of the tax (Güneş, 2014: 133).

Namely, exemption is in question in case of narrowing (limiting) tax liability (Oktar, 2022-a: 78). Exemption refers to immunity from tax (Demirkan, 1979: 15). In case of narrowing (limiting) the tax issue, an exception is in question (Oktar, 2022-a: 99). The exception is expressed as non-taxation (Demirkan, 1979: 16). In case of narrowing (limiting) the tax base, there is a reduction (Oktar, 2022-a: 102). The existence or not of these three types of narrowing/limitation in the accommodation tax and, if so, what they are will be explained below.

2.6.1. Exemption in Accommodation Tax

Taxes are taken from citizens in principle (Demirkan, 1979: 11, 24). However, the implementation of tax laws in terms of location is generally subject to *the principle of ownership of the laws* (the principle of locality in the implementation

* It has been stated that the accommodation tax rate will be applied as 1% until December 31, 2020, in the provision of temporary article 3 added to the Expenditure Taxes Law with the Law No. 7194. However, since the accommodation tax came into effect on January 1, 2023, in accordance with the subsequent legal amendments, it was never possible to apply the 1% tax rate to the accommodation tax in terms of time.

of tax laws (Ekmekci, 1994: 2)) and everyone in the State is within the scope of taxation authority (Erginay, 1990: 44). Consequently, some taxes are also collected from foreigners in the country (Demirkan, 1979: 11, 24).

Apart from the principle of ownership, there is also *the principle of the personality of the laws* (Erginay, 1990: 44). Based on citizenship (the principle of personality in the implementation of tax laws (Ekmekci, 1994: 3)), the borders of the country do not matter for taxation. Citizens are subject to tax and foreigners in the country are not taxed (Demirkan, 1979: 24).

Tax exemption is a procedure applied to tax liability (Oktar, 2022-a: 78) and taxpayers (Demirkan, 1979: 16). In this context, it is seen that tax exemption is created for foreigners in the country by applying some taxes only to citizens. When the situation is evaluated in terms of accommodation tax, it is seen that taxpayers can be both foreigners and citizens in the 34th article of the Expenditure Taxes Law. As matter of fact none of the provisions regarding the accommodation tax in the Expenditure Taxes Law have been regulated to narrow (limit) tax liability. In other words, there is no rule for exemption from tax and as a result it is seen that there is no exemption for accommodation tax.

2.6.2. Exception in Accommodation Tax

Various subjects are excluded from taxation through exceptions (Bilici, 2020: 94). In this context, exception means narrowing or limiting the tax subject Oktar, 2022-a: 99).

Two types of accommodation services are excepted from accommodation tax in article 34/7 of the Expenditure Taxes Law: i. Services provided to students in dormitories, hostels, and camps, and ii. Diplomatic exception*. These services are excluded from the subject of accommodation tax.

In the doctrine, it was stated in the Draft Law on Special Provincial Administrations and Municipal Revenues that accommodation in nursing homes and protection homes was excepted from accommodation tax (Aşçı Akıncı, 2020: 86). No such exception has been made in the Expenditure Taxes Law. However, in the General Communiqué on Accommodation Tax Implementation, it is stated that the overnight services provided by social service organizations, which operate in accordance with the purpose of *the Social Services Law No. 2828*[†] and the

* **See:** The General Communiqué on Accommodation Tax Implementation.

† **See:** Official Gazette Dated 27.05.1983 and Numbered 18059.

principles specified in the Law and defined in Article 3/1-f of the Law, to those in need of protection, care and assistance are not included in the subject of the accommodation tax. Thence, these organizations cannot be considered as an exception to the accommodation tax.

2.6.3. Discount in Accommodation Tax

Pursuant to article 34/6 of the Expenditure Taxes Law, both deductions from the tax base and tax deductions* are prohibited for accommodation tax. According to the provision, no discount can be made under any name from the accommodation tax shown separately in the invoices and similar documents arranged by the accommodation facilities.

3. Taxation Process in Accommodation Tax

By taxation transactions are meant the transactions that occur during the taxation process (Karakoç, 2014: 199). The tax assessment, tax notification, tax accrual and tax collection, which are expressed as taxation transactions, are included in the taxation process (Bilici, 2020: 90, Karakoç, 2014: 199; Oktar, 2022-a: 123, 125; Öncel, Kumrulu, Çağan and Göker, 2019: 95-96; Şenyüz, Yüce and Gerçek: 2019, 177).

The taxation process foreseen for the accommodation tax is one month. As a matter of fact, in article 34/8 of the Expenditure Taxes Law, it is stipulated that the taxation period in accommodation tax is one-month periods of the calendar year in which the activity is carried out. Under this heading, the taxation process of the accommodation tax, which will take place for each month in which the taxable event occurs, will be discussed.

3.1. Assessment of Accommodation Tax

In parallel with the tax base determination methods, some methods/types of assessment procedures are applied over these bases (Oktar, 2022-a: 127; Öncel, Kumrulu, Çağan and Göker, 2019: 104). The procedures for determining the tax base (Oktar, 2022-a: 101) are within the scope of the principles on which the tax base is based (Aksoy, 2010: 59). Therefore, first, the method of determining the

* In the doctrine, tax deductions are handled with a classification as deductions from tax base and deductions from tax. **See:** (Demirkan, 1979: 17-18).

base of the accommodation tax and then the method of assessment will need to be explained.

Based on the determination of the tax base by the taxpayer (Şenyüz, Yüce and Gerçek: 2019, 189), the determination method of the tax base is the declaration method (Aksoy, 2010: 64; Erginay, 1990: 77; Karakoç, 2014: 206; Mutluer and Dayanç Kuzeyli, 2019: 84; Oktar, 2022-a: 102; Öncel, Kumrulu, Çağan and Göker, 2019: 95; Susam, 2020: 286; Turhan, 2020: 87).

According to the article 34/8 of the Expenditure Taxes Law, the accommodation tax must be declared to the tax office until the evening of the 26th day of the month following the taxation period. Hence, the taxpayer, who personally determines the base of the accommodation tax, declares this base. In this context, “Accommodation Tax Declaration^{*}” is prepared in the taxation process of accommodation tax.

The assessment process, which is a basic concept of taxation technique (Demirkan, 1979: 30) has a method in the form of assessment procedure, which is based on the declaration (Oktar, 2022-a: 127) regulated in the Tax Procedure Law.

Accommodation tax is also levied upon declaration (Öner, 2023: 274). In this context, as stated in the General Communiqué on Accommodation Tax Implementation, the accommodation tax is imposed by the tax office based on the tax bases declared by the taxpayers.

3.2. Accrual of Accommodation Tax

There is no separate regulation regarding the accrual of accommodation tax in the Expenditure Taxes Law and the General Communiqué on Accommodation Tax Implementation. Therefore, in accordance with Articles 1 and 2 of the Tax Procedure Law, the rules of the Tax Procedure Law regarding the assessment based on the declaration in the accrual procedure of the accommodation tax regulated in the Expenditure Taxes Law will be applied.

In accommodation taxes subject to the declaration procedure in accordance with the Expenditure Taxes Law, the issue of *accrual will need to be addressed in assessments made upon declaration* (Şenyüz, Yüce and Gerçek: 2019, 207). In this context, first, it should be noted that in accordance with Article 25 of the Tax Procedure Law, accommodation taxes collected on the declaration according to

^{*} **See:** The General Communiqué on Accommodation Tax Implementation.

the Expenditure Taxes Law will be levied and accrued with an accrual slip. From this point of view, accommodation tax is one of the taxes accrued upon declaration*. Thence, the assessment and accrual method has been made effective upon the declaration of the taxpayers (Aksoy, 2010: 339) in the accommodation tax. In this method, since the assessment and accrual stages in the taxation process take place together (Kırbaş, 2015: 108; Mutluer and Dayanç Kuzeyli, 2019: 170), the accommodation tax is also levied and accrued.

3.3. Notification of Accommodation Tax

In the Expenditure Taxes Law and the General Communiqué on Accommodation Tax Implementation, there is no separate regulation regarding the notification of the accommodation tax. Therefore, the provisions of the Tax Procedure Law will be applied for the notification of the accommodation tax, also.

Administrative procedures such as submitting the tax return to the tax office in Article 25 of the Tax Procedure Law, sending the tax return to the tax office by post and sending it electronically, respectively, in Article 28 are regulated.

In cases where the tax return is submitted to the tax office pursuant to Article 25 of the Tax Procedure Law, the accrual slip prepared by the administration is given to the person concerned. Submitting the accrual slip is one of the principles of notification of the accrual slip (Candan, 2018: 358). In other words, notification is made by giving the accrual slip issued by the tax office to the taxpayer (Öner, 2020-a: 127).

In this context, within the scope of transactions that replace notification, the fact that the accrual slip is given to the taxpayer replaces the notification to the taxpayer (Kırbaş, 2015: 121). Another issue that should be mentioned in this section is a special regulation in Article 27 of the Tax Procedure Law. According to the article, the fact that the accrual slip has not been received does not prevent the accrual of the tax that should be levied on the basis written in the declaration. In such cases, the accrual slip is sent to the taxpayer by the tax administration via post. Thus, not receiving the accrual slip does not prevent the levying and accrual of the tax (Kaneti, 1989: 113; Kaneti, Ekmekci, Güneş and Kaşıkçı, 2022: 170). However, it should be noted that sending the accrual slip by post is one of the principles of notification of the accrual slip (Candan, 2018: 358).

* For terminological usage, see: (Yerci, 2020: 793).

In accordance with the provision of Article 28/1 of the Tax Procedure Law, an accrual slip is issued and sent by the administration in cases where the tax return is sent to the tax administration by post. However, in Article 111/4 of the Tax Procedure Law, it is stipulated that this tax declared in case the declaration is sent by post, will be paid on due date without waiting for the end of the accrual process. Therefore, sending the declaration by post was not accepted as a legal reason for delaying the payment of the tax (Bilici, 2020: 104). Although this is the case, the date on which the accrual slip issued by the administration reaches the taxpayer will be considered at the beginning of the filing period in a possible tax dispute (Kaneti, 1989: 285). In this context, the taxpayer can send the accommodation tax return to the tax office by post. However, in this case, accommodation tax must be paid in the term specified in the Expenditure Taxes Law. In such cases, the notification of the accrual slips to the person concerned is not related to the collection of the tax, but to the beginning of the filing period.

Finally, in cases where the tax return is sent electronically to the tax administration in accordance with the provisions of Article 28/2 of the Tax Procedure Law, the accrual receipt prepared in the electronic environment is sent to the taxpayer electronically. This electronic message replaces the notification of the accrual slip to the taxpayer. In this context, the delivery of the accrual slip to the taxpayer is also provided by sending/transmitting the accrual slip electronically (Bilici, 2020: 105). Thus, the transmission of the accrual slip issued in the electronic environment replaces the notification of the accrual slip. For this reason, the accrual slip does not need to be notified to the taxpayer separately (Öner, 2020-a: 127).

In the General Communique on Accommodation Tax Implementation, it is stated that it is appropriate to submit all declarations regarding accommodation tax in electronic environment within the scope of the repeated article 257/1-4 of the Tax Procedure Law*.

3.4. Collection of Accommodation Tax

There are some methods in taxation in terms of time. The most applied method is the “post accrual and collection method”. Within the scope of this method, the taxpayer makes a declaration at the end of a certain period and the tax is collected by accruing (Demirkan, 1979: 27). According to Article 34/8 of the Expenditure Taxes Law, accommodation tax must be paid until the evening of the 26th day of the month following the taxation period. Consequently, the Law that regulates

* In the relevant part of the provision, the authority of the Ministry of Treasury and Finance is regulated within the scope of the Tax Procedure Law.

the accommodation tax also determined the special payment time of this tax. Therefore, the accommodation tax is one of the taxes in the Turkish Tax System on which the post accrual and collection method is based.

4. Classification of Accommodation Tax

The fact that they are obtained from various sources and functions in a wide variety and number requires that taxes be collected and analyzed in certain categories (Korkmaz, 1982: 22). Taxes are classified at the national level, and it is possible to compare international tax systems. Thus, it is possible to compare the results of other countries based on tax classifications and it is possible to design new tax policies according to the data (Şen and Sağbaşı, 2016: 57).

In this context, taxes are classified according to whether they are income-expenditure-wealth taxes, according to their purposes, whether they are subjective and objective, whether they are direct or indirect, whether they are directed towards the taxpayer and the market (Turhan, 2020: 102-119).

In addition to these classifications, there are also classifications in the doctrine according to the economic effects of the tax, according to the tax base determination method, according to the tariff structure of the tax, according to the tax collector, according to the scope of the tax (Şen and Sağbaşı, 2016: 59). In this part of the study, accommodation tax will be discussed within the framework of doctrinal tax classifications.

4.1. Expenditure Tax

In the doctrine, taxes are classified as income taxes, expenditure taxes* and wealth taxes (Turhan, 2020: 115) based on the economic resources they comprehend or the subject of the tax (Korkmaz, 1982: 26).

Income taxes on personal or corporate income (Korkmaz, 1982: 26) are collected now the income is born (Turhan, 2020: 115). Wealth taxes, which grasp part of the wealth or revenues of wealth (Korkmaz, 1982: 26), are levied in cases

* For the work in which expenditure taxes are expressed as *consumption taxes*, see: (Korkmaz, 1982: 26; Yılmaz, 2020: 255, 288); for the work in which it is expressed as *expense taxes, taxes on goods and services*, see: (Şen and Sağbaşı, 2016: 59); for the work in which it is expressed as *taxes on expense*, see: (Öner, 2023: 231, 273); for the work in which it is expressed as *taxes on expenses*, see: (Aksoy, 2010: 364; Kaneti, 1989: 385; Oktar, 2022-b: 189, 265; Susam, 2020: 345; Şenyüz, Yüce and Gerçek, 2022: 261); for the work in which it is expressed as *taxes on expenses and transactions*, see: (Değirmendereli, 2020: 167).

of having economic assets, changing hands of wealth, or increasing the value of wealth (Turhan, 2020: 115). Expenditure taxes based on events such as consumption and exchange (Korkmaz, 1982: 27) are collected at the stage of using the income for consumption (Turhan, 2020: 115).

In the justification for the establishment of the accommodation tax, it is stated that tax is levied on the services provided by the accommodation facilities by the relevant administrations in exemplary practices in the world (Grand National Assembly of Turkey, 2019). Therefore, accommodation tax is not income tax for those who do not comprehend an individual and/or corporate income (Şen and Sağbaş, 2016: 60). Likewise, the accommodation tax, which does not hold the wealth of the taxpayers liable (Aksoy, 2010: 331), is not a wealth tax.

It is argued that the taxation of tourism activities is always subject to indirect taxation (Cenikli, 2015: 95). In this context, in the doctrine, it is seen that accommodation tax which was established in Turkish Tax System is handled within the scope of taxes on expenses (Öner, 2023: 273; Saraçoğlu, 2020: 459), taxes on expenses (Oktar, 2022-b: 265; Şenyüz, Yüce and Gerçek, 2022: 261), other taxes on expenses (Öner, 2023: 269, 273), taxes on expenses and transactions (Değirmendereli, 2020: 167), consumption taxes (Yılmaz, 2020: 255, 288), indirect taxes (Erol, 2021: 339, 353), expenditure taxes (Pehlivan, 2020: 420), is discussed. Therefore, the accommodation tax, which is included in the transaction tax group, is an expenditure (expense) tax (Oktar, 2022-b: 265).

4.2. General Tax

Broad-based taxes and narrow-based taxes are classified according to the criterion formed by the subject of the tax and the limit of the subject of the tax (Susam, 2020: 252) (Akgül Yılmaz, 2020: 260; Susam, 2020: 252; Şen and Sağbaş, 2016: 67). The limit of the taxpayer is also considered as the criterion for this classification (Akgül Yılmaz, 2020: 260). It is seen that these taxes are also classified as general taxes and special taxes in the doctrine (Korkmaz, 1982: 22; Şen and Sağbaş, 2016: 68).

It is stated that the overnight service and all other services related to this service constitute the subject of the accommodation tax in the article 34/1 of the Expenditure Taxes Law. According to the rule in Article 34 of the Expenditure Taxes Law, the actual taxpayers of the accommodation tax consisting of buyers or stayers may be foreign tourists as well as residents traveling within the country. In this sense, accommodation tax is not a narrow-based tax and a special tax.

In the doctrine, it is stated that the accommodation tax is a general tax because it grasps all the services of the accommodation establishments (Oktar, 2022-b: 265).

4.3. Objective Tax

The criterion underlying the classification of objective and subjective taxes, which is examined within the scope of other classification criteria in the doctrine (Şen and Sağbaşı, 2016: 59), is whether the subjective situations of the taxpayer are addressed or not (Turhan, 2020: 102).

In more detail, this classification has been developed by considering the economic and social conditions of taxpayers (Şen and Sağbaşı, 2016: 68).

Subjective taxes, which are adjusted according to the personal payment power of taxpayers and levied on all of their economic resources (Turhan, 2020: 102), are also expressed as nominative taxes (Oktar, 2022-b: 265); Şen and Sağbaşı, 2016: 68), personalized taxes (Korkmaz, 1982: 22), and personal taxes (Şen and Sağbaşı, 2016: 68; Turhan, 2020: 102).

Subjective taxes comprehend the tax subject together with the person to whom it belongs and in a way that suits its economic power (Korkmaz, 1982: 22). Objective taxes, which target the subject of the tax and do not consider the subjective elements of taxpayers (Turhan, 2020: 102), are also expressed as impersonal taxes (Korkmaz, 1982: 22; Şen and Sağbaşı, 2016: 68), and real taxes (Şen and Sağbaşı, 2016: 68).

In the light of the explanations above, accommodation tax, which does not take into account the personal characteristics of the taxpayer (Akgül Yılmaz, 2020: 259), does not grasp the ability to pay (Turhan, 2020: 102), grasps the tax issue independently of the taxpayer (Korkmaz, 1982: 22), and is collected according to objective principles (Schmölders, 1976: 263), is not a subjective tax.

As a matter of fact, as stated in the doctrine, the accommodation tax, which does not consider the personal and subjective situation and characteristics of the taxpayers, is an objective tax (Oktar, 2022-b: 265).

4.4. Indirect Tax

The classification of direct and indirect taxes, which is examined according to the criterion of the relationship of tax with economic activities (Şen and Sağbaşı,

2016: 59), is based on direct or indirect access to the source that will be subject to tax (Korkmaz, 1982: 23).

Direct taxes are levied on income and wealth (Şen and Sağbaş, 2016: 61). Direct taxes collected without being included in the price of a good or service (Susam, 2020: 249) can be personalized (Şen and Sağbaş, 2016: 62) and cannot be reflected (Susam, 2020: 250). In accordance with the law order, direct taxes are collected directly from the main taxpayer (Pelin, 1937: 202).

Indirect taxes are collected from expenditures (Şen and Sağbaş, 2016: 61) and in this context, they arise from the use of goods and services (Erol, 2021: 139). These taxes are collected by being included in the price of the goods and services during a transaction (Susam, 2020: 249). In indirect taxes that cannot be personalized (Şen and Sağbaş, 2016: 62), the taxpayer and the payer are different (Erol, 2021: 139). Because indirect taxes are easy to reflect (Sen and Sağbaş, 2016: 61).

When these doctrinal explanations are evaluated in terms of accommodation tax, the accommodation tax is not a direct tax, which is not collected on income and wealth, arising from the use of overnight services of accommodation facilities, collected by showing separately on invoices and similar documents issued by accommodation facilities, and ignoring the subjective situations of the taxpayer.

In the doctrine, it is stated that the accommodation tax, which is considered within the scope of indirect taxes (Erol, 2021: 339, 353), is an indirect tax that can be reflected to the contractors through the price mechanism (Oktar, 2022-b: 265). In this context, an example of indirect taxes on expenditures is accommodation tax (Cenikli and Şahin Duran, 2021: 88-89).

4.5. Market Directed Tax

Taxes directed to the taxpayer and taxes directed to the market are classified according to the criterion of whether a tax is reflected or not (Turhan, 2020: 109).

The reflection element is an economic criterion and is based on whether a tax can be transferred to others in the market process (Susam, 2020: 250). When it comes to the reflection of the tax, the parties that reflect the tax and on which the tax is reflected appear (Şen and Sağbaş, 2016: 306). Within the scope of economic distinction, which is one of the distinctions regarding the tax subject, there are legal tax bearers and real tax bearers (Oktar, 2022-a: 98). The legal taxpayer is the person who is legally responsible for tax debt (Aksoy, 2010: 35).

The legal tax bearer is the person whom the legislator wants to bear the tax burden (Oktar, 2022-a: 98). Parallel to this, those who pay the tax with the clear will of the legislator and then reflect these taxes to other people are the intermediary taxpayers (Aksoy, 2010: 36). Intermediate taxpayer (Kaneti, Ekmekci, Güneş & Kaşıkçı, 2022: 143) is in question in indirect taxes (Pelin, 1937: 202).

In case of reflection, the legal taxpayer and the actual taxpayer differ (Şen and Sağbaşı, 2016: 171). Persons to whom the taxes paid by the legal taxpayer are reflected through the price mechanism become the tax bearer (Aksoy, 2010: 37). The real tax bearer is the person who bears the tax burden, whether it is within the will of the legislator or not (Oktar, 2022-a: 99).

In taxes directed to the taxpayer, the taxpayer and the bearer are the same without the intervention of the market mechanism (Schmölders, 1976: 268). Taxes in which the taxpayer and the bearer of the tax are the same are direct taxes (Kaneti, 1989: 96; Kaneti, Ekmekci, Güneş & Kaşıkçı, 2022: 144). It should be noted here that the accommodation tax, which was claimed in this study as a direct tax, is not a tax directed to the taxpayer.

Within the scope of taxes directed to the market, there are also consumption taxes that do not grasp the personal ability to pay (Schmölders, 1976: 269). In expense taxes, the legal tax bearers that the legislator wants to bear the tax burden are the final consumers (Oktar, 2022-a: 98).

Legal taxpayers can reflect the accommodation tax to the bearer through the price mechanism (Oktar, 2022-b: 265). In this sense, the economic taxpayer in accommodation tax is those who benefit from the services (Akçaoğlu, 2020: 400). As a matter of fact, since there is an element of reflection in the accommodation tax, there are parties that reflect the tax and on which the tax is reflected.

The reflecting party of the accommodation tax is the legal taxpayer, who is obliged to pay tax in accordance with the article 34/2 of the Expenditure Taxes Law. Pursuant to the same provision, the legal taxpayer of the accommodation tax is those who provide overnight accommodation and related services. The reflected side of the accommodation tax is the buyers or the people staying in the terminology in the General Communique on Accommodation Tax Implementation. So, the legal taxpayer is not the legal tax bearer in the accommodation tax. In this context, the legal taxpayer and the actual taxpayer are not the same in accommodation tax. For this reason, the accommodation tax is a tax directed to the market.

4.6. Ad Valorem Tax

In the doctrine, taxes are handled with the classification of specific taxes and ad valorem taxes (Akgül Yılmaz, 2020: 180; Ertuğruloğlu, 1969: 362; Kırbaş, 2015: 97; Mutluer and Dayanç Kuzeyli, 2019: 168; Oktar, 2022-a: 100; Sidal, 1966: 17; Susam, 2020: 252; Şen and Sağbaş, 2016: 65; Tuncer, 1972: 193, 209; Zorlu, 1981: 75).

On the same basis, a classification emerged as quantity taxes and value taxes (Tuncer, 1972: 209). In the specific base where a tariff based on quantity is effective (Turhan, 2020: 60), physical characteristics are considered (Tuncer, 1972: 193). In the value-based ad valorem tax base (Şenyüz, Yüce and Gerçek: 2019, 188), the tax is collected on the asset (Yüce and Çelikkaya: 2016: 30). Thus, taxes are classified according to the tax base determination method (Şen and Sağbaş, 2016: 65).

As discussed in the previous study, the base of the accommodation tax is the sum of benefits, services and values that can be represented by money. Accommodation tax based on monetary amount/value (Şenyüz, Yüce and Gerçek: 2019, 188) is ad valorem and value tax.

4.7. Single Rate Tax

As discussed in the doctrine, there are tariff types of taxes (Turhan, 2020: 61). These tariff types are also one of the criteria in the classification of taxes (Sen and Sağbaş, 2016: 66).

In the increasing rate tariff and in the inversely increasing rate tariff, the tax rate changes as the tax base increases (Turhan, 2020: 63, 65). On the other hand, in the single rate tariff which is also expressed as flat rate (Susam, 2020: 281), fixed rate (Oktar, 2022-b: 267) and equal rate (Susam, 2020: 281), the tax rate to be applied to the tax base does not change (Turhan, 2020: 61).

In single rate taxes, which are also expressed as proportional taxes (Pelin, 1937: 231), flat-rate taxes (Akgül Yılmaz, 2020: 190), the same tax rate is applied regardless of the tax base (Şen and Sağbaş, 2016: 66). When these explanations are evaluated in the context of accommodation tax, accommodation tax is single, flat rate (Oktar, 2022-b: 267). In this sense, accommodation tax is a tax applied proportionally (Saraçoğlu, 2020: 461). Hence, the accommodation tax with a legal rate of 2% is a single rate tax.

4.8. Central Government Tax

In this classification, which is made according to the administration that collects the tax, central government taxes and local government taxes are handled (Şen and Sağbaş, 2016: 67). According to Article 34/8 of the Expenditure Taxes Law, the authority to collect the accommodation tax is the tax office that is affiliated in terms of value added tax or the tax office of the place where the accommodation facility is in cases where there is no value added tax liability.

Wherefore, the accommodation tax, which is stated to be collected to finance some of the public costs incurred by the central or local administrations in the sample applications (Grand National Assembly of Turkey, 2019), is a tax applied at the national level as established in the Expenditure Taxes Law (Uçar and Ayrancı Bağrıaçık, 2021: 358). In this context, the decentralized structure has been made effective in the accommodation tax (Kızıltoprak, 2022: 18-19, 21).

In accordance with the Expenditure Taxes Law, accommodation tax is collected as general budget revenue (Akçaoğlu, 2020: 394; Aşcı Akıncı, 2020: 97; Yavan, 2020: 197) within the scope of the central government budget, not local administrations, even if it aims to finance the public costs incurred by local administrations. In this sense, accommodation tax, which is created as general government tax income (Kızıltoprak, 2022: 21), is not one of the local government taxes.

4.9. Fiscal Purpose Tax

The first and most important task of taxes is to meet the needs of the State that cannot be met with other revenues (Schmölders, 1976: 69). One of the purposes of taxation, which is also expressed as the functions of taxation (Oktar, 2022-a: 14), is the fiscal purpose (Oktar, 2022-a: 14; Schmölders, 1976: 69; Susam, 2020: 255; Şen and Sağbaş, 2016: 16; Turhan, 2020: 37). The fiscal purpose of tax, which also expresses the aims of tax policy and is one of the purposes of tax, is to provide the necessary financing to perform public services (Şen and Sağbaş, 2016: 16, 18). The main reason for the taxes levied on the expenditures received due to the expenditure of income or wealth is the financing of public expenditures and therefore of a fiscal nature (Susam, 2020: 345).

Apart from the fiscal purpose of taxation, taxation also has non-fiscal purposes, and these purposes are not unique as in the fiscal purpose. For this reason, these non-fiscal purposes of tax, which are not limited in number, are considered

within the scope of *other (tax) purposes* in the doctrine (Oktar, 2022-a: 16-19; Susam, 2020: 256-259; Turhan, 2020: 40-46).

It is stated that there are various reasons for imposing specific or additional tax rates at the national or local level, apart from other goods and services in the tourism sector (Cenikli, 2015: 87). In a definition made in the doctrine, tourism tax, with the most comprehensive concept, is expressed as a tax levied mainly by local government units for purposes such as financing the costs of tourism services, developing tourism infrastructure, and realizing touristic activities (Aşçı Akıncı, 2020: 78-79). As a matter of fact, it is claimed that tourist taxes applied in world examples have become a good source of income for regions with high tourism potential, as well as meeting public expenditures (Özkan and Sümerli Sarigül, 2019: 184).

In the proposal justification for the establishment of accommodation tax in the Turkish Tax System, it is stated that tax is collected to finance some of the public costs incurred by central or local administrations to provide accommodation or touristic services (Grand National Assembly of Turkey, 2019). In this context, it is stated in the doctrine that accommodation tax was introduced to finance public services (Aşçı Akıncı, 2020: 98).

Again, in the doctrine, it is stated that the accommodation tax implemented in the Turkish Tax System can be qualified as a tax for fiscal purposes* (Oktar, 2022-b: 265). While examining the purposes of tourism taxation, it is emphasized that how the revenue is allocated between central and local governments is an important issue (Cenikli, 2015: 89). It is stated that the accommodation tax collected as a general budget income and the externalities and extra costs incurred by the local administrations that the accommodation facilities serve cannot be covered (Aşçı Akıncı, 2020: 97). In this context, it has been argued that the fact that the legal justification for the accommodation tax, which was established under the responsibility of the central government, does not include the information for which purposes the tax is collected, and it is true that this tax is collected for fiscal purposes (Cenikli and Şahin Duran, 2021: 107-108).

* In the doctrine, if it is accepted that tourism damages the environment and causes environmental pollution, albeit partially, it is stated that the accommodation tax has a positive aspect that compensates for these damages. **See:** Duran, 2010: 142. Again, in the doctrine, it is stated that there is a fiscal purpose, social purpose, and economic purpose in accommodation tax applications in general. **See:** (Cenikli and Şahin Duran, 2021: 91-98).

Apart from this, as will be discussed in the next heading, accommodation tax is thought to represent an incremental application of value added tax, which is a tax for fiscal purposes, on accommodation services. For these reasons, it is concluded that non-fiscal purposes are not a priority in accommodation tax.

4.10. Supplementary Tax

Based on its economic effects, there is a classification as compensatory (follower) taxes, supervisory taxes, regulatory (corrective) taxes, and supplementary taxes (Şen and Sağbaşı, 2016: 59).

Compensatory (follower) taxes, in the most general terms, are created to compensate for the erosion of another tax. Supervisory taxes are taxes that allow the audit of tax evasion against a tax. Regulatory (corrective) taxes are also taxes that aim to reduce the consumption of goods and services that cause negative externalities (Şen and Sağbaşı, 2016: 64).

While it is mentioned here, it is in question that the State uses its taxation authority for economic, social, and cultural purposes other than fiscal purposes, in other words, the tax is collected for these purposes. These types of taxes are expressed as regulatory/directive taxes (Öncel, Kumrulu, Çağan and Göker, 2018: 46). Regulatory/directive taxation is expressed as the implementation of methods of deterring and penalizing taxpayers to encourage, reward or not perform certain behaviors of taxpayers directly or indirectly through taxes, in addition to the State's income generation for fiscal purposes or only to achieve a specific purpose (Göker, 2008). 2011: 19).

Finally, supplementary taxes refer to harmonized taxes in terms of the realization of taxation purposes (Şen and Sağbaşı, 2016: 64).

Accommodation activities like other goods and services are subject to value added tax for each country (Cenikli, 2015: 94). ***The Council of Ministers Decision on the Determination of Value Added Tax Rates to be Applied to Goods and Services No. 2007/13033**** (the Council of Ministers Decision No. 2007/13033) has been published in Turkish Tax Law. With the Decision, the rate of value added tax for overnight services offered in hotels, motels, hostels, holiday villages and similar accommodation facilities under the conditions of competition in past taxation practices has been reduced by applying 8% instead of 18% (Çelikkaya, 2011: 175).

* See: Official Gazette Dated 30.12.2007 and Numbered 26742.

Later, with *the Presidential Decision No. 3931 on the Amendment of the Decision on Determination of the Value Added Tax Rates to be Applied to Goods and Services*^{*}, the Council of Ministers Decision No. 2007/13033 was amended. With this amendment, it has been decided to apply a 1% value added tax rate for overnight services[†] included in the 25th row of the “B) other goods and services” section of the annexed list numbered II until this date, including the date 30.06.2021[‡]. Therefore, while it is foreseen to apply 8% value added tax for the other services in the attached list numbered II, which includes overnight services, this rate has been determined as 1% for overnight services.

As of 01.08.2021, the value added tax is 8% for the specified overnight services and 18% for all services provided to those who do not benefit from the overnight service in accommodation facilities, and services provided together with the overnight service but certified separately or priced separately in the document pertaining to the overnight service.

In world practices, it has been stated that taxes originating from tourism are imposed in addition to general taxes such as value added tax and consumption tax (Doğan, 2017: 272). In the member states of the European Union discounted value added tax rates are applied on tourism services and specific taxes have gained weight (Cenikli, 2015: 86).

It is stated in the doctrine that it is possible to grasp the base of the accommodation tax with the value added tax, which is another tax in the Turkish Tax System, but due to the high level of circulation in economic and social life, the idea of grasping the economic value experienced in the accommodation sector with a

* **See:** Official Gazette Dated 30.04.2021 and Numbered 31470.

† The relevant regulation is as follows:

The overnight service offered in hotels, motels, pensions, holiday villages and similar accommodation facilities.

(All the services provided to those who do not benefit from the overnight service in the accommodation facilities, and the services provided together with the overnight service but separately documented or priced separately in the document of the overnight service are not included in this order. However, other services that are customary to be provided within the scope of the overnight service and included in the overnight price are within the scope of this order. However, the value added tax amounts incurred for the alcoholic beverages offered within the overnight price determined in this way cannot be deducted by the service providers.)

‡ In addition, with *the Presidential Decision No. 4105 on the Amendment of the Decision Regarding the Determination of the Value Added Tax Rates to be Applied to the Goods and Services*, the 1% value added tax rate application for overnight services was extended until 31.07.2021. **See:** Official Gazette Dated 22.06.2021 and Numbered 31519.

separate tax is dominant (Oktar, 2022-b: 265). In this context, it is argued in the doctrine that the accommodation tax levied on tourism in various countries is a specific tax (Cenikli, 2015: 95, 96). As a matter of fact, providing accommodation services in the Turkish Tax System is a commercial activity and is subject to value added tax. Therefore, value added tax arises when the taxable event occurs in the accommodation tax, which is designed as a specific tax. In this context, accommodation tax is envisaged as a specific tax that arises together with value added tax but must be taxed separately due to the negative externality created by the taxable event (Güzel and Yıldız, 2019: 19).

In accordance with the legal regulations in force in the Turkish Tax System, the base of value added tax and accommodation tax are the same, although their rates are different. In Article 34 of the Expenditure Taxes Law, the legislator has specifically separated the value added tax base from the accommodation tax base. That is to say, value added tax will not be added to the base of the accommodation tax, and it is stipulated that the accommodation tax cannot be included in the value added tax base.

In the doctrine, it has been argued that the fiscal aim desired to be made effective with accommodation tax can be achieved to a large extent by raising the value added tax in accommodation services and other related services that are priced or documented separately, instead of creating a new tax (Akçaoğlu, 2020: 401). However, it should be noted here that accommodation taxpayers are not only value-added taxpayers. Because, as it is clearly regulated in article 34/8 of the Expenditure Taxes Law, those who do not have value added tax liability can also become accommodation taxpayers. For this reason, it is appropriate to establish a new tax other than the value added tax under the name of accommodation tax.

In the light of these explanations, in our opinion, the accommodation tax established for fiscal purposes is a complementary tax, especially in terms of value added tax. Because the legislator aims to impose more fiscal liability on the economic values created in accommodation services than in other services. In terms of this fiscal liability, the choice of the legislator was realized as a tax called accommodation tax.

In the context of the explanations and determinations made so far, the types of accommodation tax on the basis of “classification of taxes” are given in the table below.

Table 1: Classification of Accommodation Tax

		<u>Classification Criteria</u> *		<u>Tax Types</u> †	
ACCOMMODATION TAX	According to the Economic Source:	Income Tax	Wealth Tax	Expenditure Tax ✓	
	According to the Boundary of the Taxpayer and of the Subject:	General Tax (Broad-Based Tax) ✓		Special Tax (Narrow-Based Tax)	
	According to Whether the Subjective Situations of the Taxpayer are Handled or Not:	Objective Tax ✓		Subjective Tax	
	According to the Relationship of Tax with Economic Activities:	Direct Tax		Indirect Tax ✓	
	According to Whether the Tax is Reflected or Not:	Taxpayer Directed Tax		Market Directed Tax ✓	
	According to Base Determination Method:	Specific Tax (Quantity Tax)		Ad Valorem Tax (Value Tax) ✓	
	According to Tariff Type:	Single Rate Tax ✓	Increasing Rate Tax	Inversely Increasing Rate Tax	
	According to the Administration Collecting the Tax:	Central Government Tax ✓		Local Government Tax	
	According to the Purpose of the Tax:	Fiscal Purpose Tax ✓		Non-Fiscal Purpose Tax	
	According to Economic Effects:	Compensatory (Follower) Tax	Supervisory Tax	Regulatory (Corrective) Tax	Supplementary Tax ✓

* The doctrinal works and sources of these criteria are also included in the title of “classification of accommodation tax”.

† The doctrinal works and sources of tax types conceptualized based on the classifications made are also included in the title of “classification of accommodation tax”.

CONCLUSION

Accommodation tax, which started to be implemented as of the first day of 2023 in the Turkish Tax System, met its first taxpayers in February 2023. For this reason, in this study, in which the systematic structure of the accommodation tax, for which comprehensive doctrinal analyzes cannot be made, is tried to be explained, some conclusions have been reached and determinations have been made within the framework of this purpose.

In the analysis made in terms of taxation technique, the subject of accommodation tax is “overnight service in accommodation facilities” and -if any- “all other services sold in connection with this service” constitutes the subject of accommodation tax.

Being committed to this issue, the taxpayer of the accommodation tax is “service providers”. It is seen that there is no restriction in the context of the regulations in force today for the taxpayer of the accommodation tax. In other words, there is no exemption from the accommodation tax. The legislator has made the generality effective in the tax by making the principle of ownership as the basis in the accommodation tax. Because, regardless of the distinction between citizens and foreigners, regardless of the purpose for which accommodation services are used, everyone is subject to accommodation tax. However, regulations limiting the subject of accommodation tax are envisaged. In the most concise terms, it can be stated that the student exception and the diplomatic exception are bound to the rule. The taxable event that establishes the connection between the subject and the taxpayer in the accommodation tax is the moment when the accommodation service is started to be used. In this context, paying the price for previously made reservations, contracts and even services are not sufficient for the realization of the taxable event.

The tax rate does not increase depending on the increase in the cost of the services provided in the accommodation tax. Therefore, the rate of accommodation tax is fixed. The 2% tax rate, which is currently regulated, is applied to all values in return for service without any upper or lower limit criteria. In this context, an exception depending on the price of the accommodation service has not been regulated.

Finally, the base of the accommodation tax has been taxed as a whole. Because any deduction from the tax base is expressly prohibited.

In terms of the taxation process of the accommodation tax, regulations regarding declaration and collection have been introduced in the Expenditure Taxes

Law. Hence, the rules regarding the assessment, notification and accrual stages of the accommodation tax are included in the Tax Procedure Law, which must also be applied for the taxes included in the Expenditure Taxes Law. In this context, the assessment and accrual procedure of the accommodation tax in the taxation process is subject to Article 25 of the Tax Procedure Law. Consequently, in the notification of the accommodation taxes that have been accrued upon being levied, the principle of the transaction replacing the notification is valid. From this point of view, it becomes obligatory to pay the levied accommodation taxes.

Accommodation tax in the Turkish Tax System, which is considered to be functional in comparison with international practices, is included in the taxation classifications within the scope of tax theory within the framework of its characteristics. In this context, according to the economic source accommodation tax is an expenditure tax. According to the boundary of the taxpayer and of the subject is a general tax (broad-based tax). According to whether the subjective situations of the taxpayer are handled or not is an objective tax. According to the relationship of tax with economic activities is an indirect tax. According to whether the tax is reflected or not is a market directed tax. According to base determination method is an ad valorem tax (value tax). According to tariff type is a single rate tax. According to the administration collecting the tax is a central government tax. According to the purpose of the tax is a fiscal purpose tax. According to economic effects is a supplementary tax.

REFERENCES

- Akçaoğlu, E. (2020). Konaklama Vergisi Hakkında Kısa Bir Değerlendirme. *Hacettepe Hukuk Fakültesi Dergisi*, 10(2), 388-405.
- Akgül Yılmaz, G. (2020). *Kamu Maliyesi: Teori ve Türkiye Uygulaması* (6th edn). İstanbul: Türkmen Kitabevi.
- Aksoy, Ş. (2010). *Vergi Hukuku ve Türk Vergi Sistemi: Temel Prensipler, Vergi Tekniği, Türk Vergi Sistemi* (6th edn). İstanbul: Filiz Kitabevi.
- Aşcı Akıncı, N. (2020). Konaklama Vergisi: Ölçülülük Meselesi. *TBB Dergisi*, 148, 77-100.
- Bilici, N. (2020). *Vergi Hukuku: Vergi Usul Hukuku, Vergi Yargılama ve Tahsil Hukuku* (50.bs). Ankara: Savaş Yayınevi.
- Bozdoğanoglu, B. (2013). Konaklama Vergisi Uygulaması ve Türkiye’de Uygulanabilirliği. *Maliye Dergisi*, 164, January-June, 131-149.
- Bulutoğlu, K. (1982). *Türk Vergi Sistemi Dersleri* (1st edn). İstanbul: Araştırma, Eğitim, Ekin Yayınları.
- Candan, T. (2018). *Açıklamalı Amme Alacaklarının Tahsil Usulü Hakkında Kanun* (4th edn). Ankara: Yetkin Yayınları.
- Cenikli, E. (2015). Avrupa Birliği Üyesi Ülke Örnekleriyle Turizm ve Konaklama Vergileri. *Uluslararası Antalya Üniversitesi Hukuk Fakültesi Dergisi*, 6, 85-103.
- Cenikli, E. and Şahin Duran, D. (2021), Karşılaştırmalı Hukukta ve Türkiye’de Konaklama Vergisi. 19(75), Summer, 86-113.
- Çelikkaya, A. (2011). Türkiye ve Avrupa Birliği Üyesi Ülkelerde Konaklama ve Yiyecek-İçecek Hizmeti Sunan Turizm İşletmelerinde Katma Değer Vergisi Uygulamalarının Karşılaştırılması. *Anatolia: Turizm Araştırmaları Dergisi*, 22(2), Autumn, 167-182.
- Değirmendereli, A. (2020). *Türk Vergi Sistemi* (1st edn). Ankara: Seçkin Yayıncılık.
- Demirkan, U. (1979). *Vergicilik El Kitabı*. Maliye Bakanlığı Tetkik Kurulu Yayını No. 193-1979, Ankara: Damga Matbaası.
- Doğan, M. (2017). Turizm ve Şehir Vergisi: Kuramsal Bir Analiz ve Türkiye Üzerine Öneriler. *Anatolia: Turizm Araştırmaları Dergisi*, 28(2), Autumn, 269-280.

- Duran, O. (2010). *Çevre Politikaları ve Vergilendirme: Ekolojik Vergi Reformu*. Gaziosmanpaşa Üniversitesi, Sosyal Bilimler Enstitüsü, Maliye Bölümü, Maliye Ana Bilim Dalı, Published Master's Thesis.
- Ekmekci, E. (1994). *Kurumlar Vergisinde Dar Yüklümlülük*. İstanbul: Kazancı Hukuk Yayınları No: 132.
- Erginay, A. (1990). *Vergi Hukuku: İlkeler-Vergi Tekniği, Türk Vergi Sistemi* (14th edn). Ankara: Savaş Yayınları.
- Erginay, A. (2010). *Kamu Maliyesi* (18th edn). Ankara: Savaş Yayınevi.
- Erol, A. (2021). *Türk Vergi Sistemi ve Vergi Hukuku* (6th edn), Ankara: Adalet Yayınevi.
- Ertuğruloğlu, M. (1969). *Maliye İlmi: Maliye İlminin Genel Esasları*. I. Book. Özel Ankara İktisadi ve Ticari İlimler Yüksek Okulu, A Serisi Yayınları No: 8, Ankara: Başnur Matbaası.
- Feyzioğlu, B. N. (1952). Mükellefiyet Doğurucu Vakıa. *Ankara Üniversitesi Siyasal Bilgiler Fakültesi Dergisi*, VII(1-4), 52-89.
- Feyzioğlu, B. N. (1977). *Vergi Hukuku Ders Notları*. İstanbul: Teksir-Daktilo-Fotokopi.
- Grand National Assembly of Turkey (1956-a). Gider Vergileri Kanunu Lâyihası ve Muvakkat Encümen Mazbatası (1/471). <https://www5.tbmm.gov.tr/tutanaklar/TU-TANAK/TBMM/d10/c013/tbmm10013088ss0264.pdf> (Date of Access: 12.12.2022).
- Grand National Assembly of Turkey (1956-b). Gider Vergileri Kanunu, https://www5.tbmm.gov.tr/tutanaklar/KANUN-LAR_KARARLAR/kanuntbmmc038/kanuntbmmc038/kanuntbmmc03806802.pdf, (Date of Access: 12.12.2022).
- Grand National Assembly of Turkey (1984). Katma Değer Vergisi Kanunu Tasarısı ve Plan ve Bütçe Komisyonu Raporu (1/498), <https://www5.tbmm.gov.tr/tutanaklar/TUTANAK/TBMM/d17/c007/tbmm17007016ss0130.pdf> (Date of Access: 21.11.2022).
- Grand National Assembly of Turkey (2008-a). İl Özel İdaresi ve Belediye Gelirleri Kanunu Tasarısı, <https://www2.tbmm.gov.tr/d23/1/1-0505.pdf> (Date of Access: 14.01.2023).

- Grand National Assembly of Turkey (2008-b). Kanun Tasarı Bilgileri, <https://www.tbmm.gov.tr/Yasama/KanunTeklifi/60798> (Date of Access: 14.01.2023).
- Grand National Assembly of Turkey (2019). Dijital Hizmet Vergisi Kanunu ile Bazı Kanunlarda ve 375 Sayılı Kanun Hükmünde Kararnamede Değişiklik Yapılması Hakkında Kanun Teklifi, www2.tbmm.gov.tr/d27/2/2-2312.pdf (Date of Access: 14.01.2023).
- Göker, C. (2011). *Yönlendirici Vergilendirme*. Ankara: Turhan Kitabevi.
- Güler, A. (2017). Roma ve Venedik Özelinde İtalya’da Turist Vergisi ve Türkiye’de Uygulanması, *Pamukkale Journal of Eurasian Socioeconomic Studies*. 4(1), 18-25.
- Güneş, G. (2014). *Verginin Yasallığı İlkesi* (4th edn). İstanbul: On İki Levha Yayıncılık.
- Güzel, V. and Yıldız, S. (2019). Konaklama Vergisinin Gerekliliği ve Türkiye’de Uygulanabilirliği. *Vergi Raporu*. 243, December, 11-21.
- Kaneti, S. (1989). *Vergi Hukuku* (2nd edn). İstanbul: Filiz Kitabevi.
- Kaneti, S., Ekmekci, E., Güneş, G. and Kaşıkçı, M. (2022). *Vergi Hukuku* (2nd edn). İstanbul: Filiz Kitabevi.
- Karakoç, Y. (2014). *Genel Vergi Hukuku* (7th edn). Ankara: Yetkin Yayınları.
- Karakoç, Y. (2020). *Kamu İcra Hukuku Bilgisi*. Ankara: Yetkin Yayınları.
- Kılıçer, E. (2019). Turist Vergisi: Yabancı Ülke Uygulamaları ve Türkiye’de Uygulanabilirliği Üzerine Bir İnceleme. *Mali Çözüm*. 29 (151), 55-74.
- Kırbaş, S. (2015). *Vergi Hukuku: Temel Kavramlar, İlkeler, Kuramlar* (20.bs). Ankara: Siyasal Kitabevi.
- Kızıltoprak, Ö. (2022). Türkiye’de Konaklama Vergisinin ve Turizm Payının Tahsis İlkesi Yönünden Değerlendirilmesi. *Balıkesir Üniversitesi İktisadi ve İdari Bilimler Fakültesi Dergisi*. 3(1), July, 13-24.
- Korkmaz, E. (1982). *Vergi Yapısı ve Gelişimi*. İstanbul Üniversitesi Yayın No. 2989, İktisat Fakültesi Yayın No. 489, İstanbul: Gür-Ay Matbaası.
- Mutluer, M. K. and Dayanç Kuzeyli, N. N. (2019). *Vergi Hukuku: Genel ve Özel Hükümler*. Ankara: Yetkin Yayınları.

- Neumark, F. (1951). *Maliyeye Dair Tetkikler* (4th edn). İstanbul: İstanbul Akgün Matbaası.
- Oktar, S. A. (2022-a). *Vergi Hukuku* (16th edn). İstanbul: Türkmen Kitabevi.
- Oktar, S. A. (2022-b). *Türk Vergi Sistemi* (3rd edn). İstanbul: Türkmen Kitabevi.
- Öncel, M., Kumrulu, A., Çağan, N. and Göker, C. (2019). *Vergi Hukuku* (28th edn). Ankara: Turhan Kitabevi.
- Öncel, M., Kumrulu, A., Çağan, N. and Göker, C. (2018). *Vergi Hukuku* (24th edn). Ankara: Turhan Kitabevi.
- Öner, E. (1981). *Vergi Açısından Türk Kamu Hukuku*. Maliye Bakanlığı Tetkik Kurulu Yayın No: 1980/221. Ankara: Başbakanlık Basımevi.
- Öner, E. (2020-a). *Vergi Hukuku* (12nd edn). Ankara: Seçkin Yayıncılık.
- Öner, E. (2023). *Türk Vergi Sistemi* (12nd edn). Ankara: Seçkin Yayıncılık.
- Özkan, E. and Sümerli Sarıgül, S. (2019). Mali İdarelerde Yeni Vergi Modeli: Turist Vergisi Uygulamaları ve Türkiye Değerlendirmesi. *Vergi Raporu*, 243, December, 180-192.
- Pehlivan, O. (2020). *Vergi Hukuku: Genel Hükümler ve Türk Vergi Sistemi* (New edn). Trabzon.
- Pelin, İ. F. (1937). *Finans İlmî ve Finansal Kanunlar*. First Book. İstanbul Üniversitesi Hukuk Fakültesi, İstanbul: Bozkurt Basımevi.
- Saban, N. (2019). *Vergi Hukuku* (9th edn). İstanbul: Beta Yayınları.
- Saraçoğlu, F. (2020). *Türk Vergi Sistemi* (9th edn). Ankara: Gazi Kitabevi.
- Schmölders, G. (1976). *Genel Vergi Teorisi* (Translator: Salih Turhan) (4th edn). İstanbul: Fakülteler Matbaası.
- Sidal, H. (1966). *Gümrük Politikası: Mevzuatı ve Tatbikatı*. Volume: I, İstanbul İktisadî ve Ticarî İlimler Akademisi Yayını No. 39-196, İstanbul: Berksoy Matbaası.
- Susam, N. (2020). *Kamu Maliyesi: Temel Kavram ve Esaslar* (4th edn). İstanbul: Beta Yayınevi.
- Şen, H. and Sağbaşı, İ. (2016). *Vergi Teorisi ve Politikası* (2nd edn). Ankara: Kalkan Matbaacılık.

- Şenyüz, D., Yüce, M. and Gerçek, A. (2019). *Vergi Hukuku (Genel Hükümler)* (10.bs). Bursa: Ekin Yayınevi.
- Şenyüz, D., Yüce, M. and Gerçek, A. (2022). *Türk Vergi Sistemi* (19th edn) Bursa: Ekin Yayınevi.
- Toman, M. and Türkcan, H. (2015). Turizm Sektör Politikaları Bağlamında Konaklama Vergisinin Uygulanabilirliği; İstanbul Örneği. I. Eurasia International Tourism Congress: Current Issues, Trends, and Indicators (EITOC), 259-267, Konya, 28-30 Mayıs 2015.
- Tuncer, S. (1972). *Kamu Maliyesi* (3rd edn). İstanbul: Yalkın Ofset Matbaası.
- Turgay, R. (1967-1968). *Vergi Tekniği*. Volume: I. Ankara: Ankara İktisadî ve Ticarî İlimler Akademisi Ders Notları Sınıf: IV.
- Turhan, S. (2020). *Vergi Teorisi ve Politikası* (7nd edn), İstanbul: Filiz Kitabevi.
- Uçar, O. and Ayrancı Bağrıaçık, E. (2021). Türkiye’de Konaklama Vergisi: Ulusal Düzeyde Uygulanması Üzerine Eleştirel Bir Yaklaşım. *Çukurova Üniversitesi İİBF Dergisi*. 25(2), December, 347-361.
- Yavan, S. (2020). Türkiye’deki Konaklama Vergisinin Değerlendirilmesi. *Vergi Raporu*. 250, July, 188-203
- Yegen, B. (2019). Mahalli İdareler Açısından Alternatif Bir Gelir Kaynağı: Turist Vergisi. *Vergi Dünyası*. 38(456), August, 41-52.
- Yerci, C. (2020). *Yorum ve Açıklamalarla Gümrük Hukuku ve Davaları: Örnekler-Çözümler-İçtihatlar* (2nd edn). Ankara: Seçkin Yayıncılık.
- Yılmaz, B. E. (2020). *Maliye* (4th edn). İstanbul: Der Yayınları: 453.
- Yüce, M. and Çelikkaya, A. (2016). *Örnek Uygulamalarla Gümrük Uyuşmazlıkları ve Çözüm Yolları* (1st edn). Bursa: Dora Yayınları.
- Zorlu, S. (1981). *Vergi Hukuku*. Maliye Bakanlığı Tetkik Kurulu Yayın No: 1980/222, Ankara: Başbakanlık Basımevi.

ISBN: 978-625-6971-27-1



LEGITIMACY, COMPLEXITY AND MOTIVES FOR POLITICAL ACTION

Ass. Prof. Dr. Ali DEMIR

Avrasya University
Faculty of Economics and Public Administration
Head of Bachelor Political Science and Administration,
ORCID: 0000-0002-7955-0085

Introduction

How is it possible that the technocrat Kemal Kılıçdaroğlu is not only frowning upon the smooth-talking politician Recep Tayyip Erdoğan, but also has realistic chances against Erdoğan and his coalition partners in upcoming elections? One possible answer lies in the fact that Kılıçdaroğlu promises 21st century institutions, while Erdoğan owes his power to 19th century intuitions. In order to make this question and answer understandable, the following section first discusses the process of developing the relevant institutions and evaluating them. The reasons for the transition from a direct type of leadership within a small and functionally manageable community to an indirect type of influence within large and complex societies will be examined, which were structure-forming.

These reasons are analysed under the concepts of complexity level and information availability and placed in a structural relationship to participation and representation. Where there is convergence between these, complementarity between theory and practice can be assumed. Where, on the other hand, there is dissonance between the conditions for action and the motives for action of the actors, this tension can lead to a mobility of the existing structures. Discontinuity is thus a question of complementarity and/or dissonance between these determinants. With this idea in mind, the question of the conditions for the possibility of participation in modern democracies will be discussed in the next part and linked to the upcoming elections in Turkey. With this perspective, the last part then uses this example to discuss three types of electorates and the reasons for their choice. Finally, conclusions are drawn from the whole.

Evolution of Democratic Institutions

Max Weber famously distinguished between three types of legitimate rule; these are legal, traditional and charismatic rule (Weber, 1985). In the case of legal

rule, legitimacy is attributed to a legitimate law that applies equally to citizens and the ruling class and can be amended. Rule is unfolded through an administration whose members are selected according to their abilities (Weber, 1985: 474). On the other hand, traditional rule is legitimized by a belief in the sanctity of the existing order. Those affected are "subjects". Law is based on tradition and the relationship with subjects is shaped according to the most personal affection and dislike (480). Finally, charismatic rule gains its legitimacy from magical powers, divine revelations and heroic deeds. Weber differentiates charismatic rule into the rule of the prophet, the war hero and the great demagogue. They all symbolize the eternally new. They symbolize the transformative leader with extraordinary qualities. But "when he is 'abandoned' by his God or deprived of his heroic power or of the faith of the masses in his leadership qualities, his rule falls away." (Weber, 1985: 481).

The legitimacy of the kingdoms, i.e. power based on tradition, was attributed on the one hand to their performance in wars and on the other hand to blood relationship (cf. table 2). Athenian democracy, however, also knows a prototype of this legitimation in the power of the democracies, which later turned into tyrants under certain circumstances. The legitimation of the prophets differs from these two types. Prophets legitimized their power through their extra-ordinary powers and by referring to God's laws. The source of power is more abstract with prophets compared to legitimation based on traditions. But of course, there are also mixed forms, as was practiced in the caliphate of the Ottoman Empire (Demir, 2016: 310-408). Finally, legal rule. The embryo of legal legitimacy is Roman Republic. Roman Republic became more geographically differentiated on the one hand (the seven hills) and socially differentiated on the other. Compared to the ancient Greek polis, the Roman Republic was based less on the principle of common, democratic decisions and more on the legal principles developed by experts and supported by the common will. The Senate differed from the model of the ancient Greek People's assembly in its technical and geographical distance from the executive, the Caesar.

Legal rule was further developed in the nation states. The prototype is the United States of America (USA). Here, the institutions and structures of will and decision-making were differentiated in the face of the growing complexity and information processing of society. The constitution of the USA is based on the principle of citizenship, which is based on both democracy and the rule of law. It is to this convergence that Jürgen Habermas bases his equal originality thesis about democracy and law (Habermas, 1998: 107, 155, 176). In fact, the high level of complexity of this society can be found precisely in the institutions of democracy and the rule of law; the formation of wills is formed in the plural organized

associations, media and interest groups. Decision-making is formed in the democratically organized constituent states, their popular assembly institution of parliaments, which in turn are in interdependent communication with the central state. In contrast, the rule of law is guaranteed by the people's rights, checks and balances and expanded institutions of the constitutional courts, which are also supported by the corresponding culture, truth of self-evidence and communication structures. From an economic perspective, the USA is characterized not only by these institutions of democracy and the rule of law, but also by a pronounced culture of individual responsibility for the common good in its economic logic (Acemoglu and Robinson, 2012).

USA are also exemplary in terms of the institutionalization of direct and representative democracy. Historically, representative democracy belongs to the media whose actors have transformed the excessive demands of higher social complexity and individual information processing capacity in the living world into an option for action for the benefit of all, and in this transformation have incorporated it into the political system. Instead of an ineffective rule of all over all at all times, a temporary rule of a few over all was created. Historically, this institutionalization goes back to the transformation of monarchies into representative democracies. Decision-making authority was now no longer in the hands of a king alone, but was expanded with the creation of parliaments as a new type of coordinating mechanism and responsibility was placed on the shoulders of a select elite. Politics as the king's monopoly of power over his subjects was now transformed through the logic of service by appointed ministers to kings and/or the people (Foucault, 2003: 796-823). As time wore on, this notion of taking responsibility became more sophisticated and developed into a general system of representation. Existing bodies of knowledge, worldviews, lifestyles and motives for action were fused into a unity of territory, power and law through the electoral, party and governmental systems. The nation-state is a product of this unity of individual preferences and common institutions (Foucault, 2003: 900-905). During that time, theory coincided with practice insofar as the actors, who became decision-makers through sufficient income and assets, constituted themselves on the basis of economic power and the concept of justice legitimized by natural law.

From this genealogical perspective, we can see that power, based on a democratic ethos as a good form of shared decision-making, has become increasingly rationalized, disenchanting from its original values and differentiated as well. This has two consequences in the final analysis. The *first consequence* can be seen in the fact that this development leads to a systemic, structurally and functionally controlled distance between motives for action and conditions for action (Luhmann, 1997). Professionalization is the result of this long lasting rationalization (Demir, 2022a; Demir, 2022b). On this constraint can be led process of taking

responsibility, which has run from concrete common participation, to abstract representation among an elite. We observe that in the course of social time, the power and responsibility perceived in the common is increasingly handed over to an elite. The existing tension between theory and practice is invalidated by a new theory; it is no longer participation but representation that has now been accepted as the theory of a constitution of the common.

From a retrospective perspective view, society organized according to this accumulation of power was characterized by a social structure divided according to the scheme of top and bottom. The higher a person was placed in the social structure of society, the more status, power and rights were at his or her disposal. However, the power structure that emerged from this social structure was increasingly questioned the more the principle of elite selection was perceived as a corruption among those concerned and linked to their inability to perform. This social and power structure also went down more or less with the emergence of society, which was now led not only by the representatives of charisma based on religious promises, wealth, land, but also by the representatives of mobile resources, such as money and law (Simmel, 1920; Weber, 1980: 387-395).

The *second consequence* lies in the compulsion to link legitimacy with efficiency. We can observe this in the process of the transformation of kingdoms into the types of representative democracies. Kingdoms, monarchies and oligarchies are increasingly adopting the structures of representative decision-making. On the one hand, from the prophetic tradition of the division of the world into this world and the next, and with the corresponding representation of their representatives in the organization of society (namely church and state), and on the other hand, with the division of power into representatives of landowners (kings, feudal lords) and land users (peasants), society was at least divided into these two different but basically stable lines of conflict. With the emergence of society, this stability was nudged in the direction of questioning, of mobility (Weber, 1980: 382-385; Arendt, 1992: 13-16; Habermas, 1987: 369-445). The old familiar structure of sacred/profane and above/below now generates a sensed insecurity with the emergence of the demand for participation by the representatives of the people, what leads to the civil wars (Hobbes, 1976). Civil wars, from this perspective, are the medium of communication between religion as the source of legitimacy and war as the source of coercion. But, both (legitimacy and coercion) are guided by the idea of efficiency. Efficient is the intervening variable between war and religion (cf. table 1). Legitimate, therefore, is the approach of communication that efficiently leads to wealth. The medium of this communication is legitimately earned money.

The prototype of the political organization of this new social structure are representative monarchies with a parliament in which different estates are present.

In representative monarchies, the attempt of the representatives from above can be seen to enter into a quid pro quo with the representatives from below; for a participation, representatives from below make their physical strength, i.e. armed force, available (Mann, 1993; Krise, 2007). While the estates/senate, the estates society were designed for the representatives of centre/periphery as well as state/church, the seats in the national parliaments were filled by the representatives of top, bottom and centre. In the national parliaments, the principle of differentiation based on diversity is extended by stratification based on social difference. In other words, alongside the territorial division of centre /periphery and metaphysical top/bottom, social difference now emerges as a category of society; diversity with the top/bottom structure is joined by inequality as the two sides of the social difference principle. Society is still divided into two groups (top/bottom), but now not only between landowners and land users (wealth=landowners (kings) and land users (peasants)), but also into representatives of mobile and immobile resources. This can be seen in the distinction between land and bureaucracy on the one hand, money, education and technology on the other.

Political parties logically organize along these lines of conflict; workers with corresponding mobile resources of labour, education and technology on the one hand, employers with their immobile land and assets on the other. This leads to a next level of tension; the quantitatively high force of mobility was now confronted with a quantitatively resistant immobility. This antagonism led to colonialism and imperialism on the one hand and to the emergence of (national) socialism on the other. At the same time, it also made possible a new type of mobility that stretched across geographical borders. Thanks to the possibility of this new mobility, Karl Marx was able to call on workers to unite regardless of their nation, language, religion and gender. Representative democracies with their corresponding electoral and party systems are the institutions of communication of this phase.

Consequently, the causes of civil wars are questioned and exposed as inefficient, non-useful communications on the one hand by political philosophy on the basis of legitimacy and on the other hand according to economic logic as the sphere of legal and concrete facts. In the writings of Adam Smith, David Ricardo, Karl Max on the one hand, Thomas Hobbes, John Lock and Jean-Jacques Rousseau, this transition from legitimization to disenchantment, de-legitimization of the factual can be read. The point is that the experienced uncertainty is moved by the representatives of efficiency towards a new type of communication. Once again, a tension between theory and practice is built in.

Jürgen Habermas has analysed this process in the differentiation of the rationalization of action orientations and the increase in complexity of action systems

(Habermas, 1987: 209). By action orientations he means above all the replacement of the religious conception of the world and man by moral philosophy, science, art and modern law. In contrast, systems of action are about the differentiation of social subsystems; law, economics and science detach themselves from politics and differentiate themselves, each through its own medium. Habermas addressed these issues in his *Theory of Communicative Action* as well as in *Between Facts and Norm*. In the *Theory of Communicative Action*, Habermas has done the side of action orientations in the examination of the writings of Georg Herbert Mead, Emile Durkheim, Max Weber and the side of action systems in the analysis with Parsons and Luhmann's writings. The more complex a society is, the more media with the corresponding encodings replace life-world face-to-face communication. For example, money as a medium of economy replaces individual negotiation in the bazaar by encoding each offer with the corresponding ability to buy or not to buy. Each time, the sequence of actions is integrated into the decision-making system with the code 1 or =, i.e. code 1=having money and code 0=not having money, so that it is not necessary to negotiate each time for each good. The same pattern can be found in art, education, science, intimate relationships and law. In all these subsystems, complexity is facilitated by a new medium of communication (Demir, 2023a: 83-127).

In this respect, Habermas' *theory of discourse* is the synthesis of the two types of rationalizations. In the *Structural Transformation of the Public Sphere*, in *Theory of Communicative Action*, *Between Facts and Norm* and *the Inclusion of the Other*, Habermas presented his idea of a mediation of the system with the life-world or his idea of a mediation of the rationalization of action orientations and the increase in complexity of action systems. It is worth emphasizing the fact that Habermas considered the differentiation of these systems to be a necessary rationalization, but saw their decoupling from each other as a danger on the way to consensus (Habermas, 1987: 365; Demir, 2016: 26). In this argument, democracy in the sense of qualitative good, appropriate, wise formation of opinion and will through the discourses/consultations is a substitute for the loss of an orientation to action based on the religious, moral views of man and the world. Democracy can be seen both as the new medium of the old, long-standing tension between conditions of action and orientations of action, and as the mediation of this theory. Democracy, in this second case, is the realm of the mediation of theory with practice. In this respect, democracy is the result of an action that did not aim at full participation at all. Democracy is rather the result of a measurement of forces between the actors of dis-continuity.

Dissonance between Conditions and Intentions for Political Action

The paradox of our time is that the amount of information available to us has never been in more stark contrast to our ability to absorb it. On the one hand, the quantity as well as the quality of information about the experiential external world has never been so varied and so easy to obtain. Therefore, we seem to be better informed about this experiential objective outside world as well as about our inner subjective world today than the generations before us. On the other hand, the existing institutional assistance to the actors of the lifeworld to classify this information is either no longer sufficient, or the aim of the existing institutions is not (any longer) to meet this expectation. Contributing to this is the fact that although we have better possibilities for collecting and evaluating information about these worlds, the discrepancy between those who can meaningfully adapt and absorb this information and those who do not have meaningful access to it has never been so great, so centralized, monopolized and managed as it is today (Demir, 2022c).

Although information by its nature orients actors towards a preferred action, no genuine personal action orientation emerges from information accessible for everyone. This is reflected in the lifeworld of those affected as a visible excessive demand, uncertainty and even endangerment of their own ways of life. In view of the sheer quantity and high quality as well as the accompanying normative expectation to adapt the orientations of action to one's own living conditions, in a world of the free and equal, a number of institutions should have been created that would have tried to reduce this overload. Exactly the opposite seems to be the case; the power of the institutions of civil society with an orientation towards the common good seems meaningless in the face of the supremacy of organized private interests. Indeed, the level of social complexity was never before higher than the level of complexity-reducing media (Scholtz, 2021: 16).

At this point, the function of religion as a complexity-reducing medium, whereby answers to the question "what should I know" and "what should I do" were given, should either be extended by moral philosophy, science and art, or even taken over by them. Exactly the opposite seems to be also for that case: Moral philosophy, science and art not only do not help, but in many cases they themselves contribute to the legitimization of this discrepancy (Luhmann, 1990; Bourdieu, 1998). One question is whether democracies can be an alternative to religion, moral philosophy, science and art as well as an alternative to the accumulation of money and wealth (Mouffe, 2000).

First, for like the systems mentioned, democracy has a theoretical and a practical structure of communication as well. Not only in the systems mentioned but also in democracy, the people concerned are bombarded with information for

which they have hardly any well-developed instruments for processing. In democracies, too, the technologies developed may be dedicated to particular profit interests. In democracies, too, the motive basis of their existence may not be social participation, communicative action, the search for consensus, but purpose-rational profit. At the same time, all this technology and purpose can also be used for the development of democracy. The internet, social media and tools developed around them, such as smartphones and the internet of things, can facilitate participation in socially relevant goods such as prosperity, democracy and the rule of law.

Second, democracy can be conceived as a way of life, such that participation is not practiced as a means to something normatively higher, but simply as an end in itself. From this perspective, democracy is not a complex of confusing rules and actors pursuing antagonistic interests. Rather, democracy can be viewed as the basis of shared decision-making and will-forming among the free and equal. So we could lead our biological life towards a social immortality. At least that would be a hope instead of this sheer exclusion (Arendt, 1992, 23-26; Oakeshott, 1995: 180-184; Mouffe, 2000: 98-105-100). The paradox of our time thus lies both in the discrepancy between the complexity level of society and individual processing capacity of this information, as well as in the absence of complexity-reducing media and/or actors that meaningfully prepare and classify the discrepancy between producers and consumers of this information. In many cases, this leads to an antagonistic confrontation between active participants and passive spectators.

Complexity Level and Information Availability

If we take complexity level as an indicator of action conditions and information availability as an indicator of action intentions, then convergence and/or dissonance between complexity level and information availability can be interpreted for the stability and/or mobility of the respective variable. Stability and/or mobility can then be decoupled from the complexity level of society but coupled with the ability of institutional and individual information processing, without pathological consequences. A question for deepening is then when, under which conditions do traditions, views, norms and institutions of the actors no longer coincide with the conditions of action that the actors find in society. An answer to the question would give clues as to when they are catalysts for stability, security and stasis and when they become sources of innovation, insecurity, mobility, even revolution.

In the following, to answer this, I first develop an orientation scheme and then discuss possible ways of dealing with this uncertainty. To do this, I first establish

a logical connection with Lipset between legitimacy and effectiveness; effective rulers enjoy higher legitimacy in society and rulers with higher legitimacy are efficient (Lipset, 1959: 90).

Table 1: *Legitimacy and Effectiveness According to Lipset*

		effectiveness	
		+	
		-	
legitimacy	+	A	B
	-	C	D

Accordingly, societies in field A have high stability, legitimacy and societies in field D have low legitimacy and effectiveness. Consequently, due to the insecurity and instability they emanate, these rulers in field D either decline or transform themselves from democracies with high legitimacy to dictatorships with low legitimacy and effectiveness. In this table, Lipset does put political legitimacy in a structural context with economic effectiveness, but his model neglects both the type of knowledge needed for legitimacy and level of complexity of the society in question. Both are prerequisites for a community with democratic culture. A society without a certain level of complexity and a corresponding knowledge structure does not need the institutions of democracy, which are necessary for a stable but also peaceful order, i.e. one based on equality and freedom.

In order to fill the gap, I like to make a broad differentiation between legitimacy and the type of knowledge, based on Lipset's table and Max Weber's types of legitimate rule discussed. According to this, there is a structural-logical connection between them. First, a distinction is made between legitimacy based on religious belief and legitimacy based on type of knowledge. In the table below, legitimacy is divided into high (A/B) and low (C/D) and knowledge type into scientific knowledge (A/C) and religious-cultural insight (B/D) (cf. table 1). Of particular interest are fields A and D. In field A (high legitimacy and scientific insight), there is a high level of trust in elites and the rule offers a high level of security. Here, democratic institutions can emerge because the actors can not only express and communicate the tensions they experience in everyday life, but can also logically classify and interpret them in a meaningful way with what they find in the community, thanks to existing explanatory patterns and corresponding institutions. In this respect, theory coincides with practice. Security and stability are the products of high legitimacy and the types of knowledge based on science. This means that what has been said, or more precisely the content of the assertion,

can also be verified outside one's own cultural boundaries, if necessary, or reasons can be asserted as to why the requirement for this verification is inappropriate.

On the other hand, the combination of low legitimacy and the type of knowledge based on religious-cultural insights (field D) results in a high level of mistrust towards elites. This is because the actors can neither bridge a gap between what they experience and what they want to explain, or what is offered to them as an explanatory model by the community, nor is this explanatory model made available to them by the institutions of that community. With the existing type of knowledge, what is experienced cannot be logically and meaningfully classified. There is a discrepancy between theory and practice. On the one hand, this leads to mistrust of the elite and, on the other, to the decline of democratic institutions and thus also to the rise of dictatorship.

Table 2: Legitimacy and Type of Knowledge

		Type of Knowledge	
		scientific knowledge	religious-cultural insight
Legitimacy	high	<p>A</p> <p>-high trust in elite</p> <p>-emergence of democratic institutions</p>	<p>B</p> <p>-high belief in elite based on superstition</p> <p>-forms of charismatic-authoritarian rule such as caliphate and oligarchy</p>
	low	<p>C</p> <p>-objectified scepticism towards the elite and institutions</p> <p>-forms of aristocracy</p>	<p>D</p> <p>-high distrust of elite descent democratic institutions</p> <p>-rise of dictatorship</p>

Field B contains a highly legitimised rule with an underlay of religious-cultural insight. This is an unstable epistemological basis in that what is experienced and the epistemological tensions that arise from it are corrupted by an external, domineering motivation instead of a likewise knowledge-based understanding. The more complex the level of information, the less the actors believe in a rule with a legitimation based on insight. In addition to insight, legitimisation also requires knowledge that transcends cultural boundaries. We can simply see that

from the empirical evidence as well; the number of states that legitimize themselves according to such a type belong to the absolute minority; Saudi Arabia, Thailand, Iran, Afghanistan, the Vatican are the most important. This sociological instability is reflected in the forms of charismatic-authoritarian rule such as caliphate and oligarchy. Finally, field (C) is about a society with low legitimacy but with easy access to scientific knowledge. This constellation ends in a deep scepticism towards elites, traditions, routines and beliefs. Knowledge does not converge with cultural codes. Aristocracy is therefore the appropriate form of rule because it allows efficient management of everyday life even without broad participation. In this respect, objectified scepticism serves to bridge the approval of rule despite better knowledge and against one's own conviction for a better alternative.

A society can indeed be analysed according to the concepts of legitimacy and the nature of knowledge. At the same time, legitimacy is a concept of political science, of political philosophy, while mode of knowledge is interpreted here in terms of the sociology of knowledge. Also, the differentiation between insight and knowledge, which goes back to Jürgen Habermas, can be questioned insofar as there is no knowledge that is outside the life-world structures, which are themselves built on insight (Wittgenstein, 1980). Since these conceptualizations also come from two different disciplines, one normative and the other descriptive, the question arises as to whether there is another, purer possibility that better depicts and allows for the analysis of tensions contained therein. The concepts already introduced, complexity level and information availability, are proposed here as an answer. The complexity level refers to the differentiation between action orientations and the increase in complexity of action systems and their respective differentiations mentioned. Information availability refers not only to the availability of information from various disciplines, but also to access to it and its quality. In this respect, information availability is a discipline-specific term for the type of knowledge just discussed. Complexity level and information availability are scaled in low, medium, high.

Table 3: Level of Complexity and Availability of Information

Level of complexity Availability of information	low	average	high
low	A no tension, high stability		B dictatorships
average		self-sufficient community	
high	C revolt		D democracy

Now we can return to our question of when dis-continuity takes place. First of all, dictatorships arise in societies with a high level of complexity and low information availability, because here there is a highly complex, differentiated but not universally supported social structure with the corresponding know-how, which is indicated by the low information availability. In field C, society is characterized by high information availability and a low level of complexity. The knowledge of other possibilities thanks to the high information availability generates a high level of need for action among those affected, if society has a low level of complexity at the same time. But democracies emerge in field D, where society is characterized by both a high level of complexity and high information availability. As a rule, these are democracies in pluralistic-individualistic societies with pronounced differentiations in their subsystems. Democratic institutions of will-formation and decision-making become necessary precisely because of the high tension between the level of complexity and the availability of information, since the area of individual responsibility also grows here and consequently also the need for institutions supported by power and legitimacy. Democracy comes here to the convergence of theory with practice.

Forms of Representation

The question now is how participation is possible in complex and democratically organized societies? To answer the question, a distinction can be made between direct democracy according to the conception of Jean-Jacques Rousseau (1755) on a small scale and representative democracy according to the conceptions of John Stuart Mill (1861; 1859), Joseph Schumpeter (1942), as well as

deliberative democracy according to the conceptions of Jürgen Habermas (1991;1992), John Rawls (1975) and Seyla Benhabib (1996). Of course, other classifications can be made, but this is not about democratic theory in general (Sartori, 1997; Schmidt, 2008).

Direct Democracy (1): First of all, direct democracy as a field of action of individuals for a social assumption of responsibility on the basis of an ethics of responsibility itself reaches its limits, especially since this sense of duty cannot, must not and should not be expected from everyone, for all possible political issues and at all times. Direct democracy, that is, the governance of the people through the participation of the people themselves, comes to a point of ineffectiveness and inefficiency in the face of limited resources. Therefore, we have to consider representative democracy as an alternative, if only because of the constraints.

Representative Democracy (2): From a historical-sociological perspective, representative democracy was practiced by distinguishing between eligible citizens in the sense of bourgeois, those entitled to vote, like *cives/citoyens* and those excluded (Marshall, 2007). Bourgeois are those actors who have a say in what resources the community uses and how the wealth generated from them is distributed. Historically, this group includes people with property rights, which usually goes with corresponding status. Bourgeois indicates the people residing within the high walls of the castle are the forerunners of these actors. Characteristic of the inhabitants of the castle, bourgeois, is immobility; the immobility of property, its titles, intimate relationships, the structure of knowledge -theology as the study of the interpretation of sacred books and philosophy as the study of the interpretation of ancient Greek texts.

Cives, citoyens are those who *entitled to vote*. They are the observers who try to get their opinions and interests through their votes and the necessary interrogation. *Cives, citoyens* are the enlightened participant -this is the prototype of these actors. Not property, but education was their capital. Compared to property, education requires greater complexity and mobility, which is reflected on the one hand in money, in diplomas, certificates, i.e. in the profession as the medium of mobility for these actors (Demir, 2022a; 2022b). The group of those entitled to vote could also be called the *observing affected*, as they vote for bourgeois, i.e. the citizens entitled to vote and thus have a certain influence on the decisions of the elite, but are actually not in a position to be elected, nor externalize their losses. In other words, as spectators they are part of the game in the theatre but neither director, actor, sound and light designer nor owner of the theatre. Their entitlement to the purchase of a ticket is limited in terms of time, factually and socially.

The former vote or are elected, while the *excluded* are present in the political system, but not part of it. Actors in this group primarily include children, young people, prisoners, women, foreigners and members of the (new) minorities who have either de jure or de facto been deprived of voting rights. The presence of these actors is indeed externalized from the political system, but only in its negative form, in the sense that it is not their participation, but their potential for threatening violence that influences the system. Also worth mentioning is the fact that democracies have found different options to the problem of weighting; in democracies with a federal state structure, the one-person-one-vote option is combined with the one-demo-one-vote option (one vote per state). In Switzerland, for example, a majority of the votes cast and a majority of the cantons are required for certain bills to be accepted (Müller, 1993; Kälin, 2000; Vatter 2002).

Another possible solution is to remove certain issues from the people's freedom of decision; for example, there are countries whose constitutions declare the form of government or human rights to be non-negotiable. But the problem remains in both cases that in these decisions, the longer the actor's preference is separated from their person. This "vote detachment" is about the problem of separating the decision made in the given vote and/or election from the person who made that decision, by decoupling all other decisions based on the first decision made by the representatives of the person in question (Wilson and Anderson, 2020). As voters within representative democracy, we have no possibility of influencing the decisions made thereafter, apart from electing a representative ourselves.

Apart from these difficulties, the normative meaning of *representative democracy* lies in the representation of the people by its elites for political issues and for a limited time. The selected political elites are charged with making a fully informed, correct and wise decision on behalf of the represented in each case. This solution, on the one hand, solved the problem of the tyranny of the majority by motivating the elites to compromise, which in turn came about both through the collegial relations that developed within the same parliament and, on the other hand, through the representation of minorities in the political parties, which could then make their minimal demands known when drafting their policies (Capatorti, 1997; Gamble, 1997; Donova and Bowler 1998; Fruhstorfer and Hudson, 2022). The latter was made possible by the party system, two and/or more parties, and the electoral system (majoritarian/ proportional representation); either barriers to entry were kept high, as in Turkey, leading voters either to assimilate minorities (France) and/or radicalize identity politics (Canada), or barriers to entry into the political system were kept low, as in Switzerland and Israel, leading either to a strengthening of civil society with a parallel weakening of the state (Switzerland), or to a polarization of the citizenry with a parallel strengthening of charismatic

policy-making (Israel). In the first case, institutions with a relatively long duration are created that process the demands from below in the mill of society, which drags out their developments and thus also mitigates possible positive and negative consequences for society as a whole. In the second case, the formation of wills and decision-making takes place promptly with the demands from below and above, but also their replacement by newer policies. In short, trust in charismatic personalities goes hand in hand with institutional instability.

Deliberative Democracy (3): Another form of will-forming and decision-making is deliberative democracy (Habermas, 1991; 1992). Before going into depth, I like first to note that all democratic societies strive both for stability in their structures and to remain open to necessary innovations in the functions of their institutions. Responsiveness, in this respect, is the result of a stable society with a capacity for innovation. Every community develops institutions that, in the best case, have deliberative forms of assembly, negotiation, compromise and consensus-building with the corresponding necessary rigid rules and rituals for the preservation and continuation of their existence. This is true for any community. What is different, however, is the idea in the Judeo-Christian tradition that life according to the principles of God's will is possible even under profane rule, even when that rule deliberately does not adhere to the principles that Judeo-Christian tradition recommends (Scholtz, 2021: 109). The interesting idea in the Judeo-Christian understanding of the state thus lies, on the one hand, in the separation of the state from the church and, on the other hand, in the distinction between socially preferred leadership and objectively correct, appropriate and insofar better organizational forms of decision-making as well as the corresponding leadership elite. In the first case, an answer is given to the question "who is the best person *for us*", while in the second case an answer is sought in common to the question "who is the best person for this task". Specifically, the question is answered as to how, given the preservation of the cultural specifications of the community, can it be organized under a non-religious rule?

Habermas has explored this tradition in the differentiation between ethics and justice. According to this, ethics is about different conceptions of the good life according to certain cultural, traditional preferences. In contrast, morality encompasses a realm of impartial principles of universal validity. On the basis of this distinction, Habermas develops his deliberative democracy with two principles, according to which only those norms should be selected and applied that could be accepted by all those possibly affected (Habermas, 1996: 49). According to the two principles, deliberations must be *open to all* who wish to make a relevant contribution, granting *equality* so that each actor has a realistic chance to contribute to the discourse. And the deliberators should on the one hand be *sincere* in what they say and on the other hand be under *no coercion* (Habermas, 1996, 62).

Under these conditions, Habermas expects the emergence of a deliberative democracy that, in the face of many differences, permanently strives to seek consensus in principles that do not contradict the sense of justice as a universally valid source of orientation. Taken together, the two principles should grant society both stability and innovation at the same time (Demir, 2023c).

Habermas' *deliberative democracy* is a proposal that, empirically speaking, has not been and is not being implemented anywhere. However, the European Union (EU), with its subsidiarity principle and extended rule of law guarantees, comes close to Habermas' deliberative approach insofar as Habermas' approach is based on experts and the European Union is in fact mainly supported and governed by the elite. In the European Union, citizens do not have comparable effective and efficient possibilities of influence as they have in their respective member states (Cheneval, Lavenex and Schimmelfennig, 2015). Therefore, the question arises how participation can be granted in an effective and efficient way even in the pluralistic and highly individualized societies? In other words, how can Habermas' deliberative approach be transformed into a participatory, citizen-empowering approach? Chantal Mouffe has given an answer by reducing the formation of will and decision-making consisting of polity, politics and policy to two dimensions, starting from A. Gramsci's (1991) concept of hegemony; she puts agonism before antagonism on the one hand and political before politics on the other. Mouffe assumes that legitimate power as the medium of democracy is complemented in hegemony as the convergence of social objectivity with power as the medium of the social. Therefore, a hegemonic order with an agonistic pluralism is possible, needed and could be achieved (Mouffe, 2000: 80-107). In the following, this idea will be complemented by analysing the connection between democracy, voters and reasons of trust for a party using the example of the upcoming elections in Turkey.

Three Types of Electorates

The question is, what effects can we expect to see in the upcoming elections in Turkey under the assumptions and existing conditions discussed. There are two blocs up for election; the Cumhur-Alliance consisting of Adalet ve Kalkınma Partisi (AKP), Milliyetçi Hareket Partisi (MHP) and Büyük Birlik Partisi (BBP). Cumhur-Alliance candidate is the incumbent President Recep Tayyip Erdoğan, who is also supported by the rather small, left-wing nationalist Vatan Partisi and indirectly by Memleket Partisi. On the other side is the Millet-Alliance, which consists of Cumhuriyet Halk Partisi (CHP), İyi Parti (İP), Demokrat Parti (DP); Saadet Partisi (SP), Demokrasi ve Atılım Partisi (DEVA) and Gelecek Partisi (GP). In addition, the candidate of Millet-Alliance, Kemal Kılıçdaroğlu, is also supported by Halkların Demokratik Partisi (HDP) and Türkiye İşçi Partisi (TİP).

The important question is who will vote for which coalition and why? To answer this question, I like first to divide all voters into Cumhur-Electorates, Millet-Electorates and Neutral- Electorates, regardless of their social and cultural differences. After this division, it would then be a matter of predicting which coalition will win over Neutral-Electorates and why. Why should neutrals vote for which coalition? Because whoever wins the neutrals according to this division will win the elections. Above all, the ruling Cumhur-Alliance would want to group the electorates according to this logic, communicate this grouping convincingly and try to win the neutrals. This is because this division deliberately blurs social differences and reduces the choice to ruling parties, opposition parties and neutrals. In this way, the governing parties can also better present themselves as the force against the axis of evil – as former US-President George Bush would put it. Consequently, Millet-Alliance will contradict this classification and try to take the power of definition to themselves: from their point of view, all voters can be distinguished according to whether they belong to losers, winners and not served in the last 20 years - AKP has been in power since 22 December 2002. If Millet-Alliance succeeded in such a classification, it would increase the share of their electorates. They will try to present themselves as the innovative force with a longstanding tradition. Speaking with Mouffes; both groups can use the social circumstances to their favour under the condition of unfolding their hegemony.

Both idea are based on self-perception; according to the first idea, the world consists of antagonistic schemes of friend and foe. On the other hand, the other conception grasps politics as an area of rational access. Both are insufficient, tendentious for a more accurate picture. Therefore, an alternative is needed. For this purpose, a classification of voters is also to be made on the basis of the dimensions of complexity level and information availability already introduced. In this case, too, it is to be about hegemony. Each of these dimensions is to be divided into low, medium and high. The results of this intersection are shown in the table below.

Table 4: *Effects of a Correlation of Complexity Level and Information Availability*

Level of complexity Availability of information	low	average	high
low	A Polity-Core electorates		
average		B Politics-Neutral and Charisma-Prone electorates	
high			C Policy- electorates

From this political science perspective, electorates can also be divided into three groups; polity, politics and policy voters. First of all, these are terms from the English language.

Polity-Core-electorates (1): Polity is about the basic organizational aspects of the political system, such as political structure, government, party, electoral system of the country, as well as the institutions of interest groups, NGOs and other civil society institutions. Thus, the constitution of a political system belongs to polity, from which policy and politics are then derived. The political culture, the long-standing institutions of a community also belong to polity. These are the basic patterns of orientation and action of a society. Accordingly, polity electorates can be defined as the core electorates who can usually be determined according to the registered number of members of the respective party. However, such a logic fails in the case of Turkey for two reasons; firstly, there is a not to be underestimated number of people who pay membership fees to the AKP and MHP, but only because they expect to get well-paid jobs from the state. Those from this group who are disappointed by the ruling parties will reflect more carefully on their options before voting. Secondly, there is a group of people, also not to be underestimated, who for the same reason declare themselves (a) neutral and/or are not registered in their actual party because of possible sanctions (b) against them. Above all HDP electorates can be counted among them. However,

they also include Gelecek, Saadet, Deva and İyi Parti. The so called Föto-Sentences and harsh threats of sanctions against significant critics leads to this deterrence or withdrawal.

Core electorates of the ruling AK-Party include mainly older, conservative and non-urban voters. And MHP also covers the right-wing nationalist milieu. The Cumhuriyet-Alliance's range of interests can be summarized under the concepts of security, law and order; security means the country's borders are respected by the international community and its own people. Law means that everything that the state and its citizens do and/or refrain from doing is covered by the norms of the existing legal system. Order is thus the stability of this institutional framework.

On the other hand, the opposition's core constituencies cover a wide range of issues; HDP is particularly organized around minority rights. DEVA, Gelecek and Saadet are positioned around the issue of religious lifestyle and corresponding notions of solidarity. CHP addresses secular community. Then there is also the İyi party. An important part of this coalition, as well as MHP, represents the interests of nationalist circles. Finally, there are the other smaller parties, usually left-wing, which are mainly dedicated to improving working conditions. In this respect, the opposition does address more issues, but this does not increase its effectiveness. Above all, not because they had not yet found a common, unifying, i.e. solidarity-building, denominator.

Politics-Neutral Electorates (2): Politics stands for the everyday, symbolic and conflict-ridden confrontation with opponents from the other political camps, whereby this can also be about the nightly demonstration of power as a compromise and/or consensus. Self-satisfaction and self-promotion determine the content in these cases. Especially since politics is also a question of communication and the medium of communication, the aspect of the medium should be emphasized here. AKP and MHP are mainly supported by conservative voters, who in turn get their information primarily from television and newspapers. These are communication channels based on analogue media, which have lost their credibility as an informing source on the way to will-formation and decision-making. Apart from television channels and newspapers and political parties themselves, associations also serve as a place to form opinions. Above all, people who identify mainly with a religion and/or nation gather in these associations inside a concrete building. Especially before the AKP came to power, i.e. 20 years ago, these organizations were attractive, especially since both religion and nation were one of the most important lines of conflict. Opponents of laicism were unjustly tried to banish from the public sphere, whereupon non-religious, non-secular, but also religious people with no pronounced interest in politics solidarized with this

group of excluded. AKP was, in other words, within the political radius of a significant group of people who were basically not AKP voters. But the highly energetic commitment of AKP voters to their causes convinced this undecided group to take sides in AKP causes. Today, the AKP no longer has this persuasive energy. Rather, official fatigue can be read on the faces of the representatives of the ruling coalition. Instead of commitment, the focus today is on retaining power, without this motivation having any appeal for neutral voters. In this respect, a tension between the conditions for action and the motives for action can be assumed among political voters who are close to the governing coalition.

On the other hand, the opposition candidate, Kemal Kılıçdaroğlu, is attractive not only to traditional core voters but also to young, urban people with a high level of education. The communication channels of this group are mainly digital, online media. They get information from Facebook, Twitter, Instagram and Tik-Tok, etc., thanks to which they are permanently informed simply by using their smartphones. Compared to TV and newspapers, social media have higher credibility, effectiveness, efficiency and legitimacy in the society. From this logic, the engagement of the Millet-Alliance would convince these basically politically neutral people because they too rely on the very technologies that these people are engaging with. In these media, the actors promise what they are, use, hear, can and want. In this respect, politics voters with a closer-to-millet alliance can be assumed to have a convergence between conditions for action and motives for action. In this respect, hegemony can occur.

Policy-Electorates (3): Finally, policy is about the content, programs and outcomes in the formation of will and decision-making. It is about goals with a long-time horizon and their realization. The contents determine the respective positions of the actors involved. Policy is developed on the basis of polity as the master foil and communicated through politics. With regard to upcoming elections, the most important question is which Politics-Neutrals can be convinced through rational communication? This is a million-dollar question in the sense that policies based on polity can be pursued by ruling and opposition parties. In contrast, they differ in that the opposition can convince polity voters not only by acting according to their interests, using the same media, but also with their ideas in the sense of a promise.

Apart from the media, personal qualities of the candidate are equally important here. Charismatic personalities are the preferred personalities of a politics-based politicking, political. Policy, on the other hand, is about clear positions, where factual, knowledge and communication skills come to the fore. Policy electorates are well-informed citizens who are personally affected. Therefore, these people can hardly be convinced by charisma. The delicacy of this electorates is also their

well-founded scepticism, which cannot be manipulated by short-term policy proposals. This could be observed, for example, in the election of the mayor of Istanbul; the ruling AKP and MPH brought an academic to the floor who reported receiving a letter from imprisoned PKK leader. Contrary to all expectations by the protagonist of AKP and MPH, the targeted Kurdish electorates have not changed their minds in the face of the ruling coalition's long-standing law and order-centred policies. Therefore, in addition to the communicative prominence of the already successfully realized large-scale projects, the ruling parties also have the possibility of developing security-sensitive policies. With the latter, the wind can be taken out of the oppositional sail by the fact that, from the perspective of the ruling coalition, it is not, for example, a *futile integration* into the European Union, *utopian* notions of a development of a green economy or the national pride undermining development of *universalistic standards* of democratic rule of law, but simply about *yerlileşme ve millileşme* (localization and nationalization). In fact, the Turkish government is not only in conflict, or even at war, with more or less all neighbour states, but also with important partners such as the USA, the European Union and NATO in a tense relationship patch, while maintaining friendly relations with authoritarian states such as Russia and Iran. In any case, the view of policy voters who are close to the governing parties is retrospective. Therefore, only if the ruling parties have already implemented good projects, the Cumhur-Alliance can score points with these policy electorates.

In contrast, the opposition alliance is better able to address policy voters and has better possibilities to mobilize precisely these voters through higher legitimacy-generating communication. Even the best opposition can promise better policy, because only they can rationally and convincingly claim, given the highly unstable situation resulting from the political and economic problems, that what they promise will coincide with what they would actually do. The rational presumption of convergence between the conditions and motives for action among opposition actors alone will have a winning effect on policy electorates. Policy voters correspond to the vital forces of society. The coalition alliance that wins policy voters is very likely to win the elections. Therefore, both groups will try to win policy electorates by communicating as accurately and rationally as possible. But the rational logic of this group converges more with the communication style of the opposition than the ruling coalition.

Finally, the promise of democracy is also a long-lasting policy. Indeed, democracy can be pursued, experienced and improved not only as a means, for example, to responsiveness, legitimacy, effectiveness or prosperity, social peace, but simply as a way of life. Participation can also be driven by the will to participate; as soon as more money is earned with money, and rights continue to be

claimed with rights, and fame contributes to fame, and further education is acquired through education, etc., participation should also be practiced no less than for the will to participate. In this respect, this inherent logic raises the question of how, in the face of representation difficulties, a meaningful commitment can be achieved by as many people as possible who may be affected (Mouffe, 2000).

This last question can also be answered from the mixture of anthropology and brain research; we get involved in the political because just getting involved in the community project produces dopamine in our brain. The reason we feel good is what motivates us to vote. According to this, our brain then produces dopamine when we repeat what we, more precisely our brain, knows. Each successful confirmation of the pattern leads to the production of dopamine. Evolutionary theory attributes this mechanism to the human search for food; for the survival of the species, the search for food had to be rewarded. Every successful search for food was motivated by the production of dopamine (Scholtz, 2021: 13). The question is, which alliance can make better use of this mechanism for commitment to sharing?

To answer, I must first pinpoint the mechanism for this evolution; it is not simply the search for food, but the common search for the preservation of the species has the structure-building effects in the evolution of humans as a community-building being. As in all other species, it is not the details but the important main strands that have a structure-building effect in humans. And the importance increases when the action has the common goal. The conclusion from this evolutionary history is that the confirmation of an action with the goal of promoting the common re-produces the feeling of happiness, which is why the efforts along the way are rightly relativized in comparison to the gain. This is also why politicians talk so much about common projects; it is a dry exercise. By talking about common good projects, they reproduce the well-known foil pattern from evolution, which on the one hand makes them good speakers, successful politicians and on the other hand makes them happy individuals. Ideologies perform precisely this function of narration. Their most important role is the (re)production of the common euphoria that brings people into a homeostasis, into the inner balance of profane life and sacred goals. The Cumhur-Alliance is in retreat in that neither fundamentalism, right-wing populism, nor nationalism is in the course. On the other hand, Millet-Alliance with the promise of bringing the rule of law together with democracy, as promised by the founder of CHP, Mustafa Kemal Atatürk 100 years ago, could finally be realized. That generates energy and engagement.

Conclusions

Since Anthony Downs (1957), the question has been asked in political science why citizens vote and/or go to the polls, even though it comes at a cost that only pays off for a small minority of individuals? One answer lay in the idea of transcendence; in contrast to the eternity of the gods, man wants to achieve immortality in service to the common good. By creating works during his life that he makes available to the next generations, man lives socially longer than his biological life lasts (Arendt, 1992, 23-26). Democracy is part of such a project. This notion of the political was later synthesized with the idea of the *cives* of *res publica*, according to which the citizen self-determines his highly personal life plans in a continuous development and adaptation of political institutions of society (Oakeshott, 1995: 180-184). The sense of responsibility for the community generates the motivation to act. For where the conditions for action converge with the actors' motives for political action, there democracy can reflect the interests and ideas of all those potentially affected in the process of will-formation and decision-making. In this case, theory coincides with practice.

Other explanatory patterns are also conceivable here, like the theory about dopamine production just discussed. In any case, today we are confronted with problems that could be solved if we could find a form of participation that weighted both individuation according to own ideas and socialization according to opinion (the wiser the better), time span (the longer term the better) and interests (the more promoting the common the better) build up in the society. This presupposes that we correctly identify the problem. Therefore, what exactly creates these problems? From a historical-institutional perspective, the problem lies in the constellation of the principle of representation with pluralist individuals in modern societies. The existing institutions do not match the motives for political action of today's actors, who are highly individualized and no longer live according to the segmentary logic in groups, but in the functionally differentiated societies. The tension is in the divergence of institutions designed for feudal, segmentary, pre-modern societies, although they have to meet the needs of today's actors, who, according to the logic of existing institutions, should live according to the principles of the nation-state, although they share an ethic of responsibility act in a cosmopolitan sense. Today's actors are forced to orient themselves to old conditions of action. People with a cosmopolitan ethos have to act within institutions of nation states, which in some places creates structural tensions that take the form of populism, polarization and blockades of action.

The nation-state of European design was, at best, the framework of a large-scale project that, on the basis of capitalism and the principle of diversity, brought together the existing diversity into a unity of will-formation (democracy) and decision-making (law). This solution fails in the face of changed conditions. Politics

as the foil master of common projects has not yet found an institution for the new common, for the new constellation of tensions with global effects, such as global warming and pandemics. New institutions are needed that bundle and channel today's expectations from today's actors. The hallmark of institutions such as those of an open society, as Karl Popper would put it, lies in their nature and adaptability to the new constellation of actors and motives. Only in this way can these societies institutionalize change and stability, routines and innovations, i.e. dis-continuity, as the two sides of their functioning. Institutions are thus the means for a balance of dis-continuity. The quality and openness of institutions to the newer actors who do not yet participate or to the desired extent is in this respect the critical variable for dis-continuity.

Even today, there are a number of groups whose participation was either not envisaged when the political system was established or are not represented at all or not sufficiently by the existing parties. These include foreigners, young people and actors from the (new) minorities. Parties historically served to pool and channel information from different communities. From this was derived the assumption of a unity of (group) identity-party-nation and international law. The respective electoral systems made it possible to precisely assign individuals, identities to major political groups. Although the constellation of actors changed in the direction of high individualization and corresponding high complexity of motives for action, the political system did not adapt to this reality.

The solution to this problem was also found in representation, although the decision taken does not have a logical relationship to the problem. Basically, no decision has to be logically related to the problem. Decisions are per se mine and yours, i.e. individual. They are not only influenced by the subjective, temporal, social experiences of the actor and the conditions of action of the respective society, in this respect different depending on personality, level of information, etc., but also diverse depending on the preference setting, question, basis for action and motives. Therefore, for every social question, there is also, objectively speaking, a multitude of possibilities for an appropriate decision on the matter. This became all the more clear during the Covid-19 pandemic; there were a number of possible choices on how to deal with it.

Modern, highly complex societies can hardly be organized according to the idea of direct democracy. Neither the resources nor the motivational basis of the individuals are sufficient for permanent decision-making for the public at the expense of one's own losses. Going back to old direct democracies, which were meant for tribal societies, homogeneous small groups, is no longer possible today. Going back to primitive communities is not an wise alternative either. One solution lies in deliberative democracy, which is about the freedom of choice of those concerned to assign themselves either to the group eligible citizens, those entitled

to vote and those excluded. The expectation is that those with the relevant ideas, interests and network can constitute themselves into a hybrid group with power of definition. Representatives of deliberative democracy, however, do not elaborate why a decision from such a group is better than one from the constellation that exists today. It is also unclear who belongs to this group and how. Even assuming that this new group consists of a high-quality constellation of actors with the power and competence to make wise decisions, it remains unclear why such a fundamental decision should lead to a high-quality outcome, and more importantly to democracy. Wisdom, being informed, enlightenment are good qualities of individuals, but must not be confused with the actors' motives for action: Dictators are not against democracy because they are bad, stupid or ugly people, but because the power they have acquired through office allows them to ignore all these evaluations without practically relevant consequences in everyday life. Enlightened people with highly developed moral standards are in any case not consecrated from actively obstructing the socially preferred states of affairs (Demir, 2023b).

In short, a freedom of choice with two (participate and non-participate) or three (participate, be represented and abstain) options cannot be a solution to the question of why the first option is better than the second option. Regardless of the options mentioned and possible, a normative answer must be given to a normative question. Current division is no longer appropriate insofar as politics in this understanding divides people into active politicians and passive citizens, although logically no politician would leave his comfort zone without pressure from below. In this respect, a new division is needed that combines the instrument of representation of representative democracy with the instrument of participation of direct democracy, in which the discrepancy between decision-makers and those affected by decisions is at least temporarily eliminated. The distinction between polity, politics and policy with the corresponding weighting is such a division.

For the coming elections in Turkey, the conclusion can be drawn; elections are also held to evaluate democratic institutions. However, it is not clear from this that the coalition alliance that pursues the strategy of strengthening democratic institutions will win the elections. Since the aim of political actors is to be re-elected, the Cumhur-coalition will communicate their distrust in the elite and institutions (of democracy). They will ensure that a situation of superstition is created so that voters are guided in their voting preference not on the basis of their objective interests but on the basis of their highly subjective beliefs. In short, instead of institutions, they will rely on charismatic personalities. This also explains why the ruling parties are responding to the need for institutions with a higher level of complexity and the corresponding capacity to absorb the existing

level of information with more centralisation and control. Instead of a historical assumption of responsibility, a policy of nationalization (*yerli ve milli*) is being pursued. The danger is that instead of performance, growth, economic criteria such as effectiveness and efficiency, an ideological agenda is being pursued that bypasses the needs of the actors, and this with a unification of state-party and economy.

In contrast, the Millet-Coalition would have to select topics that are as scientifically verifiable as possible and that also have a high level of legitimacy in society. They would have to ensure that there is a high level of trust in elites, institutions, i.e. democracy and the rule of law. They would have to try not to win over as many politics-neutrals as possible, who can be neutral on a wide range of issues, but as many policy voters as possible, who can only be convinced by better policies. The table above provides an analytical basis for further conclusions (cf. table 4). Furthermore, this table can also provide an answer to the question: Why is it only in the case of the opposition alliance that a convergence can be claimed among policy voters between their conditions of action and motives for action? The answer is: It is not at all about a final solution for one party, but about showing that the assumed convergence is possible in any case, but what is different are the conditions of action and motives for action of the actors concerned in a given time. Government coalition will seek hegemony by trying to convince politics electorates, while opposition parties will seek hegemony by trying to convince possible policy- electorates. But theory-practice convergence is possible in both cases.

References

- Acemoglu, Daren and Robinson, James A. (2012): *Why nations fail: the origins of power, prosperity, and poverty*. New York: Crown.
- Arendt, Hannah (1992): *Vita activa oder Vom tätigen Leben*. München: Piper.
- Benhabib, Seyla (1996): "Toward a Deliberative Model of Democratic Legitimacy", in Benhabib, Seyla (ed): *Democracy and Difference*. Princeton.
- Bourdieu, Pierre (1998): *Vom Gebrauch der Wissenschaft : für eine klinische Soziologie des wissenschaftlichen Feldes*. Konstanz: UVK, Universitätsverlag.
- Capatorti, Francesco (1997): Minorities, in: Macalister-Smith, Peter (Ed.), *Encyclopedia of Public International Law*, S. 410-420. Amsterdam.
- Cheneval, Francis; Lavenex, Sandra and Schimmelfennig, Frank (2015): Democracy in the European Union: principles, institutions, policies. *Journal of European Public Policy*, Vol. 22(1): 1-18.
- Demir, Ali (2016): *Von Muhammad zu Atatürk: Eine Analyse des türkischen Pfades in die Moderne anhand der Theorie des kommunikativen Handelns von Jürgen Habermas*. Lit. Verlag: Münster.
- Demir, Ali (2022a): Talcott Parsons' Theory of Profession, in: Aslan, Yusuf (ed.): *Bilim, Eğitim, Tarih, Toplum*. S. 270-291. Ankara: Kalan Yayınları.
- Demir, Ali (2022b): Profession as a Category of Society, in Batıgün, Ozan (ed.): *Academic Analysis and Discussions in Social, Human and Administrative Sciences*. S. 45-69. Özgür Yayınları: Ankara.
- Demir, Ali (2022c): Coding of an Improbability, ARCADISA 16. *BEYKON, 16th International Conference on Knowledge, Economy&Management Proceedings*. İstanbul. 11-13.11.2022. URL: <http://www.beykon.org/tr/default.aspx#!/kongre>
- Demir, Ali (2023a): *Programmierung der Zugehörigkeit zur Diskursgemeinschaft*. Ankara: Nobel.
- Demir, Ali (2023b): Theorien zur Moralentwicklung und ihre Bewertung mit Carl Gilligan. *İstanbul Kent Üniversitesi İnsan ve Toplum Bilimleri Dergisi*, 4(1):60-87. URL: <https://dergipark.org.tr/tr/download/article-file/2598202>
- Demir, Ali (2023c): Theory-Practice Mediation through Deliberation or Hegemony. In: *Social Sciences in a Globalizing World*. Duvar: Izmir.

- Donova, Todd und Bowler, Shaun (1998): Direct Democracy and Minority Rights: An Extension. *American Journal of Political Science*, Vol. 42 (3): 1020–1024. URL: <http://www.jstor.org/stable/2991742>
- Downs, Anthony (1957): *An Economic Theory of Democracy*. New York: Harper & Row.
- Foucault, Michel (2003): *Schriften in vier Bänden. Dits et Ecrits*. Band III: 1976-1979. Herausgegeben von Defert, Daniel, Ewald, François. Unter Mitarbeit von Lagrange, Jacques. Suhrkamp: Frankfurt am Main.
- Fruhstorfer, Anna and Hudson, Alexander (2022): Majorities for minorities: Participatory constitution making and the protection of minority rights. *Political Research Quarterly* 75(1): 103-117.
- Gamble, Barbara S. (1997): Putting Civil Rights to a Popular Vote: *American Journal of Political Science*, Vol. 41 (1): 245–269. URL: <http://www.jstor.org/stable/2991742>
- Gramsci, Antonio (1991): *Gefängnishefte (Quaderni del carcere): deutsche Gesamtausgabe in zehn Bänden*. Herausgegeben von Klaus Blochmann und Wolfgang Fritz Haug. Berlin.
- Habermas, Jürgen (1987): *Theorie des kommunikativen Handelns. Band 1. Handlungsrationalität und gesellschaftliche Rationalisierung. 4. durchgelesene Auflage*. Frankfurt am Main: Suhrkamp Verlag.
- Habermas, Jürgen (1991): *Erläuterungen zur Diskursethik*. Suhrkamp: Frankfurt am Main.
- Habermas, Jürgen (1992): Drei normative Modelle der Demokratie: zum Begriff deliberativer Politik, in: Münster, Merfried (Hrsg.): *Die Chancen der Freiheit*, S. 11-24. München.
- Habermas, Jürgen (1998): *Faktizität und Geltung. Beiträge zur Diskurstheorie des Rechts und des demokratischen Rechtsstaates*. Frankfurt am Main: Suhrkamp Verlag.
- Hobbes, Thomas (1976): *Leviathan oder Stoff, Form und Gewalt eines kirchlichen und bürgerlichen Staates*. Frankfurt am Main: Ullstein Buch.
- Kälin, Valter (2000): *Grundrechte im Kulturkonflikt. Freiheit und Gleichheit in der Einwanderungsgesellschaft. Vor dem Gesetz sind alle gleich. Im Rechtsstaat sind alle frei*. Zürich.
- Kriesi, Hanspeter (2007): *Vergleichende Politikwissenschaft*. Baden-Baden: Nomos.

- Lipset, Seymour Martin (1959): Some Social Prerequisites of Democracy: Economic Development and Political Legitimacy. *American Political Science Review*, 53(1): 69-105.
- Lipset, Seymour Martin (1994): The Social Requisites of Democracy Revisited: 1993 Presidential Address. *American Political Science Review*, 59(1): 1-22.
- Luhmann, Niklas (1990): *Die Wissenschaft der Gesellschaft*. Frankfurt: Suhrkamp.
- Luhmann, Niklas (1997): *Die Gesellschaft der Gesellschaft*. Frankfurt am Main: Suhrkamp.
- Mann, Michael (1993): *The Sources of Social Power, Vol. II. The Rise of Classes and Nation-States, 1760-1914*. Cambridge.
- Marshall, Thomas H. (2007): Staatsbürgerrechte und soziale Klassen. In: Mackert, Jürgen und Müller, Hans-Peter (Hrsg.): *Moderne (Staats)Bürgerschaft. Nationale Staatsbürgerschaft und die Debatte der Citizenship Studies*. S. 31-74. Wiesbaden: VS, Verlag für Sozialwissenschaften.
- Mill, John Stuart (1859): *On Liberty*. Harmondsworth.
- Mill, John Stuart (1861): *Considerations on Representative Government*. New York.
- Mouffe, Chantal (2000): *The Democratic Paradox*. Verso: London.
- Müller, Jörg Paul (1993): *Demokratische Gerechtigkeit: eine Studie zur Legitimität rechtlicher und politischer Ordnung*. München.
- Rawls, John (1975): *Eine Theorie der Gerechtigkeit*. Frankfurt am Main: Suhrkamp.
- Rousseau, Jean-Jacques (1984 [1755]): „Diskurs über den Ursprung und die Grundlagen der Ungleichheiten unter den Menschen [Exorde].“ In: Meier, Heinrich (Hrsg.): *Diskurs über die Ungleichheit. Discours sur l'inegalité*. S. 67-493. Ferdinand Schöningh: Paderborn.
- Sartori, Giovanni (1997). *Demokratie Theorie*. Darmstadt: Primus.
- Schmidt, Manfred (2008): *Demokratietheorien. Eine Einführung*. 4., überarbeitete und erweiterte Auflage. VS Verlag für Sozialwissenschaften: Wiesbaden.
- Schumpeter, (2010 [1942]): *Kapitalismus, Sozialismus und Demokratie*. Taylor & Francis: Routledge.

- Scholtz, Hanno (2021): *Reclaim Responsibility with Civil Democracy. How to Empower Ourselves to Save the Climate, Foster Democracy, and End Violence*. Zürich: Civil Democracy Press.
- Simmel, Georg (1920): *Philosophie des Geldes*. Leipzig: Duncker&Humblot.
- Vatter, Adrian (2002): *Kantonale Demokratien im Vergleich: Entstehungsgründe, Interaktionen und Wirkungen politischer Institutionen in den Schweizer Kantonen*. Opladen.
- Weber, Max (1980): *Wirtschaft und Gesellschaft: Grundriss der verstehenden Soziologie*. Tübingen: Mohr.
- Weber, Max (1985): Die drei reinen Typen der legitimen Herrschaft. In: Winckelmann, Johannes (Hrsg.): *Max Weber. Schriften zur Wissenschaftslehre*, S. 474-487. Tübingen.
- Wilson, Helen F. and Anderson, Ben (2020): Detachment, disaffection, and other ambivalent affects, *Environment und Planning C: Politics and Space*, Vol. 38(4): 591-598.
- Wittgenstein, Ludwig (1980): *Culture and Value*. Chicago.



PLATANUS CULTURAL PUBLISHING

www.platanuskita.com



platanuskita



platanuskita



platanuskita



9 786256 971486 >