

**II. InTraders
Uluslararası Ticaret Kongresi
Özet Kitabı**

**The Second InTraders
International Conference on International
Trade
Abstract Book**

**EDİTÖRLER
Kürşat ÇAPRAZ
Dr. Öğretim Üyesi Mustafa YILMAZ**

Hiperyayın 264

Araştırma- İnceleme (Kongre Bildiri Özet Kitabı)

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Meral Gök

Kapak Tasarım

Samet Zeydan

Yayıncı Sertifika No: 16680

ISBN: 978-605-281-118-4

e-ISBN: 978-605-281-117-7

1. Baskı: İstanbul, Kasım, 2018

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InTraders Uluslararası Ticaret Kongresi = InTraders international conference on international trade (II. : 2018: Sakarya)

II. InTraders uluslararası ticaret kongresi: özet kitabı = The second InTraders international conference on international trade : abstract book / editörler Kürşat Çapraz, Mustafa Yılmaz. – İstanbul: Hiperlink Yayınları, 2018.

80 s. ; 24 sm. -- (Hiperyayın; 264)

ISBN: 978-605-281-118-4

e-ISBN: 978-605-281-117-7

1. Uluslararası ticaret -- Kongreler

I. Çapraz, Kürşat II. Yılmaz, Mustafa III. Eser Adı IV. Dizi

HF 1372/.I58 2018

382 INT 2018

Baskı-Cilt: Yalın Yayıncılık-Sertifika no: 16116

Genel Satış Pazarlama ve Yayınevi

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**4-5-6 October 2018
Sakarya, TURKEY
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Yazıların hukuki ve bilimsel sorumluluğu yazarlara aittir. /
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Türkiye Cumhuriyeti, Yüksek Öğretim Kurulu “Uluslararası Kongre” kriterini sağlamaktadır. 2. InTraders Uluslararası Ticaret Kongresi’ne 4-5-6 Ekim 2018’de 5 farklı ülkeden katılım sağlanmıştır. Romanya, Makedonya, Pakistan, Endonezya ve Kongo Cumhuriyeti’nden katılım sağlanmıştır.

Appreciation

I am gratified to have the honor to put forward the vote of thanks to all the Congressional Coordinators, Congressional Committees, Writers and Authors who provided the intensive work performnace for the Congress under the academic presidency of Sakarya University, and SUBÜ Kaynarca School of Applied Sciences, Turkey.

First of all, i would like to convey my special thanks to the honorable

Keynote Speakers;

Dear Prof. Dr. Fatih Savaşan, Rector, Sakarya University

Dear Mr. Bilal Khan Pasha, Consul General of Pakistan in İstanbul (Turkey)

Dear Yüksel Avcı, Vice Chairman of The Management Board, Sakarya Chamber of Industry Trade

Dear Liza Alili Sulejmani, Assist., International Balkan University, Skopje, Macedonia

The Congress is scheduled for 3 days in which first two days allocated for presentations and the third day planned for Picnic and Gala. The followed day after gala night; İstanbul program is planned. İstanbul special program was managed for 3 nights; İstanbul Islands, Bosphorus Tour, Taksim, İstiklal Street, Old İstanbul, Galata Tower, Old İstanbul, topkapı Palace, Hagia Sophia. Furthermore, the same İstanbul special program is planned to follow with the same pattern for 3 nights after the Conference.

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In addition, especially in the process of Congress formation, the Secretariat and the Student Team did unforgettable effort which is really hard to fade out. Thank you for your great work dear friends. Last but not the least, my little motivators Emre and Yunus ÇAPRAZ, you are great...

In upcoming May Conference, a beautiful congress which carries more than international congress criteria is waiting for all of you.

Wish to meet you all in this new international conferences...

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Crux of the matter: How Psychological Contract Contribute in knowledge intensive firm's success?

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Abstract

This study investigates the relationship between Psychological Contracts, knowledge management in knowledge intensive firms and the factors that influence the knowledge sharing. In this technological era, learning new knowledge is most important but that is only possible with the help of employee positive attitude towards organization. Hence exploring this phenomenon is substantial. To observe the relation between Psychological contract and knowledge sharing this paper is concentrating on different behavioral factors. Job security guaranteed from employer including high wage, promotion, training, organizational culture and benevolence leadership provoke employee to share knowledge and due to trust on organization employee willingly do extra work and adjust itself into different situations. Through the review of the existing literature, we have established that a little research has done on the discourse of Psychological contract and Knowledge Intensive Firms of Pakistan. Therefore, it is important to conduct a study that explores this behavioral phenomenon in context of Pakistan. It attempts to see that how Psychological contract influence the employee's behavior towards sharing knowledge and it support managers in shaping the exchange behaviors of their subordinates for the success of PC for developing country like Pakistan. This study is conducting System dynamics approach which supports to structure the system in model form and provide feedback loops to assist us to identify the model In-depth. Interviews conducted from employees of high-tech industries, which will strengthen the findings of this study. The finding shows that how different factors like communication, reciprocity, organizational citizenship behavior, trust and leadership style influence the PC. Furthermore, it also aids managers in shaping employee exchange behavior for the effective job performance, which eventually guide the team to create new process and products which will leads to innovation.

Keywords: Knowledge intensive firms, Psychological contract, Knowledge sharing, System dynamics Pakistan, Benevolence leadership

JEL Code: M10: Business Administration, General

Impact Of Fair HR Practices On Employee Productivity

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(Dow University Of Health Sciences)

Abstract

The objective of the research is to find out the relationship of HR practices and their impact on employee productivity. Applied Research is conducted in this study, to further identify the relationship between HR practice uses of employee productivity as a tool to influence the behavior of employees. The study highlights the correlational factors explaining the relationship between the independent and dependent factors i.e. the employees working technically to enhance the productivity of organization. The study with a total population of 105. Since the study covers hospitals, banks, k-E-lectric and call centers in Karachi. Convenience Sampling has been chosen to cover the quantitative analysis side of the research study. It includes data analysis through SPSS software. The aftereffect of whole research examine has demonstrated positive relationship among dependent and independent variables that are role of HR, fair HR practices, equal opportunities to disabled employees that shows positive effect on the employee productivity.

Keywords: Human Resource, Productivity, Opportunity, Disable, Employee, Fair HR Practice.

JELCode: M1, M10,M12

Collective Bargaining and People Management: The case of BullehShah Packaging Pvt.Ltd.

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University of Central Punjab, Lahore, Pakistan

Abstract

Through continuous interaction, management and employees union (CBA) institutionalize many aspects of their relationship. The most debatable between them is conflict. Conflict between management and CBA within industries has been noted as a global phenomenon in current era. There are many faces of conflict and its outcomes. In most studies of conflict, authors preferred for managing the disputes, which refers to settlement through formally derived collective bargaining. Even, after the signature of Charted Of Demand, at Lahore, management and CBA have almost daily interaction on routine issues which is causes conflict. Therefore, it has been observed some causes of conflict and its impact. In this study, the perspective of social exchange theory, explore the mechanism through conflict between management & CBA and its subsequent outcomes, as well as the boundary conditions on these effects. It posits that conflict's outcome focusing on people management. Well in previous studies that examine the direct effect of industrial conflict on productivity, this article will give an overview of mediated link through behavior, enforcement of legal rights and trust. Social exchange theory provides the foundation for prediction that causes of industrial conflict, which is turn, affect by People management. The test of the research model will relies on stratified random sampling technique. The data will analyze through well-known statistical techniques and result regarding their answers will interpret. The final finding of this research will help full for collective bargaining agreement and as well for management at BSP and as well for other manufacture plant who have unionized system.

Keywords: Industrial Conflict, CBA-Management Relationship, Collective Bargaining, Trust, Behavior, legal rights, People Management

JELCode: M12: Personnel Management

Corresponding author: **Waqar un Nisa**

Impact of Workplace Burnout on Work Life Balance of Teachers in Education Sector of Pakistan

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Abstract

The conflicting role of work and life are due to demand differentiation. Criticality of human resource is obvious from the success an organization achieves and to maintain its position depends extensively over them. If stress, exhaustion, diminished interpersonal relations with other employees and a sense of lower accomplishment disturbs an employee's psychological constructs then maintenance to work life balance becomes questionable. The research study illustrates the Impact of Workplace burnout dimensions emotional Exhausting EE, Reduced Sense of Personal Accomplishment RSPA, and Depersonalization DP on Work life balance WLB of the Teachers in Education Sector of Pakistan. Furthermore, it is aimed at testing theories like "cognitive dissonance", "conflicting approach" and "enrichment approach" over Pakistan's education sector teachers. For the reason sample of 250 teachers from different universities, colleges, and school is gathered through a survey by using instruments developed by Maslach and Fisher, and attained a response rate of 76%. The instrument consisted upon thirteen elements to measure WLB and twenty to measure workplace burnout dimensions, the instrument was confirmed by applying Confirmatory factor analysis, which was conducted using AMOS and found all the model fit indexes quiet reasonable. The correlation of three Independent and four control variables were analyzed through the Pearson correlation and found the Independent variables significantly correlated with work life balance and negative correlation with all control variables. As regression analysis is performed, the results showed a significant relationship to two out of three burnout dimension, Emotional Exhaustion and Depersonalization with Work life balance and in control variable females seemed more associated with work life imbalance. The overall predicted value of the regression model remained 22.3% with independent variables and four control variables, age, gender, salary and qualification of the teachers of Pakistani education sector. But a burnout dimension, Reduced Sense of Personal Accomplishment RSPA is not significant and do not help predicting work life balance of the teachers teaching in different educational sectors of Pakistan.

Keywords: Burnout, Emotional Exhaustion (EE), Reduced Sense of Personal accomplishment (RSPA) and Depersonalization (D).

JELCode: M, M12

AFRİKA'DAKİ İLLEGAL BALIKÇILIĞIN BÖLGESEL GÜVENLİK ÜZERİNDEKİ ETKİLERİ

Dr. Öğr. Üyesi Asena BOZTAŞ, Huriye YILDIRIM ÇINAR

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Özet

Günümüzde küresel düzeyde 820 milyon (FAO, 2018), sadece Afrika kıtasında 25,4 (Graaf ve Garibaldi, 2014) milyon insanın geçim kaynağı olan balıkçılık sektörü son yıllarda birçok tehlike ile karşı karşıya kalmıştır. İklim değişikliği, çevre kirliliği, balıkların bilinçsiz ve aşırı avlanmasından kaynaklı balık türleri ve sayılarında azalma gibi etkenlerin yanında “illegal balıkçılık” da sektörü baltalayan unsurların başında gelmektedir. Çalışmanın konusu olan illegal balıkçılık, Afrika ülkelerindeki balıkçılık sektörünü ve bölgesel güvenliği birçok açıdan tehdit etmektedir. Bu bağlamda sadece Batı Afrika’da illegal balıkçılığın yıllık 2,3 milyar dolarlık kayba yol açtığı gerçeği göz önünde bulundurulduğunda, ekonomik darboğazda bulunan bu nedenle de birçok siyasi ve sosyoekonomik krizle yüzleşen Afrika ülkelerinin önemli bir gelir kaynağından mahrum bırakıldığı görülmektedir (Dahir, 2017). Ayrıca balıkçılık sektöründe çalışan milyonlarca insan da işlerini kaybetme tehlikesi ile karşı karşıya kalmaktadır. Milli gelirdeki azalmanın yanında illegal balıkçılık, düşük gelirli insanlar için önemli bir besin kaynağı olan balık tüketiminde de azalmaya yol açarak, var olan gıda krizini de tetiklemektedir. Sonuç olarak, balıkçılık sektöründeki illegal faaliyetlerin birçok açıdan Afrika devletleri için siyasi, ekonomik ve toplumsal problemlere neden olduğunu söylemek mümkündür. Çalışmanın içeriğinde detaylıca üzerinde durulacağı üzere, Afrika’da illegal balıkçılık ile bölgesel güvenlik arasında doğrudan bir bağ kurulabilmektedir. Birçok uluslararası örgüt tehlikenin farkına varmış ve son yıllarda Afrika’daki illegal faaliyetlerin önüne geçmek için, balıkçılık sektörünü geliştirecek projELer üzerinde çalışmaya başladıysa da henüz konuyla ilgili önemli bir gelişme kaydedilememiştir. Sorunun çözümü için küresel ve bölgesel aktörleri kapsayacak geniş bir yol haritasına ihtiyaç duyulmaktadır.

Anahtar Kelimeler: İlegal balıkçılık, Afrika, bölgesel güvenlik, ekonomik sorunlar, küresel ve bölgesel aktörler

JEL Kodu: F52, Q18, Q22

THE EFFECTS OF ILLEGAL FISHERY IN AFRICA ON REGIONAL SECURITY

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Sakarya University

Abstract

Today, the fishing industry, which is the source of employment of 55 million at global level and 13 million people only in Africa, has faced many dangers in recent years. Today, the fishing industry, which is the source of employment of 55 million at global level and 13 million people only in Africa, has faced many dangers in recent years. Climate change, environmental pollution, declines in fish species and numbers due to unconscious and over-fishing of fish as well as factors such as “Illegal fishing” is one of the leading elements in the sector. The work of the illegal fisheries, the fishing industry in African countries and regional security are threatening in many ways. Given the fact that illegal fisheries in Western Africa only lead to a loss of \$ 2.3 billion per year in this context, it is seen that African countries facing many political and socioeconomic crises are deprived of a significant income source because of the economic downturn. In addition, millions of people who work in the fishing industry face the danger of losing their jobs. Along with the decline in national income, illegal fishing has also led to a decline in fish consumption, an important food source for low-income people, triggering the current food crisis. As a result, it can be said that the illegal activities in the fishery sector have caused political, economic and social problems for the African states in many respects. As we shall elaborate on the content of the work, there is a direct link between illegal fishing and regional security in Africa. Many international organizations have become aware of the danger and although they have begun to work on projects to develop the fisheries sector in recent years to prevent illegal activities in Africa, no significant progress has been made yet. To solve the problem, a broad roadmap is needed to cover global and regional actors.

Keywords: Illegal fishery, Africa, regional security, economic problems, global and regional actors

JELCode: F52, Q18, Q22

Bidirectional Causal Relationship Between Foreign Trade And Immigration: Evidence From NAFTA

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Abstract

The relationship between foreign trade and immigration has long been discussed in the international trade literature. Theoretical and empirical studies suggest that free trade policies such Free Trade Agreements as might weaken the immigration flows. In the light of this concept, one of the most important contemporary attempts is the North American Free Trade Agreement (NAFTA) in 1992 between United States, Canada, and Mexico due to its size of effect in the region. One of the reasons to create NAFTA was to increase bilateral trade in order to decrease immigration flows from Mexico to the United States (US). Yet, there has been a debate on trade-immigration relation so far. Some scholars have assumed that there is a one-directional negative relationship between foreign trade and immigration in which they are treated as substitutes. Others have claimed that there is a positive relationship between trade and immigration so that they are actually complements. The main aim of this paper is to find bidirectional causal relationship between immigration and foreign trade in the case of US and Mexico under NAFTA. This research utilizes annual data of import and export between US and Mexico and authorized immigration from Mexico to US between 1999 and 2016 by employing Granger-Causality Test. The findings of the analysis exhibited that there is *bidirectional* causal relationship between bilateral trade of US and Mexico and immigration from Mexico to US under NAFTA. Therefore, it may well be said that NAFTA as a free trade policy is not an effective policy to mitigate immigration flows from Mexico to US as policy makers predicted.

Keywords: NAFTA, immigration, foreign trade, Granger-Causality Test

JELCode: F, F1

Why not with the flow? A case of online Shoppers in Pakistan

Muhammad Bilal Mustafa, Mishal Nafees, Shafaq Aftab

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Abstract

With the expeditious growth of technology, Online shopping trend escalate its roots in all over the world. In many countries, conventional markets have been shifted to digital markets or still shifting for the sake to make shopping process more efficient and sophisticated as well as to minimize inputs and maximize the profits. Similarly, today shoppers' taste has been changed from traditional way of shopping to online shopping and/or still changing in all over the world because online shopping is more convenient, more effective and cost saving than traditional way of shopping. But in Pakistan research highlights that majority of the shoppers behave differently toward online shopping as comparative to shoppers in western or developed countries, they are still preferring traditional way of shopping unlike shoppers in western countries. So aim of this paper is to fill this research gap by addressing this issue as well as to identify the actual reasons behind this contrast behavior of Pakistani shoppers toward online shopping as comparative to shoppers in western countries. Besides we also identify those factors that could encourage or discourage shoppers toward online shopping in Pakistan. To address above research problems, we conducted five in-depth interviews and three focus groups, thorough which we found that "Trust deficit" and "lack of awareness" are the two major reasons behind the contrasting behavior of Pakistani shoppers toward online shopping. Whereas "services quality", "product Quality", "Legislation" and "word of mouth" are the major factors that could encourage or discourage shoppers toward online shopping in Pakistan.

Keywords: Trust deficit, lack of awareness, service quality, product quality, legislation, word of mouth.

JELCode: M, M3 (Marketing & Advertising)

An Investigation into the Socio-Political and Legal Determinants of Non-Performing Bank Loans

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Abstract

The growth of non-performing bank loans in developing and developed economies has added fuel to bank's failure fire. Banking failures not only hurt economy of a single country but also hamper the global economy. The suppression of non-performing bank loans is a compulsory condition for the economic growth. If these non-performing bank loans are not controlled and continuously rolled over, the resources are jammed in unsuccessful (unprofitable) sectors; thus, jamming the economic expansion and damaging the economic efficiency. This study is based on survey approach about socio-political and legal determinants of nonperforming loans in banking sector. For this study, Primary data has been collected through questionnaire from 318 professional bankers who make/supervise lending decisions. Correlation and multiple regression analysis have been used to test the impact of selected variables (*Negative Personal Intentions, Political Influence, Banker's Incompetence and Inefficient judicial system and executive*) on non-performing bank loans and to analyze the primary data retrieved from the bankers. Results indicate that all independent variables (*Negative Personal Intentions, Political Influence, Banker's Incompetence and Inefficient judicial system and executive*) have a significant positive relationship with the non-performing bank loans. In the end, this study provides some policy implications and suggestions to control the increasing non-performing bank loans for the betterment of world economy.

Keywords: Non-performing bank Loans, Social Determinants, Corruption, Political Influence, Judicial System

JELCode: G, G21

Üniversite Öğrencilerinin Demografik Özelliklerine Göre Çevre Duyarlılığı Düzeylerinin Ölçülmesi: Kastamonu Üniversitesi Örneği

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Özet

Günümüzde yerel veya ulusal bir problem olmaktan çıkan çevre sorunları, dünyadaki tüm toplumları ilgilendiren en önemli konulardan biri haline gelmiştir. Çevre sorunlarının çözümü için en önemli adımlardan biri de çevre sorunlarına karşı bireylerin bilinçlenmesi ve duyarlılık oluşmasıdır. Çevreye karşı olan duyarlılık kişiden kişiye farklılık göstermekle birlikte esas olan kişiler arasındaki çevreye karşı olan duyarlılıklarının olumlu yönde gelişmesinin sağlanması ve bu yönde adımların atılmasıdır. Bilinç ve duyarlılığın oluşması içinde sadece çevre sorunlarını tanımlamakla yetinmeyip öncelikli olarak çevre kavramının ne olduğunu tanımlamak ve somutlaştırmak gerekmektedir. Bu bağlamda bireyler çevrenin ne olduğunu kavradıktan sonra her hangi bir çevre sorunu ve yahut yerelde çıkacak olan yeni çevre sorununa karşı duyarlı olacaktırlar. Çevre ile ilgili bilinçlenmiş olan birey temiz çevrede yaşamının gelecek kuşaklarında hakkı olduğunun farkına varacaktır. Bu çalışmanın amacı, üniversite öğrencilerinin buldukları konumuna göre farklı eğitim düzeylerinden geçerek gelmiş olan 2017-2018 eğitim öğretim yılında Kastamonu Üniversitesi merkez yerleşkede öğrenim görmekte olan üniversite öğrencilerinin demografik özelliklerine göre çevre duyarlılığı ile ilgili görüş ve düşüncelerini belirlemektir. Bu bağlamda, detaylı veri sağlamak amacıyla merkez yerleşkede öğrenim görmekte olan 393 üniversite öğrencisine 31 sorudan oluşan anket ve açık uçlu sorular sormak suretiyle konu ile ilgili öğrencilerin çevre duyarlılığı ölçülmüştür.

Anahtar Kelimeler: Çevre, Çevre Sorunları, Çevresel Akımlar, Çevre Duyarlılığı İçin Çevre Eğitimi

JEL Kodu: Q50

Measurement Of Environmental Sensitivity Levels Of University Students:

K. University Sample

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Abstract

Today, environmental problems arising from local or national problems have become one of the most important issues that concern all societies in the world. One of the most important steps for resolving these problems is the awareness and sensitivity of individuals towards environmental problems. Sensitivity to the environment differs from person to person, but the main concern is to ensure that the sensitivities of the people to the environment are improved in the positive direction and to take steps in this direction. In the formation of consciousness and sensitivity, it is necessary not only to define the environmental problems but also to define and concretize what is the concept of the environment first. In this context, the individual will be sensitive to any environmental problem and the new environmental problem that will emerge locally once they realize what the environment is. The environmentally conscious individual realizes that living in clean environment is the right in the next generation. The purpose of this study is to determine the opinions and opinions about environmental awareness according to the demographic characteristics of the university students studying at Kastamonu University central campus in the academic year 2017-2018 which has been passed through different levels of education according to the status of university students. In this context, to provide detailed data, 393 university students studying in the central campus were asked about the environmental awareness of the students by asking questions and open-ended questions consisting of 31 questions.

Keywords: Environment, Environmental Problems, Environmental Currents, Environmental Education For Environmental Awareness

JELCode: Q50

Stampede Towards Cultural change: Changing Values from Collectivism to Individualism for Pakistani Individuals

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Abstract

This paper is about the changing values of individuals from collectivism to individualism in Pakistani environment. According to the Hofstede's cultural studies, it includes different dimensions which were power distance, individualism/collectivism, uncertainty avoidance and masculinity/ femininity. The research gap is identified through taking its one dimension, Individualism Vs Collectivism. Hofstede defined Pakistani culture as high in collectivism in 1980, but values change over a period of time, is missing part at the end of Hofstede's cultural dimensions. The change has tried to analyse by adopting a qualitative research strategy. In this paper, researcher used qualitative research method to explore the phenomena. Interviews are conducted from 5 Pakistani Individuals aged between 20 years to 40 years. Three Focus groups consisting on the age group, Females Age (25 to 30), Males Age (30 to 40) and Male Female Aged Mixed group (25 to 30), is selected and were involved in a discussion. Structured open ended questionnaire was developed and participants were gathered from the UCP students and other people aged between 20 and 40. Interviews were conducted and recorded properly through voice recorder in Urdu to make the participants comfortable in expressing their views about the asked questions. The recorded interviews were translated in English and created our first order or primary data. So, the conclusion is; that Pakistan's are relatively high collectivist oriented and largely account for many traditions and practices including strict adherence to hierarchy, centralization, corruption, nepotism and gender differentiation, yet values among the individuals are changing and open adoption to western values is evident from the views of individuals found during the interview conducted. Hence inferred that individual values are changing with the passage of time in Pakistani culture.

Keywords: Pakistani Environment, Cultural Change, Individuals

JELCode: M1 - Business Administration; C25 - Qualitative choice models

A Real-Time Quality Control Model for Perishable Food Transportation Based on Outlier Analysis of Sensor Data

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Abstract

With the rapid developments in digital technologies, manufacturing systems and logistics have been subject to transformation with innovative applications. In logistics, Wireless Sensor Networks (WSN) and Internet of Things (IoT) offer opportunities to reduce costs and ensure product quality. Within the context of perishable food transportation, smart sensors provide contextual data in real-time and maintain useful input to keep track of product quality. Prior studies on perishable product quality mostly incorporate statistical quality control through temperature monitoring. In our study, a quality control model is proposed based on the outlier analysis of sensor data. Temperature and humidity data recorded inside a container was obtained from a producer of shell eggs in Turkey. It was assumed that measurements above critical control points shorten product shelf life as well as fluctuations in data. Time series data including temperature and humidity with moving averages was mined for outlier detection, and actions were recommended regarding the outliers. The study aims to provide such methodology as an alternative to statistical quality control studies on perishable food.

Keywords: Quality Control, Outlier Analysis, Perishable Foods,

JELCode: L-86, L-15, Q-17

Kariyer Uyum Yeteneđinin Beyaz Yakalı alıřanlar Aısından Deđerlendirilmesi

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Özet

alıřanların sahip oldukları yetenekleri iřletme için kullanmalarını sađlamak için yöneticilerin bir takım uygulamalar ortaya koyması gerekmektedir. Kariyer yönetimi, kariyer planlama, kariyer danıřmanlıđı ve kariyer geliştirme gibi birçok kavram iř yaşamında sıklıkla duyulan kavramlardır. Kiřinin kariyer hedefine ulaşmasında bireysel gayretin yanında örgütsel desteklerinde etkisi oldukça büyüktür. Kariyerin planlanmasından başlayarak geliştirilmesi ve sonlandırılmasına kadar birçok aşamada kiřinin kariyer yönetimi ile örgütün kariyer yönetimi arasında bir uyumun olması gerekmektedir. Birey kariyeri için yaptıđı planda örgütsel planların etkisini mutlaka görecektir. Bu aşamada bireyin alıřtığı kurumdaki kariyeri ile ilgili göstermiş olduđu uyum onun performansına da yansıtacaktır. Yeni iř modellerinde kiři artık birbirinden farklı kariyer yollarında kendini bulabilmektedir. Tek bir alanda ilerleyen kariyer yerine çoklu kariyer anlayıřları ortaya çıkmıştır. Deđiřen iř yaşamı alıřanların kariyer geliřimleri için deđiřen evreye uyum sađlamaları zorunluluđunu ortaya ıkarmıştır. Hızlı deđiřen evrede uyum yeteneklerinin ve geliřime açık olmanın önemi giderek artmaktadır. Kariyer uyumu, kiřilerin deđiřen evre kořullarına kendi kariyerlerini řekillendirmek için edinmeleri gereken becerileri tanımlar. Kariyer uyum yeteneđi dört boyutta ele alınmıştır. **Kontrol**, bireyin kariyeri ile ilgili karar verebilme gücü ve kariyerini yönetme becerisi olarak tanımlanır. **Kayı**, kiřinin kendi yeteneklerini bilerek gelecek planını yapmasıdır. **Güven**, bireyin herhangi bir sorun ile karřılařması durumunda bu sorunu özebileceđine dair inancıdır. **Merak**, bireyin fırsatlar için sürekli ve ilgi ile etrafını analiz etmesi olarak tanımlanır. Bu alıřmada nicel arařtırma yöntemlerinden anket tekniđi ile toplanan veriler iřıđında Düzce Organize Sanayi Bölgesinde faaliyet gösteren Anonim řirketlerin beyaz yakalı alıřanlarının kariyer uyum yetenekleri incelenmiştir. Arařtırma bulgularına göre örneklem içinde yer alan alıřanların kariyer uyum yeteneklerinin iyi derecede olduđu ve demografik özelliklerine göre farklılařtığı görülmüřtür.

Anahtar Kelimeler: Kariyer, Kariyer Uyum, Beyaz Yakalı alıřan

JEL Kod: M10, M12, M50

Evaluation of Career Adaptation Skills By The White-Collar Workers

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Abstract

Managers need to implement a number of practices to enable employees to use their talents for business. Many concepts such as career management, career planning, career counseling and career development are frequently heard in business life. The influence of the individual on organizational support as well as individual effort in reaching career goal is very important. From the planning of the career to the development and finalization of it in many stages it is necessary that there is a harmony between staff career management and manager's career management. The individual will absolutely see the effect of organizational plans on the planet he has made for his career. At this stage, the adaptabilities that the individual shows about his career in the institution he works in will be reflected in his performance. In new business models, people now find themselves in different career paths. Instead of a career advancing in a single field, multiple career perspectives emerged. The changing business life has created the necessity for employees to adapt to the changing environment for their career development. The ability to adapt and develop in a rapidly changing environment is increasingly important. Career harmony defines skills that people need to acquire in order to shape their careers to changing environmental conditions. The ability to adapt to careers is addressed in four dimensions. Control is defined as the ability to make decisions about an individual's career and the ability to manage a career. Anxiety is the plan of the future, knowing one's own abilities. Confidence is the belief that an individual can solve this problem if he encounters any problem. Curiosity is defined as an individual's continuous and interest-oriented analysis of opportunities. In this study, questionnaire technique and data were collected from quantitative research methods. The career adaptation abilities of white collar employees of incorporated company operating in Düzce Organized Industrial Zone were examined. According to research findings, the career adaptation abilities of the employees in the sample are good and their career adaptation abilities differ according to their demographic characteristics.

Keywords: Career, Career adaptation abilities White-collar Employee

JELCode: M10, M12, M50

TÜRKİYE’DEKİ LOJİSTİK EĞİTİMİNE YÖNELİK BİR ARAŞTIRMA

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Özet

Günümüzde küreselleşme ile birlikte büyüyen ve gelişen şirketler uluslararası pazardan pay alabilmek için lojistik faaliyetlerine önceki dönemlere göre daha fazla önem vermeye başlamıştır. Firmaların lojistik faaliyetlerindeki etkin ve verimli uygulamalarla rekabet avantajı elde edebilmeleri ise çalışanların işgücü niteliği ve katkılarının artırılmasına bağlıdır. Buna bağlı olarak, lojistik alanında nitelikli bilgi ve beceriye sahip eleman arayışına paralel olarak lojistik eğitimi veren üniversitelerin sayısında da artış oluşmuştur. Bu çalışma kapsamında İstanbul’da lojistik eğitimi veren program isminde lojistik, taşımacılık ya da ulaştırma kelimesi geçen 4 yıllık lisans düzeyindeki devlet ve vakıf üniversitelerinin internet üzerinden resmi müfredatları incelenmiştir. İncelenen müfredatlar ile ilgili olarak içerik analizi yapılmış ve tespit edilmiş olan farklılıklar bulgular halinde çalışma da ortaya konulmaya çalışılmıştır. Lojistik eğitimindeki güçlükler ve program müfredatlarındaki farklılıkların nedenleri ile ilgili olarak ayrıca lojistik programlarında idari olarak görev yapan akademisyenlerle odak mülakatları yapılarak çalışmaya daha geniş bir bakış açısı kazandırılmıştır. Yapılan görüşmeler dahilinde lojistik eğitiminde standartların sağlanamamasının temel nedenleri olarak; alanda yeterli akademisyenlerin mevcut bulunmaması, sektörden gelen bazı eğitimcilerin ise akademi kültür ve teamüllerine uyumlaştırılmasındaki güçlükler, bu programların akredite edilmeleri yönündeki çalışmaların başlangıç aşamasında olmaları ve müfredatlarını lojistik sektörünün ihtiyaçlarına özgü olarak güncellemeleri ve lojistik eğitime yönelik farklı bakış açıları olarak ifade edilmiştir. Çalışma lojistik eğitiminde standartlar olmayışının neden ve sonuçlarını ortaya koyarak lojistik eğitimi konusunda katkı sağlamayı hedeflemektedir.

Anahtar Kelimeler: İşletmecilik, Lojistik Eğitimi, Standartlaşma,

JEL Kodu: M1, M10, I20

A RESEARCH FOR THE LOGISTICS EDUCATION IN TURKEY

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Abstract

Today, companies that grow and develop with globalization have started to give more importance to logistics activities than to previous periods in order to have a share in the international market. In order to achieve competitive advantage, firms' ability to develop efficient and effective practices depends on increasing the quality and contribution of employees. Accordingly, the number of universities providing logistics training has increased in parallel with the search for employees with qualified knowledge and skills in the field of logistics. Within the scope of this study, the curriculum of the programs that contain words logistics, carriage, transportain in its name are examined. Content analysis has been conducted in relation to the curricula reviewed and the study has been tried to reveal the differences in the findings. In addition to the difficulties in logistics education and the reasons for the differences in curriculum curricula, the focus interviews with the academicians who work in the logistics programs have been made and a wider perspective has been gained. As the main reasons for failure to meet standards in logistics education within the scope of the interviews; the lack of adequate academicians in the field and the difficulties of adapting some of the academicians and instructors that comes from the sector to the culture and practices of universities, the efforts of universities to be accredited for logistics programs are still in their initial stages, universities have updated their curricula at certain intervals, which are specific to the needs of the logistics sector, and have different perspectives for logistics education. The study aims to review the current state of logistics education, reexamine problems relating to its growth, contribute to the logistics education by presenting the reasons and results of lack of standards in logistics education.

Keywords: Business Management, Logistics Education, Standardization

JELCode: M1, M10, I20

Çevre Politika Araçlarının Tarımsal İlaçlama Üzerindeki Rolü

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Özet

Tarım denildiğinde akla üretmek gelir bununla birlikte sağlıklı ve organik besinlerin üretiminden de bahsetmek gerekir yani tarım sadece üretmek değil sağlıklı ve çevreye zarar vermeden, üretimin nesilden nesle devamını sağlayacak şekilde üretmek demektir. Tarımsal üretime piyasa ve kar gözüyle bakıldığında sağlıklı üretimin pek mümkün olmayacağı aşikârdır ki üretici tarım sektöründe piyasa ve kar amacı ile bulunur bu yüzden tarımda kimyasal ilaçlamalar oldukça yaygındır ve bilindiği üzere tarımda kullanılan kimyasal ilaçlar insan sağlığına ve yaşanılan çevreye oldukça büyük hasarlar vermektedir. Tarımsal faaliyetlerde kullanılan böcek ilaçlama uygulamasının da son yıllarda dünyada ve Türkiye özelinde artış gösterdiği görülmektedir. Tarımsal amaçlı ilaçlamaların bilinçsiz şekilde yapılması birçok bölgede hava, su ve toprak kirliliğine neden olmaktadır. Tarımda ilaçlama da kimyasal tekniklerin kullanılması doğal ve yapılı çevreye zarar verdiği kadar insan sağlığını da tehlikeye atmaktadır. Bu aşamada, tarım, kırsal kalkınma, gıda, balıkçılık gibi konularda görev ve sorumluluk alanına giren devlet kurum ve kuruluşları tarımda uygulanan kimyasal ilaçlama ve sonrasında meydana gelen problemlerin çözümüne yönelik olarak yerel, ulusal ve uluslararası düzeylerde çevre politika araçları belirlemişlerdir. Bu çalışmanın amacı düzenleyici, katılımcı ve piyasaya dayalı çevre politika araçları üzerinden devletin tarımsal faaliyetlerin en iyi ve en sağlıklı şekilde devamlılığını sağlama amaçlı uyguladığı politikaları vurgulamaktır. Bu politika araçları hem piyasaya dayalı kar odaklı uygulamaları hem de bu uygulamalar sonrasında meydana gelecek olan çevre sorunlarını engellemek amaçlanmaktadır. Bu çalışmada devletin hangi politika aracının hangi çevre ve insan sağlığı problemleri için kullanıldığı sorunsal tarımsal ilaçlama örneği üzerinden incelenecektir. İnsan sağlığına ve çevre sorunlarına sebep olan kimyasal ilaçlamaların zararlarını en aza indirmek için devletin uyguladığı çevre politikası araçlarının nasıl belirlendiği ve uygulama safhası üzerinden ele alınacaktır.

Anahtar Kelimeler: Tarımsal İlaçlama, Çevre Sorunları, Çevre Politika Araçları

JEL Kodu: Q58, Q10, E60

Role On Environmental Policy Of Agricultural Application

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Abstract

When it is called agriculture, it is to produce with mind, and it is also necessary to mention the production of healthy and organic foods together with it. That is to say, agriculture is not only to produce but to produce healthy and without producing harm to the environment. Agricultural production is obviously not likely to produce healthy when the market and profit are considered. The producer is in the agricultural sector with the aim of market and profit, so chemical pesticides are very common in agriculture and chemical pesticides used in agriculture cause considerable damage to human health and living environment. Of pest control applications used in agricultural activities in the world in recent years and it is seen that Turkey showed an increase in private. Unconscious spraying of agricultural medicines causes air, water and soil pollution in many areas. The use of chemical techniques in agriculture is also harmful to natural and built environment as well as to human health. At this stage, state institutions and organizations in the fields of agriculture, rural development, food, fisheries and so on have determined environmental policy instruments at the local, national and international levels for the solution of the agricultural chemical application and the problems afterwards. The aim of this study is to emphasize the policies that the state implements through the environmental regulatory, participatory and market-based environmental policy instruments in order to ensure the sustainability of the agricultural activities in the best and healthier way. These policy instruments are aimed at both market-based profit-oriented practices as well as the prevention of environmental problems that may arise after these applications. In this study, the state will examine which policy tool is used for which environmental and human health problems through problematic agricultural drug application. It will be addressed through how the government's means of environmental policy tools are determined and implemented to minimize the harms of chemical pesticides that cause human health and environmental problems.

Keywords: Agricultural Pesticide, Environmental Problems, Environmental Policy Tools.

JELCodes: Q58, Q10, E60

Türkiye-Nijerya Ticari İlişkileri: Geçmiş ve Gelecek Perspektifi

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Özet

1960 yılında İngiltere'nin sömürgesi olmaktan kurtulan Nijerya ile Türkiye'nin ilişkileri, ülkenin bağımsızlığını elde edişinin ikinci yılında Lagos'ta (o dönemki başkent) Türk Büyükelçiliğinin açılmasıyla başlamıştır. Türkiye'nin o dönemdeki Batıcılık politikaları ve çok partili süreçte yaşadığı sorunlar nedeniyle Afrika ve dolayısıyla Nijerya ile ilişkiler askıya alınmıştır. Bundan sonraki süreçte iki ülke arasında daha çok uluslararası örgütler kanalıyla işbirlikleri gerçekleştirilmiştir. 2016 yılı Mart ayında iki ülke arasında, Türkiye Cumhurbaşkanı'nın Nijerya ziyaretiyle ikili ticaret için Ekonomik ve Ticari İşbirliği Mutabakat Zaptı ve Sanayi Alanında İşbirliği Mutabakat Zaptı imzalanması, Türkiye-Nijerya İş Forumunun üst düzeyde harekete geçirilmesi gibi atılımlar gerçekleştirilmiştir. Bununla birlikte BOTAŞ ve Türk Müteahhitlik firmaları Nijerya'da etkin konuma gelerek Türkiye-Nijerya ticaretinin gelişiminde önemli birer mihenk taşı olmuşlardır. Çalışmada Afrika Kıtasında yer alan Nijerya'nın tercih edilmesinin temel nedeni yoksul olarak bilinen diğer Kıta ülkeleriyle kıyaslandığında "*dış ticaret fazlası veren bir Afrika ülkesi*" olmasıdır. Petrol ihracatı, bu fazlalığın ana faktörüdür ve ülke ihracatının %95'ini teşkil etmektedir. Bu bağlamda Türkiye-Nijerya ticari ilişkilerinin yakın gelecekte daha da gelişme kaydedeceği beklenmektedir. Özellikle Türk müteahhitlik hizmetlerinin etkin olduğu Nijerya'daki Türk firmalarının artışı ve Nijerya'dan ithal edilen LNG (sıvılaştırılmış doğal gaz) alımı ile her iki ülke de birbirine alternatif ticaret ortağı olmaktan öte stratejik işbirliği ortakları olabileceklerini göstermektedirler.

Anahtar Kelimeler: Nijerya, Türkiye, dış ticaret, Afrika, stratejik işbirliği, LNG, Müteahhitlik hizmetleri

JEL Kodu: F63, F68, O55

Turkey-Nigeria Trade Relations: Past and Future Perspectives

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Abstract

Survivors being British colonial Nigeria in 1960 with Turkey relations, in the second year of the progress the country achieved independence in Lagos (the capital at that time) began with the opening of the Turkish Embassy. Because of the Westernism policies in Turkey in that period and problems in the multi-party process, relations with Africa and therefore with Nigeria have been suspended. In the following period, cooperation between the two countries has been realized with more international organizations. Between the two countries in March of 2016, breakthroughs realized such as Turkey's President during his visit to Nigeria for bilateral trade and Economic Cooperation Memorandum of Understanding to be signed in the Memorandum of Understanding of Industry and Trade Cooperation Area, Turkey-Nigeria Business Forum to mobilize in a high level. Meanwhile, BOTAŞ and Turkish Contractors have come to an active position in Nigeria, development of Turkey-Nigeria trade have become an important milestone. In the study, the main reason for the preference of Nigeria, which is located in the African continent, is "an African country that gives foreign trade surplus" while compared to other continental countries known as the poor. Oil exports are the main factor in this surplus and the country accounts for 95% of exports. In this context, Turkey-Nigeria trade relations are expected to be made further progress near future. In particular, the increase in Turkish companies in Nigeria, where Turkish contracting services are effective, and the purchase of LNG (liquefied natural gas) imported from Nigeria, both countries can show strategic cooperation partners rather than being alternative trade partners.

Keywords: Nigeria, Turkey, foreign trade, Africa, strategic cooperation, LNG, contractor services

Gel Code: F63, F68, O55

Uluslararası Ticarete Fiyatlandırma Stratejileri

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Özet

Bu çalışmada da Uluslararası Ticarete Fiyatlandırma Stratejileri başlığı altında, sadece minimum maliyetli maksimum kâr amaçlı fiyatlandırma tekniğinin değil; bir tarafta teslim şekillerine bağlı, diğer tarafta küresel rekabet gücüne bağlı fiyatlandırma stratejileri ele alınırken; öte yandan da tutundurma politikası çerçevesinde ve de stok maliyetlerini dahi minimize edebilmeye yönelik politikaların yer aldığı fiyatlandırma stratejileri kaleme alınmıştır. Buradan hareketle birinci bölümde, kavram ve kapsam olarak fiyat ve fiyatlandırma ele alınmış olup, fiyatlandırmadaki amaç işlenmiştir. İkinci bölümde ise, bir anlamda firmaların fiyatlandırmaya yönelik durum analizi niteliğinde olan fiyatlandırmayı etkileyen faktörlere yer verilmiştir. Firmaların fiyatlandırmalarının hangi faktörlerle etkilendiğinin tespitine bağlı olarak üçüncü bölümde de literatürde yer alan fiyatlandırma yaklaşımları ve bu yaklaşımlara yönelik Fiyatlandırma politikaları ele alınmıştır. Bir anlamda adım adım stratejilerin uygulanabilirliğinin kaleme alındığı dördüncü bölümde ise Temel Fiyatlandırma Stratejileri işlenmiştir. Sonuç olarak da çalışmamızda, özellikle dış ticaretle uğraşan firmaların fiyatlandırmada ve dahi buldukları ve/veya buldukları pazarda nasıl bir fiyat stratejisi izleyeceklerine yönelik yol haritası sunulmuş bulunmaktadır.

Anahtar Kelimeler: Dış Ticaret, Fiyatlandırma, Fiyatlandırma Stratejileri, Fiyatlandırma Süreci, Fiyat

JEL Kodu: P45, P22

Pricing Strategies In International Trade

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Abstract

In this work, too, under the heading of Pricing Strategies in International Trade, not only the minimum cost-effective maximum profit pricing technique, on the one hand, on the delivery forms, on the other hand, the pricing strategies related to the global competitive power; On the other hand, pricing strategies that include policies to minimize inventory costs are also included in the framework of the holding policy. In this first part, the concept and scope of price and pricing are discussed, and the purpose of pricing is discussed. In the second part, in a sense, the factors affecting pricing, which is the status analysis of pricing for firms, are included. In the third part, the pricing approaches in the literature and the pricing policies for these approaches are dealt with, depending on the determinants of which factors the pricing of the companies are affected. In a sense, in the fourth chapter, where the applicability of step-by-step strategies is taken into account, the Basic Pricing Strategies are processed. As a result, in our work, a road map has been presented, especially for companies dealing with foreign trade, in terms of pricing and how they will follow a pricing strategy even in the presence and / or presence of the market.

Keywords : Foreign Trade, Pricing, Pricing Strategies, Pricing Process, Price

JELCodes: P45, P2

Use of Pharmaceutical Sales Representative to Influence Health Professionals Prescribing Behavior

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Abstract:

This study aims to perceive key factors that affect doctor's prescribing decisions furthermore the essential factor of information for practitioners about new medicines and the best "modernize techniques" utilized by pharmacological sales representatives. Applied Research is conducted in this study, to further identify the relationship between pharmaceutical industry uses of medical reps as a marketing tool to influence the prescribing behavior of medical doctors. The study highlights the connection elements clarifying the relationship between the dependent and independent elements i.e the pharma delegate's strategies, collaboration between pharma reps and specialists, assumed conduct of specialists towards reps and the prescribing behavior of doctors. Data is gathered from past discoveries exhibited in the literature review. Furthermore the quantitative strategy i.e survey questionnaire, as a part of the type of polls filled by the objective populace. Using cluster sampling, a sample of respondents was gathered, target geography for the research study focuses on the data collected having a diverse set of audience.

This review fills a gap inside the present composition by recognizing the most basic factors that impact doctor's decisions concentrating on the metropolitan urban areas. Current patterns were highlighted. Promo products and foreign/conference invites, followed by customized favors were observed as the highest used tactics to influence doctor's prescribing habits. It can be concluded there is weak supervision and interactions of doctors and pharma reps may be easily ethically challenged. The data can be utilized to comprehend the present conduct of doctors, moral contemplations, incentive offerings, successful strategies used, effect and degree of connection, level of duty among powers and classes of specialists generally targeted.

Keywords: Prescribing Behavior, Healthcare, Representatives.

JELCode: M, M31

BİR GIDA İŞLETMESİNDE BULANIK AHP VE TOPSIS YÖNTEMLERİ İLE TEDARİKÇİ SEÇİMİ VE KARŞILAŞTIRILMASI

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Özet

Günümüzde teknoloji ve ticarete yaşanan gelişmeler tedarikçi seçimine farklı bir boyut kazandırmıştır. İşletmeler, faaliyetlerini gerçekleştirmek ve sürdürebilmek için pek çok tedarikçi firmayla çalışmak durumundadır. Tedarik zinciri yöntemi, ürünlerin hammaddeden üretime, üretimden en son tüketiciye kadar malzeme tedarikçisini, dağıtım ve üretim aşamalarını kontrol altında tutmayı amaçlar. Tedarikçilerle olan ilişkilerin yönetimi ve tedarikçi seçimi işletmeler için oldukça önemli bir karar verme sürecidir. Bu karar verme süreci üretilen ürünün kalitesini de etkilemektedir. Çalışmanın amacı işletme için önemli bir karar aşaması olan tedarikçi seçimini kolaylaştırmak ve işletme şartlarını sağlayan en doğru tedarikçiyi seçmektir. Bu kapsamda bir gıda firmasında baharat tedarikçilerine yönelik ana ve alt kriterler işletme içinde anket yöntemiyle belirlenmiş, daha sonra ikili karşılaştırma matrisleri beyin fırtınası toplantılarıyla oluşturulmuştur. İkili karşılaştırma matrisleri oluşturulduktan sonra tutarlılık hesabı yapılmış ve Analitik Hiyerarşi Prosesi (AHP) yöntemi ile de çözüm yapılmıştır. İstenilen tutarlılık sağlandıktan sonra değerler bulanıklaştırılmış sırasıyla Bulanık AHP ve TOPSIS yöntemleri Excel ile uygulanmıştır. Sonuçlara bakıldığında hem AHP yönteminde, hem de Bulanık AHP ve TOPSIS yönteminde B tedarikçisi seçilmiştir. İki yöntemde de aynı kararın verilmesi sonuçların güvenilirliğini artırmıştır.

Anahtar Kelimeler: Bulanık-AHP, TOPSIS, Tedarikçi Seçimi, Gıda Sektörü, Karar Verme.

JEL Kodları: C02, C44, C61, M1

SUPPLIER SELECTION AND COMPARISON WITH FUZZY-AHP AND TOPSIS METHODS IN A FOOD INDUSTRY

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Abstract

Today, developments in technology and trade have given a different dimension to supplier selection. Businesses have to work with many suppliers in order to realize and sustain their activities. The supply chain method aims to control the supply of materials from the raw material to production, from the production to the latest consumer, and the distribution and production stages. Managing relationships with suppliers and choosing suppliers is a very important decision making process for businesses. This decision-making process also affects the quality of the product produced. The aim of the study is to facilitate the choice of supplier, which is an important decision step for the enterprise, and to choose the right supplier that provides the operating conditions. In this context, main and sub criteria for spice suppliers in a food business were determined by in-house survey method, then binary comparison matrices were formed by brainstorming meetings. After the binary comparison matrices were created, consistency calculations were made and the solution was made with the Analytical Hierarchy Process (AHP) method. After the desired consistency was achieved, the values were blurred, respectively, and the Fuzzy-AHP and TOPSIS methods were applied with Excel. When we look at the results, we selected B supplier both in AHP method and in Fuzzy-AHP and TOPSIS method. The same decision in both methods increased the reliability of the results.

Keywords:Fuzzy-AHP, TOPSIS, Supplier Selection, Food Industry, Decision Making.

JEL Codes: C02, C44, C61, M1

Pakistan Progresses From An Agrarian To The Logistics based Economy

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Abstract

This paper presents Pakistan's progressive phase, i.e. from being agricultural based towards the logistic based country. Pakistan is, from an international perspective, one of the best strategic and resourceful country in Asia, possessing such distinctive qualities and features such as mountains, plateaus, plains and ocean that distinguishes it from the neighboring countries. Pakistan is striving to achieve a sustainable development in the country by alleviating its economic problems through one of its mega Project as signed between Pakistan and China under the name of "China-Pakistan Economic Corridor(CPEC)". This project proves as Pakistan's first entry step to the globalist age. Pakistan's gradual shift from an agrarian economy to a logistics hub, for the transport of goods from China to emerging markets in the Middle East and Africa and vice versa, is hoped to be achieved through this(CPEC) project.Global trade is rapidly shifting to Asian countries, and Pakistan through its mega project would be in a position to establish logistics corridor for agri-commodities especially for perishables. In result of this miracle project, Pakistani Farmers could save their produce from losses which are estimated to be as high as 40pc of each crop. This propensity will subsequently increase the demand of smooth transportation of goods and services.CPEC, a ray of hope, will bring plenty of benefits to the people of the South Asian region, especially to the people of China and Pakistan. Through CPEC, all the provinces (urban, rural, advanced and backward areas) will be connected. Though it is a time consuming and a bit challenging project, but once established successfully, it would fast change and impact the economies of its' own and the adjacent countries'.It is a literature-based study and various studies regarding construction of mega projects(corridors) like Panama Canal, Nicaragua Projects, and some other corridors in Africa, have been consulted for this paper. The paper, in addition, also highlights the potential of logistics in Pakistan and how it will generate the economic activities in the region, followed by conclusion and recommendations.

Keywords: CPEC, infra structure, sustainable development, Economy of Scales, Logistics, Supply Chain Management, etc.

JELCode: I20

Karar Verme Tarzları Çalışanların İşe Adanmışlıklarını Etkileyebilir mi?

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Özet

Karar verme süreci işletmedeki çalışan konuma göre, bilgi düzeyine göre, eğitim düzeyine göre ve kişilik yapısına göre değişiklik gösterebilmektedir. Bu sayılanların dışında da kara verme üzerinde etkili olan kişisel ve çevresel faktörler elbette ki vardır Genel olarak ilgili literatür incelendiğinde karar verme tarzları, rasyonel, sezgisel, bağımlı, kaçınmacı ve Kendiliğinden/Ani Karar verme olmak üzere beş şekilde ele alınmaktadır. Düzce Üniversitesi İşletme Fakültesinde görev yapan akademisyenlerin tam sayım yöntemi ile örnekleme dahil edildiği çalışmada nicel araştırma yöntemlerinden anket tekniği ile veriler toplanmıştır. Karar verme tiplerinin örnekleme hangi ağırlıkta ortaya çıktığının ve adanmışlık davranışının en çok hangi boyutta var olduğunun belirlenmesi ve yine karar verme ve adanmışlık davranışlarının birbiri ile olan ilişkisinin belirlenmesi de diğer bir çalışma amacıdır. Araştırma sonucunda elde edilecek bulgular özellikle yöneticiler açısından önem taşımaktadır. İşe alımda, terfilerde veya yer değiştirmelerde kullanılabilir bir kriter olarak karar verme tarzları işine kendini adayan çalışanlara sahip olmayı getirebilecektir. İşletmelerin işine kendini adanmış ve işi ile bütünleşmiş çalışanlara sahip olması uzun vadede işletme performansını artırıcı en önemli faktördür. Bu açıdan işe adanmaya dikkat çekilerek yönetimsel faaliyetlerde bu konunun üzerinde durmanın önemi bir kez daha vurgulanmış olacaktır. Araştırmanın sonucunda karar verme tarzlarının adanmışlık ile pozitif ve negatif yönlü ilişkisinin olduğu görülmüştür.

Anahtar Kelimeler: Karar, Karar Türleri, Adanmışlık

JEL Kodu: M12, D23

Does Decision Making Style Can Effects Engagement of Employees?

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Abstract

Decision-making process can vary according to the working position in operation, level of knowledge, level of education and personality structure. Apart from these, there are of course the personal and environmental factors which are effective on the decision making. When the relevant literature is examined in general, the decision-making styles are handled in five ways as rational, intuitive, addictive, avoidant and spontaneous / sudden decision making. Academic staff working at the Faculty of Business Administration of Düzce University, including sampling with exact counting method, will be collecting the questionnaire and data from the quantitative research methods. It is another purpose of the study to determine the weight of the decision-making patterns in the sample and the extent to which the behavior of engagement is most present, and to determine relationship of beetwen decision-making and engagement behaviors. Findings to be obtained as a result of research are especially important for managers. Decision-making as a criterion that can be used in recruitment, promotion, or relocation may lead to having employees dedicated to the job. Having employees who are dedicated to the business and integrated with the business is the most important factor in improving the performance of the business in the long run. In this respect, attention to dedication to work will be emphasized once again in managerial activities. As a result of the research, it was seen that decision-making styles had positive and negative relationship with commitment.

Keywords: Decision, Types of Decision, Engagement

JELCode: M12, D23

Assessing the Role of Rural Community Development Programs in Women Empowerment in Pakistan

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Abstract

The discrimination in gender is a consistent issue faced by all women in the whole world and it has raised the need to uplift women status. The current study assesses the key role played by the Rural Community Development Programs (RCDP) (a non-banking finance company) in women empowerment and poverty alleviation in Pakistan. The study uses case study methodology for in-depth analyzes of RCDP and reveals that it brings significant improvement in women's family well-being and improves their social and economic status by allocating interest-free loans. The current study uses four key variables; education, marital status, age, and family type to investigate their impact on women's decision-making ability in view of their social and domestic life aspects. The study evaluates two successful female borrowers as a case study out of six borrowers who have taken loan from RCDP for carrying out their entrepreneurial activities. The findings further reveal that RCDP provides full time earning source for improving women's standard of living and it not only works as a mean to provide finance but also serves as a source to increase women confidence and morale which subsequently expands entrepreneurial activities. The demand for microfinance specifically for entrepreneurial activities is increasing day by day in Pakistan. Hence, this study will not only evaluate the empowerment/ development women are getting from the finance and moral uplift provided by the MFIs but will also help the microfinance institutions to know about their role in economic development and how much this has increased their own business capability and capacity.

Keywords: Microfinance Institutions, Rural Community Development Programs, Women Empowerment

JELCode: G2, G21

Role of Consumers in an online brand community and its effect on social capital, and brand loyalty: Skepticism as a moderator

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Abstract

This study investigates driving forces (needs) which brings consumers to online brand communities and what are the social capitals they gain from participating in these communities, the process of how the social capitals gained gratify the needs to participate in brand communities on social media, possible outcomes of social capital gained through those communities that influence loyalty towards community's endorsed brand, how skepticism affects the relationship between social capital accumulations and its outcomes and brand loyalty. Data was collected from Pakistan. A total of 200 of the respondents who at some points had been members or visitors of online brand community of an apparel, shoes, or accessory. The uses and gratification theory and the social capital and network theory were combined to develop an abstract model. Confirmatory factor analysis approved of five needs which lead a person to participate in a brand community as well as three accumulations of social capital in the online brand community context. Structural capital and cognitive capital both influence brand loyalty in a positive way. In addition, both community commitment and knowledge sharing influenced brand loyalty positively. Moreover, skepticism only affected the relationship of cognitive capital and knowledge sharing with brand loyalty. **Practical implications:** The results are applicable for managers in apparel brand markets as well as the retailers for effectively operating the online brand communities. As results reveal that brand loyalty is reinforced by interacting and participating in those communities.

Keywords: Brand communities, Social capital, Skepticism, Brand Loyalty.

JELCode: D12, D91, P36

Impact of Electronic Fashion Magazines and Online Shopping on Consumer Buying Behavior

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Abstract

Fashion appearance has globally transformed the way it is perceived in the modern-day. Now-a-days fashion has emerged the consumer in vogue style. A sturdy focus is made to the low cost advantage on the standardization made on the habitual culture of fashion industry that has laid diversified psychological and physical needs in a given zone. In this paper we will find and analyze the impact of electronic fashion magazines and online shopping on the consumer buying behavior. The core purpose of the research is to find out the effect of the electronic fashion magazines and online shopping on the consumer buying behavior of Pakistan i.e. to determine whether these magazines and online shops effect the consumers to the extent that they prefer buying the latest fashion stuff being shown using forums which ultimately leads to a rise in the fashion market. The researcher will be focusing here on the fact that the e-commerce namely the e-fashion magazines and online shops have played a vital role in bringing about the changes in the history of fashion sense for the consumers. The basic information of this paper is obtained from the sample of 150 people, which are the people of Karachi chosen at random. The data used will be primary as well as secondary in the paper. The convenience sampling technique is use for this study.

Keywords:Electronic fashion magazines, online shopping, consumer buying behavior, e commerce,fashion market.

JELCode: M30, M31

Importance of Corporate Governance in Banking Sector And Its Impact On Performance: Empirical Evidence From Pakistani Banks

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Abstract

Meeting legal requirements to maximize profit is no more the sole primary objective of all corporations, now corporate bodies have to think out of the box and put more attention towards social welfare, business ethics and good governance. Today corporations need to be managed and governed as well, that directly relates with corporate performance. In the subject of corporate governance, banks are special because of highly leveraged nature of business that require to “protect” the interest of depositors and to “optimize” the shareholder’s wealth. This study is an attempt to empirically investigate the impact of corporate governance on accounting as well as market performance of banks. To achieve this objective an index based approach is used to measure the corporate governance for each bank where as bank accounting performance is measured by return on assets (ROA), return on equity (ROE) and market performance of each bank is measured by Tobin’s Q. Study include control variables of size, leverage and growth of bank to analyze the sheer impact of corporate governance on performance. This study exclusively used panel data estimation techniques and further “Hausman” specification test was implied to get consistent results. End results of the study revealed that corporate governance significantly impact the performance of banks however it is worth to note that not all categories of corporate governance influence the performance evenly.

Keywords: Corporate Governance, Corporate Performance, Index

JELCode: G, G34

ANALYSIS OF FACTORS AFFECTING INVESTMENT DECISIONS ON STATE COMPANIES (BUMN) IN INDONESIA

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Abstract

The goals of this study is to determine the factors that affect investment decisions on states companies (BUMN) in Indonesia. Independent variables used in this study are Free Cash Flows, Debt Policy, Funding Constraints and Profitability, with Divident Pay Out Ratio as a moderating variable, while the dependent variable in this study is Investment Decision. Using literatures study method, the result of the research found that free cash flow negative influence on investment decision, leverage have positive effect to investment decision, funding constraint have negative effect to investment decision, ROI (profitability) have positive effect to investment decision.

Keywords :Investment Decision, Free Cash Flow, Debt Policy, Funding Constraints

JEL Code: F21, E22

The inflation targeting regime's effectiveness – a comparison between Turkey and Romania

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Abstract

Inflation targeting has become the monetary strategy worldwide adopted as a result of the failure of other regimes, such as targeting the monetary aggregates, thus controlling the money supply or aiming at a stable currency especially in the pairing with foreign currencies or commodities, as it was firstly implemented. Irrespective of the monetary policy regime, the central bank has the responsibility to set a coherent, transparent and independent framework for providing a nominal anchor to the economy. This paper's aim is to depict thoroughly the inflation targeting (IT) regime from the standard provisions to its features in Turkey and Romania, taking into account the similarities and disparities between the two countries. On the one hand, the aforementioned strategy was implemented by the National Bank of Romania (NBR) in Romania in 2005 whereas the Central Bank of the Republic of Turkey (CBRT) adopted an interim strategy of an implicit target until 2005, when IT was full-fledged. Price stability as a fundamental objective of a central bank is correlated with other macroeconomic variables which are pillars for a sustainable economic growth. Inflationary expectations are also important for the effectiveness of the monetary policy transmission mechanism; under an IT regime, these expectations are underpinned and quantified. Last but not least, whenever the inflation target exceeds or alarmingly drops under the aimed bandwidth, the central bank is entitled to adjust its policy accordingly. This is mostly the case of Turkey, where inflation is a significant trigger of instability, as presented in detail in the paper. An important part of the paper reveals the gap between the inflationary expectations and the results, putting an emphasis on the factors that generate volatility. Moreover, the analysis refers to relevant data since the adoption of IT strategy in both countries, including the assessment for 2018, taking into consideration the critical period of the global financial crisis starting in 2008.

Keywords: central banks, inflation targeting, Central Bank of the Republic of Turkey, National Bank of Romania

JELCode: E52; E58

FACTORS THAT AFFECT THE COMPANY INNOVATION

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Abstract

Innovation is fundamental for company to be able to contend. Innovation is a basic instrument for companies to compete (Baumol, 2002). One of method that company do to innovate is through investment in R & D (research and development) activities. The aim of this study is to find out the factors that affect company innovation. The observed variable in this study is company innovation reflected by R & D fund investment, concentrated ownership and eco-efficiency. Concentrated ownership represented with the first of big three shareholder ownership percentage (at least 5%) from outstanding stock. Eco-efficiency measured by classifying the quantity of goods or service produced by the production resources usage. The analysis model used in this research is literatures study. Literatures evidence the factors that affecting company innovation reflected by R & D investment are concentrated ownership and eco-efficiency. The result of this study indicate that concentrated ownership has a negative effect to company innovation while eco-efficiency has positive effect to company innovation. Concentrated ownership has negative effect because of conflict of interest between majority and minority shareholder. Furthermore, risk avoidance that caused by lack of diversification worsen the reluctance of majority shareholder to innovate whilst eco-efficiency has positive effect to company innovation because the resources usage saving will trigger company to innovate through R & D.

Eco-efficiency has been focusly researched by Bran et al (2011) who suggested that eco-efficiency is an enhancement of efficiency and company performance environment. The efficiency that resulted from an uplift of production stability accompanied with cost reduction of water consumption, energy consumption and waste production. Along with efficiency, companies would be encouraged to do innovation with raising fund investment in R & D.

Keywords: innovation, R & D, concentrated ownership, eco-efficiency

JELCodes: O32, G32, D61

Implementation of Human Resource Information System (HRIS) in the public sector: The case of LESCO

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Abstract

The public sector (in both developed and developing countries) has gone through various waves of radical reforms in recent decades. In Pakistan, best practices of private sector are introduced in the public sector to modernize public organizations. Human Resource Information System (HRIS) has been popular in the private sector and proven to be a successful system, therefore it is being adopted in the public sector too. However, implementation of private business practices in public organizations is very challenging due to differences in context. This implementation gets further critical in Pakistan due to a centralizing tendency and lack of autonomy in public organizations. This study contributes to the existing body of knowledge by empirically exploring benefits and challenges of implementation of HRIS in public organizations. The research adopts a case study approach and uses qualitative data based on in-depth interviews conducted on various levels in hierarchy including top management, departmental heads and employees. The unit of analysis is LESCO, the Lahore Electric Supply Company, a state-owned entity that distributes electricity to the major cities in Punjab, Pakistan. The findings of the study show that the implementation of HRIS remained quite slow and costly for LESCO. Various functions of HR are still in isolation and integration is a big challenge for the organization. The findings also identified various barriers in this regard including change from top management and labor workforce, lack of commitment and technical knowledge and costly vendors. The paper suggests some potential actions to overcome these barriers and to enhance effective implementation of HR-technology.

Keywords; HRIS, Technological changes, implementation challenges

JELCode: M,M10

OECD Ülkelerinde Enflasyon Döviz Kuru ve Faiz Arasındaki Kısa Dönemli İlişkilerin Analizi

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Özet

1995:01-2018:07 dönemini kapsayan bu çalışmanın amacı OECD ülkelerinde döviz kuru ve faiz oranları ile enflasyon arasındaki nedensellik ilişkilerini analiz etmektir. Panel veri analizlerinde yatay kesit bağımlılığı, serilerin homojenliği ve durağanlık mertebesi uygun modelin belirlenmesinde önemlidir. Breusch Pagan LM testi ile yatay kesit bağımlılığı, Swamy testi ile serilerin homojenliği, Pesaran CIPS istatistiği kullanılarak serilerin durağan olup olmadığı test edilmiştir. Bu bağlamda değişkenler arasındaki nedensellik ilişkisinin Demitrescu Hurlin nedensellik testi ile test edilebileceği sonucuna ulaşılmıştır. Elde edilen sonuçlara göre kurdan enflasyona doğru tek yönlü nedensellik vardır. Bununla birlikte tüm gecikme düzeylerinde faiz ve enflasyon arasında çift yönlü nedensellik vardır. Kısa dönemde kur geçişkenliğinin olması OECD ülkelerinde tek fiyat kanununun geçerli olduğu şeklinde yorumlanabilir. Ayrıca aktarım mekanizmaları nedeniyle faiz ile enflasyon arasında karşılıklı etki-leşim söz konusudur.

Anahtar Kelimeler: Döviz Kuru, Enflasyon, Faiz Oranları, Panel Nedensellik

JEL Kodları: E24, C33, E31

Analysis of Short Run Period Relations Between Inflation, Exchange Rate and Interest Rate in OECD Countries

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Abstract

The purpose of this study is to analyze relationships of causality between exchange rate and interest rates in OECD countries for 1995:01-2018:07 period. Cross sectional dependency, homogeneity of the series and stationary degree are important to determine appropriate model. We utilized to test cross sectional dependency Breusch Pagan LM test. It was tested the homogeneity of series by using Swamy test and the stationary of series with Pesaran CIPS statistics. In this context, it is concluded that the relationships of causality between variables can test with Demitrescu Hurlin Causality test. Results of this study show that there is one way causality from Exchange rate to inflation. At the same time there is two way causality between interest rate and inflation. Validity of pass through of Exchange rate in the short time can interpret be interpreted that law of one price is valid. In addition, due to the transfer mechanisms there is mutual interaction between interest rate and inflation.

Keywords: Exchange Rate, Inflation, Interest Rate, Panel Causality

JELCodes: E24, C33, E31

Relating Attitude towards Advertisement to Brand Attachment: Moderating role of Consumer Emotional Intelligence

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Abstract

Purpose of this study was to investigate the impact of attitude towards advertisement on brand attachment with moderating role of consumer emotional intelligence. A judgmental sample of 220 university business students was used for analysis. Moderating role of CEI was investigated by using step wise regression. Results of the study elucidate that incorporation of CEI produced significant fallouts. Moreover results also indicated that consumers who are emotionally more intelligent are more likely to have strong attachment to brands. In light of these finding it is concluded that in order to get consumers attached emotionally to brands, marketers should consider consumer emotional intelligence while designing products and brands.

Keywords: Advertisement, Consumer Emotional Intelligence, Brand Attachment.

JELCode: M37, D91

Türkiye’de İstihdamın Gelir Esnekliği’nin Tahmini: Bölgesel Bir Yaklaşım

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Özet

Orta gelir tuzağında yer alan ülkelerde kapsayıcı büyüme politikalarının uygulanabilirliği büyük ölçüde ekonomik büyümenin istihdam artışı yaratabilmesine bağlıdır. Özellikle son dönemlerde Türkiye genelinde yüksek büyüme oranlarına sahip olunmasına rağmen işsizlik oranlarının yükselmesi istihdamsız büyüme kavramının gündeme gelmesine neden olmuştur. Bu bağlamda istihdamın gelir esnekliğinin tahmin edilmesi bir ekonominin istihdam yaratma kapasitesi hakkında ön bilgi sahibi olunmasında, işsizlikle mücadelede ve uygun istihdam politikalarının belirlenmesinde önemli bir yere sahiptir. 2004-2014 dönemini kapsayan bu çalışmanın amacı Türkiye’de istihdamın gelir esnekliğini bölgesel istatistiklere dayalı olarak tahmin etmektir. Çalışma İstatistikî Bölge Birimi Sınıflandırması Düzey 2 kapsamında yer alan 26 bölge ele alınarak hazırlanmıştır. Çalışmada GMM tahmincisine dayalı dinamik panel regresyon modeli kullanılmıştır. Modelin bağımlı değişkeni bölgesel istihdam düzeyi iken modelin bağımsız değişkeni kişi başına düşen bölgesel gayrisafi yurt içi hasıladır. Çalışmadan elde edilen sonuçlara göre bir önceki dönemin istihdam düzeyi cari istihdam düzeyi üzerinde etkili iken kişi başına düşen GSYİH istihdam düzeyi üzerinde etkili değildir. Geçmiş dönem istihdam seviyesindeki % 1’lik artış, cari istihdam seviyesini % 1.02 artırmaktadır. İstihdam ile gelir arasındaki ilişkiyi gösteren katsayının pozitif ancak istatistiksel olarak anlamsız olduğu görülmüştür. Bu bağlamda kişi başına düşen GSYİH istihdam düzeyini etkilememektedir. Elde edilen sonuçlar Türkiye’de istihdamsız büyüme olgusunun geçerli olduğunu göstermektedir.

Anahtar Kelimeler: Ekonomik Büyüme, İstihdam, İstihdam Esnekliği.

JELKodu : E24, C33, E01.

Estimating Employment Elasticity in Turkey: A Regional Approach

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Abstract

Applicability of inclusive growth policies depends largely on the fact that economic growth can lead to an increase in employment in the middle income trap countries. Despite of the growth rate is high in Turkey rising of unemployment rates has caused the emergence of the concept of unemplyed growth. In this context, estimating of employment elasticity is important to predict an economy's job creation capacity, to fight against unemployment and to determine appropriate employment policies.

The purpose of this paper is to estimate employment elasticity in Turkey based on regional statistics for 2004-2014 periods. The study was prepared by taking into consideration the 26 regions within the scope of the Regional Unit Classification Level 2. A dynamic panel regression model based on the GMM estimator has been used in the study. The independent variable of the model is regional per capita gross domestic product while the dependent variable of the model is regional employment level. According to results of the study 1 percent increase in the previous employment level rises current employment by 1.02 percent. The coefficient indicating the relationship between employment and income is positive but statistically insignificant. In this context, the regional per capita gross domestic product don't effect the employment level. Obtained results show that there is jobless growth in Turkey.

Keywords: Economic Growth, Employment, Employment Elasticity

JELCodes: E24, C33, E01.

Impact of CEO's overconfidence on corporate financing decision: In reference to the mediating role of risk perception in Pakistan Capital Market

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Abstract

The purpose of this paper is to investigate the impact of managerial overconfidence on corporate financing decision and the mediating role of risk perception on the relationship between CEO/CFO overconfidence and corporate financing decision. This study indicates that psychological factors affects the decision making of top management. So this research explores overconfidence bias effect on the corporate financing decision with the mediating role of risk perception. Because psychological factors are basic factors that affects the decision making of human beings. Research designed for the research work is causal and primary data has been used to test the results of this study. Among all the companies listed in Pakistan stock exchange researcher has selected CEO's or CFO's of 200 companies as a sample. E-Questionnaire has been used to collect the required data and LinkedIn and other mailing sources are used to collect the required information. Simple linear regression and correlation are employed to test the model and Baron and Kenny, (1986) four step mediation is employed to test the mediation effect of risk perception. Results of this study conclude that there is a significant positive relationship between overconfidence of CEO and leverage and there is significant negative relationship between CEO overconfidence and risk perception. But there is an insignificant result for mediating role of risk perception between CEO overconfidence and Leverage.

Keywords: CEO overconfidence, risk perception, corporate financing decision, Leverage.

JEL Code: D91

Giriřimcilerin Finansal Kaynađı Olarak Melek Yatırımcılar Üzerine Bir İnceleme

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Özet

Türkiye’de ve dünyada girişimcilerin zorlandıkları konuların başında fon kaynađına erişmek gelmektedir. Hibe ya da kredi desteklerinin yanında alternatif ve daha karlı fon kaynaklarından yararlanmak ve sektöre etkin bir giriş yapmak isteyen girişimciler en az maliyetli finansal kaynaklara yönelmeyi tercih etmektedirler. Yeni iş fikrine sahip olma ile birlikte bunu karlı bir girişime dökecek sermayeye sahip olmayan girişimcilerin kullandıkları kaynaklardan birisi de melek yatırımcılardır. Türkiye’de son yıllarda artış göstermek ile birlikte çok yeni bir fonlama şeklidir. Risk taşıyan ama gelecekte başarı sağlayacağı düşünölen iş fikirlerine yatırım yapan ve başlangıç sermayesi sağlayan kişiler olarak tanımlanan melek yatırımcılar, aynı zamanda finansal güçlük çeken faaliyet halindeki girişimcilere de destek sağlayan kişilerdir. Melek yatırımcılar kar getireceđine inandıkları girişimcileri maddi açıdan desteklemek ile birlikte danışmanlık hizmeti de veren kişilerdir. Bu çalışmada melek yatırımcıların sağladıkları finansal kaynađın diđer finansal kaynaklar ile karşılaştırılması, melek yatırımcıların girişimcilere sağladığı faydalar, melek yatırımcılık sisteminden yararlanmanın şartları ve melek yatırımcıların yatırım yapacakları iş fikirlerini tercih ederken dikkate aldıkları kriterler incelenecektir. Bu amaç ile ilgili literatürün taranmasının ardından örnek teşkil etmesi açısından Türkiye’de faaliyet gösteren bir melek yatırımcı ile yapılan yarı yapılandırılmış görüşmenin bulgularına yer verilecektir. Çalışmanın amacına uygun olması nedeni ile çalışmada nitel araştırma yöntemlerinden mülakat tekniđi kullanılacaktır. İlgili literatüre bađlı kalınarak ve araştırma amacına uygun olarak arařtırmacılar tarafından oluşturulan soruları içeren görüşme formu birincil verilerin toplanması için kullanılacaktır. Betimsel analiz ile verilerin çözümlenmesi sonucunda arařtırmanın cevap aradıđı sorulara yönelik bulgulara yer verilecektir. Melek yatırımcılık sisteminden yararlanmak isteyenler için sistemin işleyiři ve iş fikirlerinin seçilme yöntemleri ortaya konulacaktır.

Anahtar Kelimeler: Girişimci, yatırımcı, finansal kaynak, melek yatırımcı

JEL Kod: G20, G23, L26

An Investigation on Angel Investors as a Financial Source of Entrepreneurs

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Abstract

Access to fund resources is at the forefront of the most challenging issues for entrepreneurs in Turkey and the world. Entrepreneurs who want to benefit from alternative and more profitable funding sources as well as grants or credit support, and who want to make active entry into the sector, prefer to head for least costly financial resources. One of the sources used by entrepreneurs who do not have a profitable venture capital is the angel investors. Angels entrepreneurship in Turkey in recent years with the rise too is a new form of funding. Angel investors are defined as people who have risk, but who invest in business ideas that are thought to be successful in the future and provide initial capital. But also support entrepreneurs in the form of financial difficulties. Angel investors are the ones who provide financial support for the entrepreneurs they believe to bring profit and also provide consultancy services. In this study, the financial resources provided by angel investors will be compared with other financial resources, the benefits provided by angel investors to entrepreneurs, the conditions of utilizing the angel investing system, and the criteria that angel investors consider when choosing business ideas to invest. On this purpose, literature will be scanned and then to set an example in terms of Turkey's made with angel investors in a semi-structured interview will be given to the findings. An interview technique will be used from qualitative research methods in the study of reason for being suitable for the purpose of the work. Adhering to the relevant literature and including inquiries made by researchers in accordance with the purpose of the research, the interview form will be used for the collection of primary data. As a result of the analysis of the data with descriptive analysis, findings about the questions that the researcher is looking for will be included. For the ones who want to be benefit by the angel investing system, the system's functioning and methods of selecting business ideas will be revealed.

Keywords: Entrepreneur, investor, financial resource, angel investor

JELCode: G20, G23, L26

Impact of Training and Development on Nursing and Technical Staffs' Performance And Motivation: A case study in Shamsi hospital, Karachi, Pakistan

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Abstract

The study aims to contribute Health sector with Training and development as it is one of the major issues in every organization. Training is the only way to develop organizational intellectual property. The role of training and development programs and practices empower top managements to construct healthier working environment that improves and increases the level of motivation, commitment and loyalty of employees to their performance. Our study focuses to find out the impact of training and development on nurses' and technical staffs' performance and on their work motivation in secondary health care unit as there is scarcity of data related to secondary health care unit. Two hypotheses are analyzed by using convenient sampling technique. .Deductive approach is used for quantitative study while inductive approach for qualitative study. Hypothesis is formulated and tested with different statistical tools in the study. Quantitative research is conducted through Questionnaire which was filled by the nursing and technical staff at Shamsi Hospital. Qualitative research was done by conducting interviews Results demonstrate the positive relationship between Independent variable (Training and development) and Dependent Variables (Employee Performance and Work Motivation. Besides the above findings It is also observed that reward system also affects the motivational level of employees.

Keywords: Secondary health care unit, Training Development, Work Motivation, Employee's performance, Expectancy theory.

JELCode: M, M53

DO EXPORTS MATTER FOR ECONOMIC GROWTH: EMPIRICAL EVIDENCE FROM THE REPUBLIC OF MACEDONIA

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Abstract

Concerned with the existing two main views regarding the effects of exports on the economic growth of a country, the main objective of this paper is to empirically determine the effects of exports on the Macedonian economy. Through the incorporation of the co-integration and VEC method, the study analysis the impact of the exports in the short-run and long-run period in the Republic of Macedonia, utilizing quarterly time series data for the period 1998 – 2017. Initially, the time series are tested for unit root through the Augmented Dickey Fuller test, revealing that are variables are found to contain unit root in their level, while becoming stationary in their first difference. In addition, Granger causality test has been used to analyze the causal relationship among real exports and real GDP growth rate in Republic of Macedonia for the analyzing period, suggesting unidirectional causal relationship among these variables.

Finally, main findings of this study support the view of the existence of positive relationship between real exports and economic growth in the context of the Macedonian economy, in both long – run and short – run time period.

Keywords: exports, growth, VECM, co-integration, causality.

JEL Code: F43

ERDOGAN THE AFRICAN?

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Abstract

Since his accession to power, Turkish President Recep Tayyip Erdogan continues to amaze international opinion with his many visits to Africa, the number of organized Turkey-Africa Summits and his commitment to intensify trade cooperation between his country and African continent. Thus, he undertook an African tour from February 26 to March 02, 2016, visiting Algeria, Senegal, Mauritania and Mali. Since 2014, he has visited 9 African countries. Also in 2014, he organized a first Turkey-Africa forum in Malabo, Equatorial Guinea. The next edition will be held in 2019. Note that Turkey has invested 3.5 billion USD in 2015 and the volume of trade between Turkey and Africa has increased from 4 billion US in 2005 to more than 20 billion in 2015 (Darras R., 2016). On the occasion of the last Turkey-Africa summit held in Istanbul in November 2016, the Turkish President has allowed himself to join forces with Africans to criticize and fight the “new Western model of colonization” generated by the globalization. He promised to open embassies in all African countries and to increase visits and bilateral cooperation agreements. But the biggest result of this diplomatic offensive is the growth of trade between his country and Africa. In this approach, Turkey wants to equal China if not exceed it. Thus in this study we want to focus on the analysis of trade flows before and after Erdogan. We will also need to analyze in a comparative way the evolution of trade between Turkey but also China and Africa. We will finally have to demonstrate that this evolution is attributable to its action. To achieve this we will carry out a literature review. Press articles, books and reports will be consulted to shed light on this issue. Induction and deduction will allow us to draw conclusions.

Keywords : Erdogan, Turkey, Africa, international trade, cooperation, DRC, China

JEL Code: F43

IMPACT OF VON RESTORFF EFFECT ON CONSUMER PURCHASE DECISION

Fahad Ali

Abstract

The focus of the study is to identify that how Von Restorff effect on consumer purchase decision. This is an observant belief that this makes easier in recalling things even if they are out of ordinary along with providing the assistance in projecting things. Without knowledge it's difficult for any individual to grab attention. Therefore, companies invest huge amount on advertising and marketing by using Von Restorff Effect in marketing and advertising to gain attention for customers that could be in the form of Symbols, Light, Color, Size, Circumstances, Images, Animations, Lyrics, Slogans, Words and Sounds. A structured questionnaire was utilized to gather the information. Probability Random stratified sampling has been chosen with a sample of 100 respondents (universities students) was gathered to cover the quantitative data. Further, data is collected from different sources i.e.: different students from different universities and general public. The result of this study is that the there is no impact of isolation effect, memory recall on consumer purchase decision, but cognitive effect has an influence on it.

Keywords: Von Restorff Effect, Isolation, Cognitive Ability, Memory Recal.

JEL Code: D11

UNPACKING THE CRITICAL THINKING AND PROBLEM SOLVING, COMMUNICATIONS, COLLABORATION, CREATIVITY AND INNOVATION SKILLS (4Cs) OF THE NEW LEARNING PARADIGM TO LANGUAGE MATERIALS

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Abstract

Put simply, teaching our students so that they become well-equipped with the 21st century skills is the new learning paradigm. These skills fall into four domains which the Partnership for 21st Century Skills (P21) identify as the Traditional Core Skills, the Career and Life Skills, the Digital Literacy Skills, and the Learning and Innovation Skills, also known; as the critical thinking and problem solving, communications, collaboration, creativity and innovation. Arguing that the traditional core skills, such as reading, -riting, and -rithmetic are well known, and might need no elaboration. This paper unpacks the Learning and Innovation Skills domain to extend an understanding of this domain in three ways. First, what is it and what skills does it involve? Second, how can students be taught the skills of this domain so they will be job ready to use these skills on graduation and combine with language skills and linguistic aspects? Third, what is the significance of this domain to each of the other domains; and therefore to the success of studying, working, living and being a productive citizen in the realities of the Digital Economy? The research methodology that used is research development (RnD). This research will find and develop language teaching materials consist of skills aspect; such as the listening, speaking, reading, and writing, and linguistic aspects; such as the grammar, vocabulary, language awareness, and language for cultural awareness, and combining with aspects of learning and innovation skill as the critical thinking and problem solving, communications, collaboration, creativity and innovation.

Keywords: Partnership for 21st century skills, Learning and innovation skill, New Learning Paradigm, Development of language teaching materials.

JEL Code: O32

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ISBN: 978-605-281-118-4



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