

INTERNATIONAL CONFERENCE ON EVOLVING TRENDS IN INTERDISCIPLINARY RESEARCH & PRACTICES

August 19-23, 2019
Manhattan, New York



ABSTRACT BOOK

**INTERNATIONAL CONFERENCE ON EVOLVING TRENDS IN INTERDISCIPLINARY
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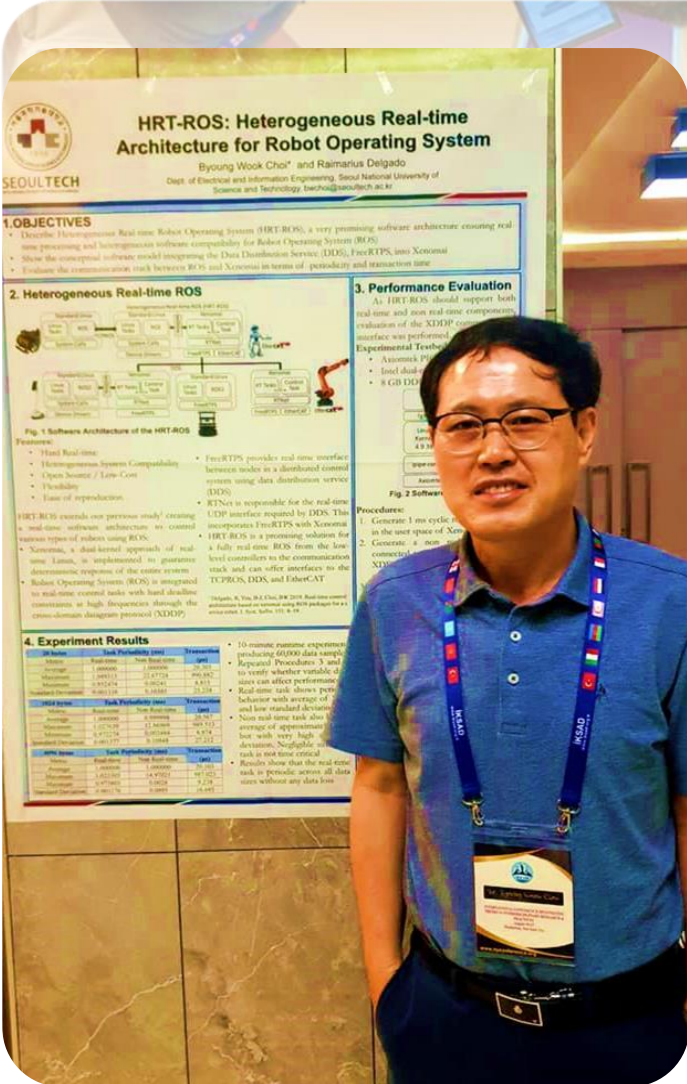
CONFERENCE GALLERY



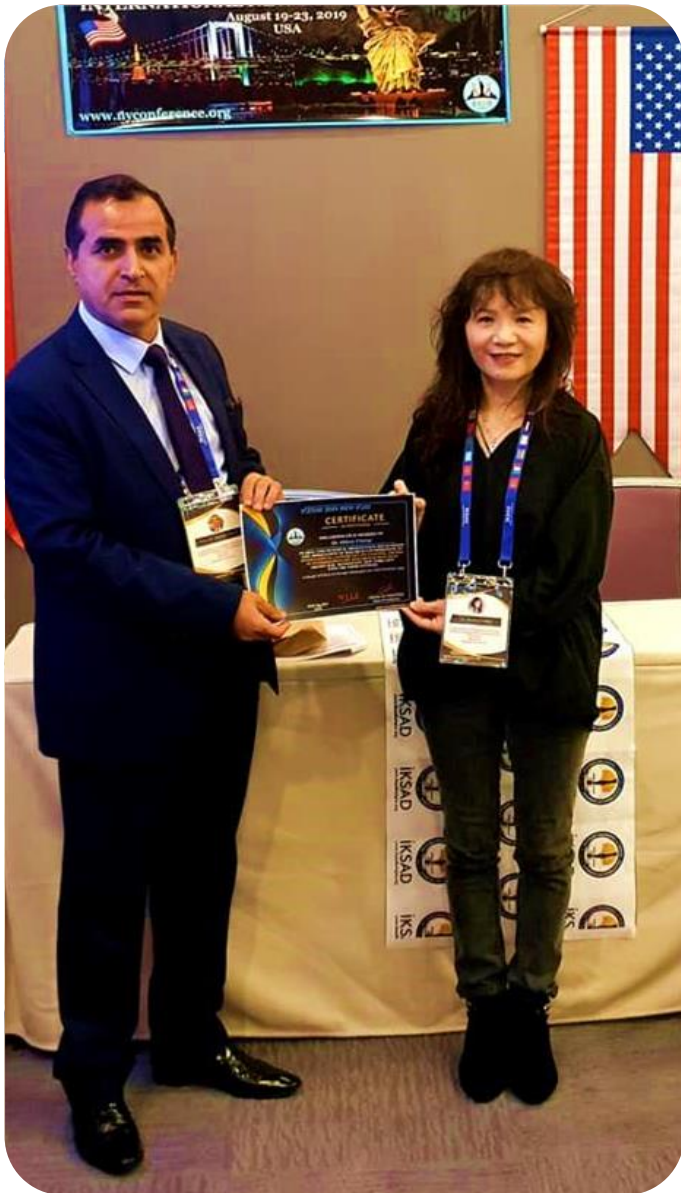
CONFERENCE GALLERY



A group of people are seated at round tables covered with white cloths in a meeting room. They appear to be engaged in a discussion or presentation. An American flag is hanging on the wall to the right. The room has a modern design with vertical wooden slats on the wall.



CONFERENCE GALLERY



CONFERENCE PROGRAM

Times	Activity/Session	Location
21.08.19	Networking City Tour	Manhattan, Park Ave. Starts at 10:00 am.
22.08.19	Session(s)	NEW JERSEY INSTITUTE OF TECHNOLOGY

Times	Activity/Session	Location
09:00	Registration, Coffee & Networking	Hotel Riu Plaza New York Times Square
10:00	Welcome & Introductions	Hotel Riu Plaza New York Times Square
10:30 –12:00	Morning Session(s)	Hotel Riu Plaza New York Times Square
12:00–13:00	Break & Networking	Hotel Riu Plaza New York Times Square
13:00–15:00	Afternoon Sessions(s)	Hotel Riu Plaza New York Times Square
15:30–18:00	Evening Sessions (s)	Hotel Riu Plaza New York Times Square

CONFERENCE PROGRAM

Time s	AUTHOR	PAPER ID	ORAL PRESENTATION
10:30–12:00	Dr. Eleanor Meda Chipeta University of the Witwatersrand	ID 1985760D962	Measuring the Role of Reductive Bias in Social Enterprise Formation: Development and Validation of a Social Entrepreneurial Bias Scale
	Dr. Hilary Cheng Yi Chuan Lu Vanessa Hsia Yuan Ze University	ID 1985760D961	A Study of UX & UI Design Strategies for Nail Fashion App
	Prof. Dr. Necati DEMİR Gazi University	ID 1985760D941	TEACHING TURKISH IN THE UNITED STATES
	Prof. Dr. Turker Bas Kemal Ozan Kirtac Galatasaray University	ID 1985760D938	GROUPTHINK IN VERTICAL SOCIETIES – QUALITATIVE EVIDENCE FROM TURKEY
	Hüseyin Emrah Karaoğuz Kadir Has University	ID 1985760D956	PUTTING THE MAINSTREAM AND THE DEVELOPMENTAL STATE IN PERSPECTIVE: AN INTERDISCIPLINARY APPROACH TO ECONOMIC DEVELOPMENT
	Nisha Varghade Nilesh Varghade Manali Singh	ID1985760D968	IMPACT OF SOCIAL MEDIA ON REAL ESTATE IN INDIA
	Dr. Mukadder GÜNERİ	ID 1985760D943	THE VOCABULARY OF TURKISH LANGUAGE: A BRIEF OVERVIEW TO THE TURKISH IN TURKEY AND UZBEKISTAN
	Muntazar Mehdi Dr. Muhammad Abdullah Dr. Mumtaz Hussain NUML, Islamabad		A Critical Analysis of Woman Discourse in the Perspective of Language and Gender
	Prof. Dr. Mustafa TALAS		GLOBALISATION PHENOMENON AND CONSUMPTION SOCIETY

CONFERENCE PROGRAM

Time s	AUTHOR	PAPER ID	ORAL PRESENTATION
	Betül Belkıs OKUTAN	ID 1985760D94 4	THE ROLE OF EDUCATION FROM THE CULTURAL DIFFERENCES TO THE CULTURAL ABUNDANCE
	Asst. Prof. Emre YILDIRIM	ID1985760D 976	FROM THEORY TO PRACTICE: ON THE RELATION BETWEEN GASTRONATIONALISM AND GASTRO DIPLOMACY
	Seda YAZGAN HADZIBULIC Northeastern Illinois University	ID1985760D 972	WHAT LESSONS CAN THE WOMEN CANDIDATES FOR THE 2020 PRESIDENTIAL ELECTION LEARN FROM THE FAILED 2016 PRESIDENTIAL CANDIDACY OF HILLARY CLINTON?
	Prof. Dr. Seçil ŞATIR Fatih Sultan Mehmet Vakıf University	ID 1985760D94 2	VIRTUALITY AND MOBILITY IN RELATION TO ORGANIZATIONAL LEARNING (OL)
	Dr. Mukadder GÜNERİ ÖMER BUĞRA ERDOĞAN	ID 1985760D94 3	INFORMATION EDUCATION TRAINING AND DIGITAL ENVIRONMENT
	Prof. Anu A. Gokhale	ID1985760D 977	Inclusive Teaching / Learning Strategies for STEM Education
	Edlira KOLA Sapienza Università di Roma	ID 1985760D93 7	ITALIAN CITIZENSHIP AND INTEGRATION
	Manali SINGH Nisha VARGHADE Pandit Deendayal Petroleum University	ID1985760D 963	IMPACT OF SOCIAL MEDIA MARKETING ON COSMETIC PRODUCTS IN INDIA
	Ghata SARVAIYA Pandit Deendayal Petroleum University	ID1985760D 966	Impact of social media in Tourism Industry
	Penbe Merve KORKMAZ Hilal Arslan Istanbul Gedik University	ID 1985760D95 2	COMPERATIVE ANALYSIS OF THE CARBON FOOTPRINTS OF MEDITERRANEAN AND HIGH PROTEIN DIET MODELS

CONFERENCE PROGRAM

Time s	AUTHOR	PAPER ID	ORAL PRESENTATIONS
10:30–12:00	Prof. Shangyao YAN Sin-Siang Wang Chun-Yi Wang <i>National Central University; Taoyuan</i>	ID 1985760D950	A METHOD FOR EXAMINING THE EFFECT OF CONSTRAINT UNCERTAINTY ON THE MODEL SOLUTION CORRECTNESS
	Prof. Jui-Sheng Chou Thi-Kha Nguyen <i>National Taiwan University of Science and Technology</i>	ID 1985760D939	METAHEURISTICALLY OPTIMIZED LEAST SQUARES SUPPORT VECTOR REGRESSION FOR TIME-SERIES PREDICTION OF CONSTRUCTION STOCK PRICE
	Dr. LEVENT AKSU <i>Balikesir University</i>	ID 1985760D958	ECONOMIC ANALYSIS OF CAUSALITY RELATIONS BETWEEN SCIENCE AND TECHNOLOGY WITH ECONOMIC GROWTH IN TURKEY
	Semliko Fulbert DOSSOU	ID 1985760D959	Should Enterprises and Organizations set up the Department of Sustainable Development in their Organizational Structures?
	Dr. Gunel PASHAYEVA <i>Sumgayit State University</i>	ID 1985760D940	TURKISH ORIGIN WORDS IN THE WORLD LANGUAGES
	Prof. Dr. R. M. BAGHIROVA <i>Azerbaijan State Academy of Physical Education and Sport</i>	ID 1985760D970	ADDICTION FREQUENCIES OF HIPPOCAMPAL THETA RHYTHM FROM THE ACTIVITY OF THE NEUROCHEMICAL SYSTEMS OF THE BRAIN
	Elnara AHMADOVA <i>Sumgayit State University</i>	ID 1985760D949	TOPONYM “HUNANLI” AS A HERITAGE OF THE HUNS WHO WITNESSED TURKISH HISTORY
	Dr. Nahla Ahmed Hamdy El-Deeb <i>University in Alexandria</i>	ID 1985760D953	THE EFFECT OF TEACHING UNIT IN THE DEVELOPMENT OF KNOWLEDGE AND SKILLS BY USING LOOPED PILES, VARIABLE OF MATERIALS AND DESIGN BETWEEN TRADITIONAL EDUCATION AND E-LEARNING

INTERNATIONAL CONFERENCE ON EVOLVING TRENDS IN INTERDISCIPLINARY RESEARCH & PRACTICES

- ▶ **Measuring the Role of Reductive Bias in Social Enterprise Formation: Development and Validation of a Social Entrepreneurial Bias Scale**

▶ **Dr. Eleanor Meda Chipeta**

- ▶ *School of Economic & Business Sciences, University of the Witwatersrand, South Africa*

- ▶ **Abstract**

- ▶ *World economies are faced with the challenge of finding sustainable solutions to social problems such as, poverty, inequality and medical care. Social entrepreneurship (SE) has often been praised as a viable option for addressing the social deficit. Broadly defined, SE is an entrepreneurial process that innovatively combines resources to pursue opportunities to catalyze social change. Research on SE has attracted the attention of researchers from various research backgrounds leading to significantly large number of articles published in the field. However, the majority of the published work is conceptual and mainly dealt with definitional issues. Consequently, empirical research in the field remains scarce hindering a thorough investigation of SE. To address this research gap, this study investigated the influence of reductive bias as an antecedent to the process of social enterprise formation. Firstly, the study developed and validated a social entrepreneurial bias scale using a sample of university students in Germany and South Africa. Exploratory factor analysis was used to develop the SE reductive scale using the German sample (N= 250). Structural Equation Modelling was used on a larger South African (ZA) sample (N=799) to check for an intercultural robustness and intercultural invariance testing. Secondly, MANCOVA was applied to compare patterns on reductive bias in the ZA sample. As a result, a new and interculturally robust RSE reductive bias scale is proposed. Furthermore, intercultural differences regarding several SE reductive biases are found. Advantages of using the scale in future empirical studies on SE are outlined and practical applications especially for SE-educators are also suggested.*

- ▶ **Biography-**

- ▶ Eleanor Chipeta was born in 1982, Blantyre, Malawi. Currently, she is a Postdoctoral Research Fellow at the School of Economic & Business Sciences, University of the Witwatersrand, South Africa. She completed a Bachelor's degree of Business Administration Degree at UNISA; BCom Honours degree in Management at the University of the Witwatersrand; Master of Commerce in Entrepreneurship at the North West University. Prior to her Post graduate studies, Eleanor worked for National Bank of Malawi as a Bank Clerk and later joined Education and Business Solution as a Business Consultant. Eleanor enjoys research and has so far published 2 peer reviewed articles with one still under review. She has collaboration links with Dresden University Germany.

INTERNATIONAL CONFERENCE ON EVOLVING TRENDS IN INTERDISCIPLINARY RESEARCH & PRACTICES

▶ A Study of UX & UI Design Strategies for Nail Fashion App

- ▶ Hilary Cheng
- ▶ Yi Chuan Lu
- ▶ Vanessa Hsia

▶ Innovation and Entrepreneurship Center

▶ Yuan Ze University, Chung-Li, R.O.C.

▶ Abstract

- ▶ *When it comes to the general aspect of UX design, the goal is to benefit customer satisfaction with the ease of accessibility, functionality, quality of services, etc. Thus humans relatively experience the fun, beauty, and convenience with any existing products on a daily basis. However, when user experience integrates with the product under the development process, there are challenging facets we need to evaluate methodically. Each features of the products hold a significant context through dexterous techniques and forethought. Along with Industry 4.0, we propose a “Nail Fashion 4.0” concept that we would like to make into reality. As one of the target innovation and entrepreneurship R&D products in Asia Silicon Valley, we developed an IoT nail printer called “Polishee”, designed for both businesses and individuals alike to use creatively and vicariously. In order to sustain positive productivity growth, we delved into the concept of nail fashion through a systematic UX/UI strategies for our application corresponding along with our IoT product.*

- ▶ **Keywords:** Nail Fashion, Product Development Process, User Experience, IoT

INTERNATIONAL CONFERENCE ON EVOLVING TRENDS IN INTERDISCIPLINARY RESEARCH & PRACTICES

► AMERİKA BİRLEŞİK DEVLETLERİNDE TÜRKÇE ÖĞRETİMİ ► TEACHING TURKISH IN THE UNITED STATES

► Prof. Dr. Necati DEMİR

► Gazi University, Division of Turkish Education

► ÖZET

- Amerika Birleşik Devletleri'nde yaklaşık üç yüz bin Türk vatandaşı bulunmaktadır. Bu sayıya çeşitli zamanlarda Amerika'ya gidip bu ülkenin vatandaşlığına geçenler dahil değildir. Dolayısıyla Amerika'da yaklaşık üç yüz elli bin Türk ya da Türkçe konuşan insan yaşamaktadır. Giresun, Isparta, Yozgat, Aksaray Edirne, Muş, Düzce, Kastamonu, Uşak, Niğde, Kırklareli, Bitlis illerini nüfusu 350-450 bin arasındandır. Durum böyle olunca Türkçe açısından durumun ne kadar ciddi olduğu ortaya çıkmaktadır.
- Ana dili haricindeki dillerin topluluklara öğretimi ve öğretim şekli her ülkede tartışmalara ve değişik programların denenmesine neden olmuştur. Bu kapsamda, Amerika Birleşik Devletlerindeki Türk dili programlarının durumu da halen tartışılmaktadır. ABD'de Türkçe eğitim ve öğretimi için imkân sağlayan üç ana program türü bulunmaktadır: 1) Yüksek öğretimden önce Türkçe eğitimi ve öğretimi, 2) Yüksek eğitim kurumları bünyesindeki programlar.
- Toplum dernekleri bünyesindeki programlar: Amerika'da örgün eğitimde Türkçe Dersi yoktur. Amerika'da bulunan Türk Dernekleri bünyesinde faaliyet gösteren okullarda Türkçe öğretilmektedir. Dağınık bir yerleşim söz konusu olduğundan, açılan kurslara katılan öğrenci sayısı azdır. Türkçe ve Türk Kültürü dersleri öğretimi hafta genellikle sonu yapılmaktadır. Öğretim süresi 2 saat ile 6 saat arasında değişmektedir. Folklor, dans öğretimi için ayrıca zaman ayrılmaktadır. Öğretimde Milli Eğitim Bakanlığının ders kitaplarının yanı sıra hikaye, şiir kitapları da kullanılmaktadır. Öğretmenler genellikle mesleği öğretmenlik olan kişilerden seçilmekte, meslek dışından gönüllüler yardımcı öğretmen olarak görevlendirilmektedir.
- Biz bildirimizde Amerika'da Türkçe eğitimi ve öğretimi konusunu yüksek öğretim öncesi ve yüksek öğretim dönemi olmak üzere ikiye ayırıp inceleyeceğiz. Konuyu ayrıntılarına kadar inceleyip bilim dünyası ile paylaşacağız.
- **Anahtar kelimeler:** Amerika Birleşik Devletleri, Türkçe eğitimi, Türkçe öğretimi

INTERNATIONAL CONFERENCE ON EVOLVING TRENDS IN INTERDISCIPLINARY RESEARCH & PRACTICES

▶ TEACHING TURKISH IN THE UNITED STATES

▶ Abstract

- ▶ *There are approximately three hundred thousand Turkish citizens in the United States. This number does not include those who go to the USA occasionally and are naturalized in this country. Therefore, nearly three hundred and fifty thousand Turkish or Turkish-speaking people live in the USA. The population of some city in Turkey such as Giresun, Isparta, Yozgat, Aksaray Edirne, Muş, Düzce, Kastamonu, Uşak, Niğde, Kırklareli, Bitlis province is 350-450 thousand. In this case, it becomes clear for Turkish point of view how serious the situation is.*
- ▶ *Teaching languages other than mother tongue to communities has led to discussions in every country and experimented with different programmes. In this context, the situation of Turkish language programs in the United States is still being discussed. There are three main types of programs that provide opportunities for Turkish education in the USA: 1) Turkish education and teaching before Higher Education, 2) programs within higher education institutions.*
- ▶ *Programs within society associations: there is no Turkish course in formal education in the USA. Turkish is taught in schools operating within the Turkish associations in the USA. Since there is a unstable settlement, the number of students attending the courses is small. Turkish and Turkish culture courses are taught at the end of the week. The duration of education varies between 2 hours and 6 hours. Folklor also takes time to teach dance. In addition to the textbooks of the Ministry of National Education, story, poetry books are also used in the Education. Teachers are usually chosen from the people who teach the profession and volunteers from outside the profession are assigned as assistant teachers.*
- ▶ *In our research, we will examine the subject of Turkish education and Turkish in the USA into two parts, pre-higher education and higher education period. We will examine the subject in detail and share it with the science world.*

- ▶ **Keywords:** United States, Turkish Education, Teaching Turkish

INTERNATIONAL CONFERENCE ON EVOLVING TRENDS IN INTERDISCIPLINARY RESEARCH & PRACTICES

▶ Groupthink in Vertical Societies – Qualitative evidence from Turkey

▶ Prof. Dr. Turker Bas

▶ Kemal Ozan Kirtac

▶ Galatasaray University, Department of Business Administration

▶

▶ Abstract

- ▶ *There is the mass of textbooks either reprinting Janis's work on groupthink and vigilant decision making(1982) or paraphrasing it, couched in stern and definite warnings about the dangers of "too much cohesiveness". In this study, we explored Janis' (1982) models as explanations of top management team decision making heuristics using the Glaser ve Strauss (1967) Grounded Theory in qualitative research. We used a questionnaire and interviews with top management team members of ten Istanbul Chamber of Industry 500 companies to examine and explore Janis models.*
- ▶ *Results strongly supported the notion that a group's decision making process for successful groups showed some indicators of groupthink (e.g., risk-taking, cohesion, and strong, opinionated leaders), whereas unsuccessful groups showed signs of vigilance (e.g., internal debate to the point of factionalism). It is important to note, however, that in the qualitative work to date the usual procedure has been to infer too much cohesiveness from the observed strong affective ties between group members. There has been very little research in vertical societies where "anticipatory compliance" of group members to senior members or leader figures constitutes an alternative path towards groupthink In doing so we propose new evidence that strong affective ties between group members are not a necessary variable in producing groupthink.*

▶ **Keywords:** Groupthink, Emerging Markets, Anticipatory Compliance

▶ Biography

- ▶ Mr Kirtac is a PhD student in Business Administration Program in Galatasaray University, Turkey and obtained postdoctoral studies from London School of Economics, UK, Bogazici University, Turkey. He is the Managing Director of Prime Capital Group, a leading investment banking organization. Mr Kirtac has 20 years of experience in investment banking transactions, Mergers and Acquisitions in EU and Emerging Markets.

INTERNATIONAL CONFERENCE ON EVOLVING TRENDS IN INTERDISCIPLINARY RESEARCH & PRACTICES

- ▶ Putting the mainstream and the developmental state in perspective: An interdisciplinary approach to economic development

▶ Hüseyin Emrah Karaoğuz

- ▶ *Kadir Has University, Faculty of Economics and Administrative Sciences, International Relations Department*

▶ Abstract

- ▶ *This paper offers an analytical examination of the two most influential approaches to economic development in political economy; the mainstream (mainly neoliberalism) and the developmental state, by turning a keen eye on theoretical and policy discussions. The main argument of the article is that there are common grounds between the two stances despite major differences, and concentrating on converging ideas is also crucial to achieve inclusive development in the contemporary globalized world via an interdisciplinary outlook. The study contends that any one-dimensional approach to development would not be productive since context-dependency, heterogeneity, and policy experimentation are all proven to be essential in past successful cases. Therefore, a careful theoretical engagement is needed to not to derive an artificial dichotomy among otherwise competing explanations, which would undermine attempts to craft pro-development institutions and good policies –especially regarding state-business relations.*
- ▶ *The article illustrates its main arguments by revisiting the successful experiences of Asian countries in the twentieth-century and examining developmental state discussions on Africa since the 2008 global economic crisis. While doing that, the study notes how several studies on African developmental states tended to assess mainstream by focusing on its core arguments put forward two or three decades ago and mistakenly conceptualized the developmental state as a homogenous construct. Then, the article elaborates how this stance leads to an oversimplified dichotomy between the mainstream and the developmental state with its theoretical and practical implications –particularly on state-market interactions.*
- ▶ **Key words:** Economic development; developmental state; neoliberalism; state-market relations
- ▶ **Short biography**
- ▶ *Dr Hüseyin Emrah Karaoğuz is an assistant professor at Kadir Has University, International Relations department. His research is mainly on international/comparative political economy, political economy of development, and political economy of innovation. His articles have appeared in Turkish Studies and Journal of Balkan and Near Eastern Studies among others.*

INTERNATIONAL CONFERENCE ON EVOLVING TRENDS IN INTERDISCIPLINARY RESEARCH & PRACTICES

▶ AN OVERVIEW OF THE VOCABULARY OF TURKISH LANGUAGE

▶ Dr. Mukadder GÜNERİ

▶ Abstract

- ▶ *While the historical course of the Turkish language is known to cover more than 1400 years from the written texts, the history of the Turkish written language begins with the inscriptions erected in the Orhon valley in the VII and VIII centuries. In other words, the first great texts are the writings of Tonyukuk (725), Bilge Kagan (731) and Gokturk (732). The first dictionary and grammar of the Turkish language is Divan ü Lugat'it -Türk written by Kaşgarlı Mahmut (1072-1074). The Turkish language, which is the largest branch of the Altaic language family, was written in thirteen different alphabets, including Köktürk, Sogd, Uyghur, Mani, Brahmai, Tibet, Syriac, Arab, Grek, Armenian, Hebrew, and Sanskrit, Toharca, Sogdian and Chinese, in the period of Seljuk and Ottoman states, Arabic and Persian, and after the Republic of English, French remained under the influence of. The most obvious reason for this interaction in history has been the acceptance of the cultures of the nations they have ruled without excluding them and their adoption of their language and culture more than their own language and culture. This can be seen as an example of the effectiveness of Arabic in the Seljuk and Ottoman period, and scientific and Persian in the cultural field. This geographic prevalence, historical antiquity, history as a result of the various cultural processes in the past, has a rich Turkish vocabulary. Approximately nine thousand words, which were collected by Kashgar Mahmud in 1070 years, have been carried to our day. Today there are more than ninety-two thousand words in Turkish Dictionary (2011 Ankara, 11th Edition Turkish Language Institution publication).*
- ▶ *On the other hand, it is accepted that Turkish language is among the five most spoken languages in the world (with all dialects). Turkish is spoken by millions of people from the Arctic Ocean to the north of India, from the inside of the People's Republic of China, to the most extreme point of Europe. In today's world, this geographical expansion has increased. Turkish, which is spoken in different geographies from the past to the present, has been the natural result of the development of differences in terms of expression and writing in the historical process. Turkish language, independent state, when viewed in terms of autonomous regions, first in Turkey, Azerbaijan, Bashkir, Kazakhstan, Kyrgyzstan, Uzbekistan, Tatarstan, Turkmenistan, China Uyгур comes to mind. A language, no matter which geography is spoken, the vocabulary indicates the richness of that language. Turkish dialects are examined under five headings, taking into account the rich vocabulary, narration and spelling of Turkish. 1. The same ones, 2. The meaning is the same the utterance is different, 3. The meaning is the same the different word, 4. Root unity, 5. Other to be.*
- ▶ This study was conducted in the hope that it will contribute to the future studies.

Key Words: Divan ü Lugat'it Turk, Turkish, Turkish Dialects, Orhon Inscriptions

INTERNATIONAL CONFERENCE ON EVOLVING TRENDS IN INTERDISCIPLINARY RESEARCH & PRACTICES

▶ INFORMATION EDUCATION TRAINING AND DIGITAL ENVIRONMENT

▶ Dr. Mukadder GÜNERİ

▶ Ömer Buğra ERDOĞAN

▶ Gazi University, English Preparatory Class Student

▶ ABSTRACT

▶ *As it is known, education is the first human being to come to mind. Man is born, live, grow and die like all living things. It's called life until the death of man from his birth to his death. Education has been important from the birth of man to his death. Whether it is to learn according to Socrates, to remember ideas born in mind that are part of the soul, or to the philosopher John Lock, the human mind is an empty plate, whether the plate is shaped by experiences. People have been using various tools and methods to communicate their new knowledge and skills acquired through interaction with their mothers, fathers, family members, relatives, friends, schools and social circles. For example articles, models, motion, sound, drawing, pictures, text and signs. In addition to these, those who can simultaneously affect groups of people at the same time are called mass media today. The mass media, which have developed in parallel with the rapidly developing communication technology in today's world, has inevitably turned communication into a basic tool of education and training. Today, the internet has come to the fore in reaching the information. For this reason, the learning area of human beings has become limitless in parallel with their interest and desire to learn. This situation has changed the understanding of education and training.*

▶ In this paper, education, teaching and digital environment will be evaluated in a classical way.

▶ **Key Words:** Education, Digital environment, Human being, Information, Training

INTERNATIONAL CONFERENCE ON EVOLVING TRENDS IN INTERDISCIPLINARY RESEARCH & PRACTICES

- ▶ A Critical Analysis of Woman Discourse in the Perspective of Language and Gender

- ▶ Muntazar Mehdi

- ▶ Faculty of English Studies, NUML

- ▶ Dr. Muhammad Abdullah

- ▶ PhD Scholar NUML, Islamabad

- ▶ Dr. Mumtaz Hussain

- ▶ Assistant Professor

- ▶ University of the Punjab, Lahore

- ▶ Abstract

- ▶ *All the humanity spread over the face of Earth has been converted into a global village through latest and sophisticated means of communication and transportation. But, in the present advanced and civilized world, there are certain gender based stereotypes which are still followed and taken for granted in multiple cultures. It is stereotypically believed that exercise of power is the fat of males and submissiveness is destined to females or the men can exercise power in a better way as compared to women, and the same is reflected in their discourse. In the present study, the speech of a powerful woman (Prime Minister) is critically analyzed through a comprehensively adapted framework and finally, it is concluded that if women are given opportunities, they can perform equal to men if not better than men.*

- ▶ **Keywords:** Critical, analysis, woman discourse, perspective, language and gender

INTERNATIONAL CONFERENCE ON EVOLVING TRENDS IN INTERDISCIPLINARY RESEARCH & PRACTICES

▶ THE ROLE OF EDUCATION FROM THE CULTURAL DIFFERENCES TO THE CULTURAL ABUNDANCE

▶ **Betül Belkıs Okutan**

▶ *Kısıklı Şehit Hüseyin Dalgıç Secondary School, İstanbul, Turkey*

▶ **Abstract**

▶ *Individuals who create culture develop some behaviour patterns in society. These behaviour patterns are the main indicator of the education system they get. This indicator sometimes provides us some data in the togetherness base as well as it sometimes causes otherness. At the present time the ideal education system requires not only accepting one's own culture but also acknowledging the presence of the other cultures which is embodied in it and respecting them. It is just the education policies which aim to cohabit in the base of human will make the world livable without emphasising the diversities such as class, religion, language, gender, race and ethnicity. Accepting the cultural differences avoids identity conflicts and reveals the futility of discrimination. It will also bring peace to which modern-day humanity needs most. A humanist and equitable society is only possible by the ideal education system. This study aims to discuss how to form the multicultural education model which considers the cultural differences as the cultural abundance. The base of this study will shape through the article called Maarif Davamız of Nurettin Topçu, who is one of the most important philosopher of the Turkish thought. The role of education in converting the cultural differences to the cultural abundance will be discussed in the context of the individual, the science and the teacher.*

▶ **Keywords:** education, multiculturalism, Nurettin Topçu, multicultural teacher, science

INTERNATIONAL CONFERENCE ON EVOLVING TRENDS IN INTERDISCIPLINARY RESEARCH & PRACTICES

▶ FROM THEORY TO PRACTICE: ON THE RELATION BETWEEN GASTRONATIONALISM AND GASTRO DIPLOMACY

▶ Asst. Prof. Emre Yildirim

- ▶ *Bandirma Onyedi Eylul University, Faculty of Economics and Administrative Sciences, Department of Political Science and Public Administration, Balikesir, Turkey*

▶ Abstract

- ▶ *Gastro-diplomacy, a series of state-centered cultural diplomacy policies such as the promotion of diet from the national level to international arena, is not limited to nation-state policies. Besides, various activities, ranging from defining the norms to presenting the gastronomic signifiers described as ‘national’, are also included. Considering these signifiers with the political geography of nation-states comes after the acceptance of a ‘national cuisine’ related to the national identity. Discussions about the ‘nationality’ of a ‘food’ require focusing on the concept of gastronationalism. Like the other shared customs affecting everyday life practices of a society, food culture is one of the components of the identity. In terms of the list of things that will be included and excluded from the ‘national’, gastronationalism constitutes the correlation between food and nationalism through the process of making, serving and marketing the national food.*
- ▶ *The main discussion of this paper is to analyze the relation between the concepts of gastronationalism and gastro diplomacy within a relational method focusing on theoretical and practical perspectives. In this respect, first, the concept of gastronationalism which has recently joined the repertoire of nationalism studies, has been defined. Then, gastro diplomacy, as a new subject of public and cultural diplomacy is outlined. Then, the transition from gastronationalism which constitutes the theoretical dimension, to the field of gastro diplomacy where nationalism is practically visible, is discussed.*
- ▶ *The thesis of this study is exposing the role of gastronationalism in identifying the gastronomic signifiers of gastro diplomacy strategies, based on ‘national’ diagnoses. In order to reveal this relation, a literature review was made from a comparative perspective and gastro diplomacy policies from different nation-states, especially Turkey, were featured.*

- ▶ **Keywords:** Nationalism, Identity, Gastronationalism, Gastro Diplomacy, Food

INTERNATIONAL CONFERENCE ON EVOLVING TRENDS IN INTERDISCIPLINARY RESEARCH & PRACTICES

- ▶ WHAT LESSONS CAN THE WOMEN CANDIDATES FOR THE 2020 PRESIDENTIAL ELECTION LEARN FROM THE FAILED 2016 PRESIDENTIAL CANDIDACY OF HILLARY CLINTON?

- ▶ Seda Yazgan Hadzibulic

- ▶ NEIU, MA political science

- ▶ ABSTRACT

- ▶ *My research paper will focus on the 2016 U.S. Presidential candidate Hillary Rodham Clinton and the four new women candidates for the 2020 U.S. Presidential election, Sens. Kamala Harris of California, Elizabeth Warren of Massachusetts, Kirsten Gillibrand of New York and Rep. Tulsi Gabbard of Hawaii.*
- ▶ *In my research, I will examine the biographies and autobiographies of Hillary Clinton and the four new candidates for the 2020 Presidential election. My research resources will consist of information from various websites, various newspapers, published books, magazines, academic articles, and data from previous elections. I will focus on the new 2020 candidates social and political life, their leadership skills, policies and compare them with those of Hillary Clinton's which will give us a better understanding of the women candidates for the 2020 U.S. Presidential election. From the female perspective, my research will focus on the 2016 Presidential election mistakes, weakness and strengths of Hillary Clinton. In studying the other four candidates past personal and political life, we will have a better understanding if they will encounter the misconceptions of voting in the first ever woman U.S. President. One thing is for sure, and that is, Hillary Rodham Clinton paved the way for women by giving them a voice and empowering them to run for the U.S. Presidency.*
- ▶
- ▶ **Key Words:** American Politic, Gender Issues , Election

INTERNATIONAL CONFERENCE ON EVOLVING TRENDS IN INTERDISCIPLINARY RESEARCH & PRACTICES

► VIRTUALITY AND MOBILITY IN RELATION TO ORGANIZATIONAL LEARNING (OL)

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► Architecture and Design Fakulity-Innenarchitecture Departement-Istanbul

Abstract

The most important factors for success in businesses providing production, service or care are change and transformation to adhere to quality, efficiency and adaptation to every situation. In today's world, although technological developments are important aids for success, human factor must never be neglected. Beyond the ability of working individuals to use technology well, the extent to which employees contribute to their institution is related to their self-improvement in adapting to time and transferring this to their work. In an organization, the scope of learning of every employee in their own field will raise the organization to a learning level.

Due to financial crises, customer demands and expectations changing constantly, as well as new technologies appearing without cease and existence of competitors with outstanding performance, today's business world requires organizations to improve and adapt themselves to the rapid development in the sector and to maintain their effectiveness by development. It is quite evident that self-enhancement processes of organizations can be provided by Organizational Learning (OL). OL refers to the process of transforming collective understanding and values acquired in groups into a system appropriate to the whole organization, method, procedure and patterns of expected behavior and database with an easy availability for everyone.

Virtuality and mobility are of great importance to OL since employees are mainly disseminated and cooperation has to be provided through distant interaction. The term mobility is said to comprise the notions of vitality, dynamism, locomotion. Mobility is also becoming an important factor for feeding creativity in which reason and feelings come into action together. Thinking is triggered more by the wide-ranging styles of visual learning. It can also be possible, on the web to enhance new learning styles to improve skills and to put them into practice.

The methodology of this paper primarily comprises a literature review. On the other hand, with an almost unusual literature review, in this paper, it is aimed to reach a unity of concepts whose contents have been analysed by former studies, as if they were in distant fields although they are, in fact within similar or same environments. In this respect, examples from business environments with virtual organizations and examples from the field of design are provided.

Keywords: Organizational Learning, Virtual Reality, Mobility

INTERNATIONAL CONFERENCE ON EVOLVING TRENDS IN INTERDISCIPLINARY RESEARCH & PRACTICES

► Italian citizenship and integration

► Edlira KOLA

► PhD student, Sapienza Università di Roma

► Abstract

► *Italy has become a country with strong immigration in recent decades records a significant, constant increase in the foreign population and a transformation of the migration phenomenon it has taken on more and more the character of stability. In this context, if we consider the European panorama, Italy is clearly first in Europe for number of citizenship acquisitions during 2015 (178 thousand, 21% of the total of 28 EU countries), last year available in which an international comparison is possible according to Eurostat, compared to more than 118 thousand citizenships granted in the United Kingdom, 114 thousand in both Spain and France, and 110 thousand in Germany, with all the other countries of the Union on even lower numbers (sixth is Sweden with 49 thousand, then at an even greater distance Belgium and the Netherlands with 27-28 thousand per person). The trend in Italy is in counter-trend in a historic moment when citizenship concessions in the Union area. In recent years, European countries have generally decreased (-5% compared to 2014). The most common communities in the area are: Moroccans 12.1%, Albanians 12%, Chinese 8.6%, Ukrainians 6.3%, Indians 4.4%, Filipinos 4.3%. As for the Albanian community is concerned, it is second in number of presences among non-EU citizens residing in Italy, it results first for citizenship concessions. During 2016, out of a total of 184,638 concessions for citizens originating from third countries, the procedures in favor of migrants of Albanian origin were 36,920, equal to 20% of the total.*

► **Key words:** immigration, citizenship, Italy, Albanian, integration, migrants, community, Europe, EU, phenomenon, foreign

INTERNATIONAL CONFERENCE ON EVOLVING TRENDS IN INTERDISCIPLINARY RESEARCH & PRACTICES

▶ IMPACT OF SOCIAL MEDIA MARKETING ON COSMETIC PRODUCTS IN INDIA

▶ Manali Singh

▶ Nisha Varghade

▶ Pandit Deendayal Petroleum University, SLS, Gandhinagar, India

▶ Abstract

▶ *Nowadays social networking sites uses optimal way to promote the products and encourage to purchase and bargain of cosmetic products through social media .The Indian cosmetic industry has witnessed rapid growth in social media over last couple of years. With wide range of cosmetic products available in India, buyers are greatly influenced by the social media marketing done by the brands. Social media create an impact on customer's decision making to buy branded cosmetic products. The research is conducted on "impact of social media marketing on cosmetic and beauty products in India". The research focuses on the buying intentions of female segment. To accomplish the purpose of this study, we conducted research by the aid of both qualitative and quantitative data. The data was gathered through questionnaire and personal interview. The research focuses on the buying intentions of female segment. The questions were related to how highly influence they are from social media to buy cosmetic products. Each question is analyzed in detail in the research. The sample strength of the research work comprises of 105 respondents. The study has concluded that females in Indian market are highly influenced by social media marketing of cosmetic brands. Social media bloggers and influencers greatly impact the perception of females buying intention of cosmetic products. Social media can create an impact on customers that involve in the process of decision making of branded cosmetic products in Indian market.*

▶ **Key Words:** Social Media, Cosmetic Brands, Indian Market

INTERNATIONAL CONFERENCE ON EVOLVING TRENDS IN INTERDISCIPLINARY RESEARCH & PRACTICES

▶ Comparative Analysis of the Carbon Footprints of Mediterranean and High Protein Diet Models

▶ Penbe Merve Korkmaz

▶ Hilal Arslan

▶ *Istanbul Gedik University, Faculty of Health Sciences, Occupational Health and Safety, Istanbul, Turkey*

▶ Abstract

- ▶ *The content of the diet can vary according to the physical and climatic conditions of the individual's region, cultural values, socioeconomic determinants and diseases. However, the negative impact of food consumption preferences on the environment is often not known enough by consumers.*
- ▶ *In this study, calculations has been made according to same energy , gender, body mass index, exercise habits and basal metabolic rates to eliminate physical, biochemical and anthropometric factors that could affect the study. The basal metabolic rate calculated according to Harris Benedict formula. Physical activity coefficient was taken as 1.4. Daily energy requirement was calculated as 2500 calories per day, for a 30 years old, 75 kg, 180 cm, healthy male. A 2500cal/day Mediterranean and a 2500cal/day High Protein diet has been planned.*
- ▶ *As a result, whilst traditional Mediterranean diet had a daily carbon footprint of 7.13 kg CO₂ eq, with the same caloric content, the diet high in protein and fat produced a total carbon footprint of 23.20 kg CO₂ eq per day.*
- ▶ *High protein and fat diets have been observed to have around 3 times more carbon foot print than a standart Mediterranean diet. For this reason, limiting animal food consumption or choosing different products with a lower carbon emission as a replacement is recommended as one of the measures to reduce the carbon footprint associated with the diet.*

▶ Biography- KORKMAZ, Penbe Merve

- ▶ Research Assistant/ Nutrition and Dietetics Department/Istanbul Gedik University/Turkey
- ▶ I graduated from Yeditepe University in 2015 I continued working as a dietitian in hospitals. In 2017-
- ▶ 2018 academic year I taught hospital practices in Firat University. I am currently a master student at
- ▶ Yeditepe University. I work on sustainability, plant sterility, functional foods, determination of
- ▶ antioxidant capacity, cell culture

INTERNATIONAL CONFERENCE ON EVOLVING TRENDS IN INTERDISCIPLINARY RESEARCH & PRACTICES

- ▶ A method for examining the effect of constraint uncertainty on the model solution correctness
 - ▶ Shangyao Yan
 - ▶ Professor, Department of Civil Engineering, National Central University; Taoyuan, Taiwan
 - ▶ Sin-Siang Wang
 - ▶ Doctoral Student, Department of Civil Engineering, National Central University
 - ▶ Chun-Yi Wang
 - ▶ Doctoral Student, Department of Civil Engineering, National Central University

▶ Abstract

- ▶ *Mathematical optimization models have been popularly used to optimally solve engineering optimization problems. However, confronted with practical engineering problems, some parameters of the optimization model may be uncertain. These uncertain parameters were estimated as model input data by many practitioners using certain methods suitable for the studied problems. However, these estimated parameter values used as the model inputs may result in errors in solutions. Since it is difficult to obtain a real optimal solution for a model that contains uncertain parameters, the evaluation of these solutions is carried out mainly by comparing them with the best solution secured previously. The gap between the obtained model solution and the real optimal solution is unknown. This study develops a method to evaluate the solution correctness of a project scheduling model in which uncertain parameter values are included in the constraints, under various controllable and random error scenarios, coupled with various solution tolerance error settings. To simulate possible controllable and random errors contained in the constraints, we design several error scenarios. We also design a number of scenarios to examine the effect of different tolerance errors on the model solution correctness. To more understand how the model input errors and the solution tolerance errors influence on the model solution correctness, a regression analysis is additionally performed for each error scenario. Finally, some useful information and managerial meanings in practice are extrapolated from the test results.*
- ▶ **Keywords:** optimization model, constraint uncertainty, solution correctness, error scenario

▶ Biography- YAN, Shangyao

- ▶ Professor/Department of Civil Engineering/National Central University/Taiwan
- ▶ Shangyao Yan received his B.S. and M.S. degrees from National Taiwan University, Taiwan, in 1983 and 1987, respectively, and his Ph.D. degree from Massachusetts Institute of Technology, USA, in 1991. He is currently chair professor with National Central University. His current research topics include transportation network design and operations research.

INTERNATIONAL CONFERENCE ON EVOLVING TRENDS IN INTERDISCIPLINARY RESEARCH & PRACTICES

▶ HRT-ROS: The Heterogeneous Real-time Architecture for Robot Operating System

▶ Byoung Wook Choi

▶ Raimarius Delgado

▶ Department of Electrical and Information Engineering, Seoul National University of Science and Technology, Seoul, Korea

▶ Abstract

▶ *This paper conceptually describes a promising software architecture to extend the possibilities of real-time processing and heterogeneous software compatibility of robot operating system (ROS). The Robot Operating System (ROS) has been the most widely used open-source middleware for robotics applications. The most prominent issue of ROS is that it does not satisfy real-time requirements. On the other hand, ROS2 was developed—improving the communication stack of ROS and utilizing the Data Distribution Service (DDS). Although the real-time communication was addressed, the real-time performance of the entire system including the low-level controllers and other components is still an issue. The objective of this study is divided into three parts: To summarize the features of ROS and ROS2 and demonstrate their difference through implementation on a mobile platform. Second, we attempt to develop a software architecture integrating the DDS stack of ROS2 namely, FreeRTPS, into the dual-kernel approach of real-time Linux called Xenomai. In this approach, we can ensure a fully real-time controller from the low-level controllers unto the communication interfaces. Lastly, the architecture was tested for compatibility to both ROS and ROS 2 to demonstrate heterogeneity. This will serve as a helpful reference for robot application developers with difficulties finding a fully real-time solution of ROS. Also, to visually illustrate the implementation concept the architecture, system decomposition and software deployment for the navigation of mobile robots is provided.*

▶ Biography- Byoung Wook Choi

▶ received the M.S. and Ph. D. degrees in Electrical Engineering from Korea Advanced Institute of Science and Technology (KAIST), Seoul, Korea in 1988 and 1992, respectively. He is currently a professor in the Department of Electrical and Information Engineering at Seoul National University of Science and Technology. Previously, he was a principal research engineer in LG from 1992-2000 and a professor in Sun Moon University from 2000-2005. He was the CEO of Embedded Web Co., Ltd. from 2001-2003. Also, he was a Senior Fellow in Nanyang Technological University, Singapore from 2007-2008. Prof. Choi has published textbooks on Embedded Linux. His current research interests include real-time systems design, embedded systems, and intelligent robot software.

INTERNATIONAL CONFERENCE ON EVOLVING TRENDS IN INTERDISCIPLINARY RESEARCH & PRACTICES

▶ ESG-2015 AS A BASIS OF CRITERIA AND STANDARDS OF ACCREDITATION AGENCIES OF KAZAKHSTAN AND KYRGYZSTAN

▶ Yskak Nabi

▶ *Kazakh Humanitarian Juridical University, Informational Technical and Economic Faculty,
Department of Informatics and Mathematics, Semei, Kazakhstan*

▶ Ilyas Seitov

▶ *Military Engineering Institute of Radio Electronics and Communications, Educational and
Methodical Management, Almaty, Kazakhstan*

▶ Onolkan Umankulova

▶ *Agency for Quality Assurance in Education "EdNet", Executive Director, Bishkek, Kyrgyzstan*

▶ Abstract

▶ *Background. In our previous work it was revealed that the criteria and standards of the Kazakhstan's and Kyrgyzstan's accreditation agencies correspond to the indicators of the quality assurance system adopted in the European educational space, in particular the Standards and Guidelines for Quality Assurance in the European Higher Education Area (ESG-2015). It was concluded that they are harmonized with the ESG-2015. The purpose is to show that ESG-2015 is the basis of criteria and standards of Kazakhstan's and Kyrgyzstan's accreditation agencies. Methodology: matrix and retrospective methods, the method of comparative analysis were applied. Results: A matrix drawn up in which the names of the ESG-2015 standards are horizontally arranged, the names of the standards and criteria of the Kazakhstan's and Kyrgyzstan's agencies are vertically arranged. The following is observed from the matrix: at the criteria of the Kyrgyzstan's Agency, the full coincidence of 25% and the semantic coincidence of 62.5%; at the standards of the Kazakhstan's Agency, the full coincidence of 81.2% and the semantic coincidence of 9.1% with ESG-2015. The application of the retrospective method made it possible to reveal the history of accreditation systems development in Kazakhstan and Kyrgyzstan. A comparative analysis of the content of standards and criteria of standards showed they mainly corresponding to ESG-2015. To confirm this fact, it is estimated how many times the refers to the key terms of ESG-2015 are made in these standards. Conclusion: The adoption of ESG-2015 as the basis of criteria and standards of Kazakhstan's and Kyrgyzstan's accreditation agencies is one of the significant factors in achieving of world-class by education systems of Kazakhstan and Kyrgyzstan and international recognition of qualifications and degrees awarded by universities in these countries.*

• **Keywords:** accreditation agencies, criteria, standards

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- ▶ **Biography- Nabi Yskak, Professor**
- ▶ / [Department of Informatics and Mathematics/ Kazakh Humanitarian Juridical Innovative University/ Kazakhstan](#)
- ▶ Doctor of pedagogical Sciences, Professor; author of 300 scientific and methodical works; expert of international projects "Central Asian network of quality assurance and accreditation" and "Central Asian Education Platform"; reviewer of "Higher Education Research" journal.
- ▶ Along with scientific and pedagogical activity he carried out administrative work: in different years he was Deputy Dean, Vice-President, Vice-rector

INTERNATIONAL CONFERENCE ON EVOLVING TRENDS IN INTERDISCIPLINARY RESEARCH & PRACTICES

▶ TURKISH ORIGIN WORDS IN THE WORLD LANGUAGES

▶ Pashayeva Gunel Baxsheyish

▶ Doctor of Philosophy , Sumgayit State University

▶ ASBTRACT

- ▶ *In different historical periods, the Turkish peoples established great states such as Hun, Goyturk, Golden Orda (Gizil Orda), Ottoman, Caspian (Khazar), and Timurids empires in the Eurasian continent. Although the majority of the ethnic composition of these states are Turkish people, other people and ethnic groups lived with them in these territories. From the history we know that Huns spread from the Middle East to Eastern Europe in the 2nd millennium BC, and they created a strong political union in the Caucasus and the Crimea. According to the opinion of many researchers, not only Turkic peoples, but also alans, goths, madyars and others were included to this unity and flow to the center of Europe. Naturally, the influence of these peoples on each other has shown in their languages, cultural, economic and political relations between them. For this reason, the Turkish language has left its traces in different languages, but also the elements of the languages of the people who interacted and communicated with them in different Turkic languages, dialects have found their place in the language. Geographical and neighborly principles play an important role in the use of Turkic language units in non-relative languages.*
- ▶ *In the early centuries of our age, the Slavics and russians which have the same roots and apperaed in Eastern Europe, after the fall of the Great Golden Orda Empire in the X century, Huns, bulgur, then the Khazars, Oguz, Pechenegs and Bulgars had a great influence in the history scene, a lot of Turkish words have included to their vocabulary content. Turkish origin words got place in armenian language among the most popular world languages (about 5,000 words) and Serbian-Croatian (about 9,000 words) langiages. A large number of Turkish words are also found in the English-language vocabulary. The sound [ng] can be a good example. They have similarities. This sound is pronounced the same with the sound [nq] in Turkish language. Let's take a look at the list of words which included from the Turkic languages to the non-Turkish langiages offered by the Turkish scholar, Professor Shukru Haluk Akali: 307 words had included to the Chenese language, 2545 words had included to the Persian language, 227 to Urdu, 941 words to the Arabian language, 1500 words the Russian language, 747 words the Ukrainian language, 4262 words to the Armenian language, 1500 words to the Hungarian language, 118 words to Finnish language, 1700 words to Romanian language, 3500 words to the Bulgarian language, 8742 words to the Czech language, 248 words to the Serbian and Croatian language, 146 words to the Italian language, 3000 words to the Albanian language, 3000 words to the Greek language, 166 words to the German language, 470 words to the English language. Many Turkish words have penetrated into the world languages as a result of some historical events, joint of cultural concepts, and have been steadily increasing in those languages over time. Turkish language and its some branches are among the richest languages in the world for their phonetic system, lexical composition and grammatical structure.*
- ▶ *The exchange of words between Turkish languages, the effect and influence of the different languages on the Turkish languages could not have undermined the purity and richness of the language (or languages). The article is based on analyzes the Turkish origin words that appear in many languages of the world, and the spread reasons have been studied in the article as well.*
 - **Key words:** Turkish origin, lexical units, aquisitions, world languages

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▶ TOPONYM “HUNANLI” AS A HERITAGE OF THE HUNS WHO WITNESSED TURKISH HISTORY

▶ Elnara Ahmadova

▶ *Sumgayit State University, Faculty of Philology, Department of Azerbaijani language and its teaching methods, Sumgayit, Azerbaijan*

▶ Abstract

▶ *Though there is a disagreement among researchers about the ethnicity of the Huns who built the empire in the II – IV centuries A.D. from the Middle East to Eastern Europe, it is already known that there is a large majority of Turks among the peoples of the Hun Consolidation. This is confirmed by ancient sources and historical documents. The traces of the Huns were also preserved in Azerbaijani toponyms. As evidence of this, toponym “Hunanli” is analyzed on a scientific basis.*

▶ **Key words:** Hun, Hunanli, ethnonym, toponym

INTERNATIONAL CONFERENCE ON EVOLVING TRENDS IN INTERDISCIPLINARY RESEARCH & PRACTICES

- ▶ ECONOMIC ANALYSIS OF CAUSALITY RELATIONS BETWEEN SCIENCE AND TECHNOLOGY WITH ECONOMIC GROWTH IN TURKEY

Dr. Levent AKSU

- ▶ Balıkesir University, Burhaniye MYO, Head of Marketing Department

▶ Abstract

- ▶ *Today, technology has changed very rapidly, technological innovations and the thought of investing has become very important to people. Arguments such as technology change, R & D, innovation, patent amount are confronted in empirical studies on growth models as a driving force of economic growth and in practice. To be evaluated by many economists, the argument is the idea of "investing in technological innovations and people." For this purpose, it is aimed to increase the economic growth of this country by activating the knowledge, manners, talents and skills of a large number of people. Countries should aim at raising precious sons of national and moral values that can be productive in science and technological field while raising their people. Being a "science and technology country" is considered as a target policy and projections should be formed accordingly. The world is growing at such a speed today that we will experience progress in the twenty-first century, no progress of about 100 years of technological progress, progress of about 20,000 years, or progression of 1000 times of progress in the twentieth century. Technology also accelerates the pace of innovation, now doubles every 10 years. The "information economy" is the most important strategic information in the new era, with the information capital being found, retrieved, analyzed and evaluated, its use integrated into the production systems, the information included in the technology and innovation processes and the creation of its own national production system, "information economy" has become the most important strategic-economic (stratekon) material of the new era. Technological development and innovation process enables the development of a macroeconomic level of economic growth and a level of prosperity while at the microeconomic level institutions and firms are increasingly benefiting from market economies and benefiting from economies of scale and most importantly by increasingly entering into foreign markets and increasing their global market share. In both cases, it causes long-term economic growth on the economy. There is an urgent need for the establishment of the "National Information Storage and Production System" (MIBIDUS), which will provide the acquisition, use and development of information.*

▶ -

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- ▶ *In this study was carried out in econometric tests, and the Unit Root Tests, Granger Causality Test and Stepwise Regression Test were performed for the variables. To give the results obtained from Granger causality test; A bi-directional relationship from GNP to Foreign Direct Investment (FDI) has been identified. There is a positive relationship between them. A one-way positive relationship from R & D (research & development) spending to GNP has been detected. Again, a one-way positive correlation from the number of patents to GNP has been found. There is a one-way positive and significant relationship from GNP to the number of scientific publications (bilyayno). There is a causal relationship from FDI (Foreign Direct Investment) to R & D. The relationship between them is positive. There is a bidirectional, meaningful and positive relationship between Foreign Direct Investment (FDI) and the number of patents. According to the Stepwise Regression Test analysis, a 1% increase in GDP led to an increase of 1.20% over FDI, while a rise of 0.65% in R & D spending resulted in the actual increase being effective on the patent. The increase in the number of patents caused a 2.68% increase. A 1% increase in GNP, 12.54% increase in Bilyayno.*
- ▶ **Key Words:** *Economic Growth, Technology, Science, Research & Development, Innovation, Patent, Foreign Direct Investments, GDP, Unit Root Tests, Granger Causality Tests, Stepwise Regression Test.*

▶ **TÜRKİYE'DE BİLİM VE TEKNOLOJİ İLE İKTİSADİ BÜYÜME ARASINDAKİ NEDENSELLİK İLİŞKİLERİNİN EKONOMİK ANALİZİ**

▶ **ÖZET**

- ▶ *Günümüzde teknoloji çok hızlı bir süreçle değişim gösterirken, teknolojik yenilikler ve insanlara yatırım yapma düşüncesi önemli hale gelmiştir. Teknolojik değişim, Ar-Ge, inovasyon, patent miktarı gibi argümanlar iktisadi büyümenin itici gücü olarak büyüme modellerinde ve uygulamaya yönelik ampirik çalışmalarda karşımıza çıkmaktadır. Bir çok iktisatçı tarafından sürdürülebilir büyümenin motoru olarak belirlenen argüman; “teknolojik yenilikler ve insanlara yatırım yapma” düşüncesidir. Bu amaçla çok sayıda insanın bilgi, görgü, yetenek ve becerilerinin harekete geçirilmesi yoluyla o ülkenin iktisadi büyümesinin artırılması hedeflenmektedir. Ülkeler insanlarını yetiştirirken, bilim ve teknolojik alanda üretken olabilecek, milli ve manevi değerlere bağlı nesiller yetiştirmeyi hedeflemelidir. “Bilim ve teknoloji ülkesi” olmak hedef politika olarak kabul edilip, buna göre projeksiyonlar oluşturulmalıdır. Dünya bugün öyle bir hızla büyüyor ki, yirmi birinci yüzyılda yaşayacağımız ilerleme, yaklaşık 100 yıllık bir teknolojik ilerleme olmayacak, yaklaşık 20.000 yıllık ilerlemeye, ya da yirminci yüzyıldaki ilerlemenin 1000 katı ilerlemeye şahit olunacaktır. Teknoloji de yenilik hızı ivme kazanmakta, günümüzde her 10 yılda ikiye katlanmaktadır. Bilgi sermayesinin bulunması, alınması, analiz yapıp değerlendirilmesi, kullanımı, üretim sistemlerine entegre edilmesi, bilginin teknoloji ve inovasyon süreçlerine dahil edilip kendi milli üretim sisteminin oluşturulması, buna bağlı olarak yeni bilgilerin elde edilmesi ve stratejik olarak kullanılması ile “bilgi ekonomisi” yeniçağın en önemli stratejik-ekonomik (**stratekon**) materyali haline gelmiştir.*

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- ▶ *Teknolojik gelişme ve yenilik süreci, makro ekonomik düzeyde iktisaden büyümeye ve refah seviyesini artıran bir kalkınma durumuna imkan sağlarken, mikro ekonomik düzeyde kurumların ve firmaların piyasadaki karlarının artmasına, ölçek ekonomisinden yararlanmasına ve en önemlisi de rekabette öne geçerek, yabancı pazarlara girmenin ve küresel pazardaki paylarının artmasına yol açmaktadır. Her iki durumda da ekonomi üzerinde uzun dönemli iktisadi büyümeye sebep olmaktadır. Bilginin elde edilmesi, kullanımı ve geliştirilmesi'ni sağlayacak “Milli Bilgi Depolama ve Üretim Sistemi” (MİBİDÜS)’ün, oluşturulmasına acilen ihtiyaç vardır.*
- ▶ *Bu çalışmada ekonometrik testler de yapılmış olup, değişkenlere Birim Kök Testleri, Granger Nedensellik Testi ve Adımsal Regresyon Testi yapılmıştır. Granger nedensellik testinden elde edilen sonuçları belirtmek gerekirse; GSMH’den Doğrudan Yabancı Yatırımlara (dyy) doğru çift yönlü bir ilişki tespit edilmiştir. Aralarında pozitif ilişki mevcuttur. Ar-Ge (araştırma&geliştirme) harcamalarından GSMH’ya doğru tek yönlü pozitif ilişki bulgulanmıştır. Yine Patent sayısından GSMH’ya doğru tek yönlü pozitif ilişki tespit edilmiştir. GSMH’dan bilimsel yayın sayısına (bilyayno) doğru tek yönlü pozitif ve anlamlı bir ilişki vardır. Doğrudan Yabancı Yatırımlardan (dyy) Ar-Ge’ye doğru bir nedensellik ilişkisi mevcuttur. Aralarındaki ilişki pozitifdir. Doğrudan Yabancı Yatırımlar (dyy) ile Patent sayısı arasında çift yönlü, anlamlı ve pozitif ilişki mevcuttur. Adımsal Regresyon Testi analizine göre, GSMH’da %1’lik bir artış DYY üzerinde %1.20’lik bir artış meydana getirirken, Ar-Ge’ye yapılan harcamalarda %0.65’lik bir artış meydana getirmiştir. Asıl artış patent üzerinde etkili olmuştur, %2.68’lik bir artışa neden olmuştur. GSMH’da %1’lik bir artış, Bilyayno’da %12.54’lük bir artış yaratmıştır.*
- ▶ **Anahtar Kelimeler:** *Teknoloji, Bilim, Ar-Ge, İnovasyon, Patent, Doğrudan Yabancı Yatırımlar, İktisadi Büyüme, GSMH, Birim Kök Testleri, Granger Nedensellik Testleri, Adımsal Regresyon Testleri*

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- ▶ Should Enterprises and Organizations set up the Department of Sustainable Development in their Organizational Structures?

▶

▶ **Semliko Fulbert DOSSOU**

- ▶ *Institute of Social Sciences, Faculty of Economic and Management Sciences, Department of Business Administration, Ankara, Turkey*

▶ **Abstract**

- ▶ **Objective:** *Inspired by the Sustainable Development Goals (SDGs), this paper suggests an approach in which enterprises and organizations could be more empowered and involved in achieving the SDGs. According to the Rio Conference-1992, Sustainable Development (SD) is to "meet the needs of the present, without compromising the ability of future generations to meet their own needs". For the European Union, SD is "Environment Preservation" of course but it is also "Economic Growth and Social Responsibility". Sustainability is reached at the intersection of these 3 visions. More and more enterprises understand that they have to combine them. In international institutions like the UN and, even in many state governments, there is a ministry (or department) in charge of "SD". But this is not yet the case in enterprises. However, each corporate has typical "departments" (Production, Finance & Accounting, Human Resources, Marketing, R&D, etc...). The need to create the "Sustainable Development" department with specific functions, seems more and more felt.*
- ▶ *The objective of this study is to analyze the importance and the impact of establishing such a department within enterprises and organizations.*
- ▶ **Methods:** *The content analysis technique and exploratory research are adopted.*
- ▶ **Results and Conclusion:** *Each enterprise or organization, whatever its category, plays a key role in national and international affairs' evolution, in growth and in global development. Sustainability is emerging as a commonly accepted obligation rather than a responsibility for organizations. Thus, integrating the "SD" department into enterprises will help stimulate innovation, better risks management, improve operational efficiency and involve in concrete and permanent way all the actors in the value chain: Companies, investors, employees, customers, suppliers, states and communities, etc...*
- ▶ **Keywords:** *Sustainable Development, Setup of "SD" Department, Enterprises, Future Generations.*

INTERNATIONAL CONFERENCE ON EVOLVING TRENDS IN INTERDISCIPLINARY RESEARCH & PRACTICES

- ▶ Les Entreprises et Organisations devraient-elles Instaurer le Département “Developpement Durable” dans leurs Structures Organisationnelles?
- ▶ *Résumé*
- ▶ ***Objectifs:** Inspiré des Objectifs de Developpement Durable (ODDs), ce papier suggère une approche dans laquelle les entreprises et organisations toutes catégories confondues, pourraient être davantage responsabilisées et impliquées dans l’atteinte des ODDs.*
- ▶ *La conférence de Rio-1992, a défini le Developpement Durable comme celui “qui répond aux besoins du présent, sans compromettre la capacité des générations futures à répondre aux leurs”. Pour l’Union Européenne, DD, c’est “Préservation de l’Environnement” bien sûr mais c’est aussi “Croissance Economique et Responsabilité Sociale”. La durabilité est atteinte à l’intersection de ces 3 visions. De plus en plus d’entreprises comprennent qu’elles les doivent combiner. Dans les institutions internationales comme l’ONU et même dans de nombreux gouvernements d’états, il existe un ministère (ou département) en charge du “DD”. Mais ce n’est pas encore le cas dans les entreprises. Et pourtant, chaque entreprise possède des “departments” typiques (Production, Finance & comptabilité, Ressources Humaines, Marketing, R&D, etc...). Le besoin de créer le département “Developpement Durable” avec des fonctions précises, se fait de plus en plus sentir.*
- ▶ *L’objectif de cette étude est d’analyser l’importance et l’impact d’instaurer un tel département, au sein des entreprises et organisations.*
- ▶ ***Méthodes:** La technique d’analyse de contenu et la recherche exploratoire sont adoptées.*
- ▶ ***Résultats:** Chaque entreprise ou organisation quelque soit sa catégorie, joue un rôle capital dans la mouvance des affaires nationales et internationales, dans la croissance et dans le developpement global.*
- ▶ *La durabilité apparaît actuellement comme une obligation communément acceptée plutôt que comme une responsabilité pour les organisations. Ainsi, intégrer le département “DD” dans les entreprises contribuera à stimuler l’innovation, à mieux gérer les risques, à améliorer l’efficacité opérationnelle et à impliquer de façon concrète, et permanente, tous les acteurs de la chaîne de valeur: Entreprise, investisseurs, employés, clients, fournisseurs, Etats et communautés, etc...*
- ▶ ***Mots clés:** Developpement Durable, Instauration du Département “DD”, Entreprises, Générations futures*

INTERNATIONAL CONFERENCE ON EVOLVING TRENDS IN INTERDISCIPLINARY RESEARCH & PRACTICES

- ▶ *İşletmeler ve Kuruluşlar, Kurumsal Yapılarında Sürdürülebilir Kalkınma Bölümü Kurmalı mıdır?*
- ▶ **Özet**
- ▶ **Hedefler:** Sürdürülebilir Kalkınma Hedefleri (SKH)'nden ilham alan bu çalışma, işletmelerin ve kuruluşların etkin sorumluluk verilebileceği ile SKH'nin gerçekleştirilmesinde yer alabilecekleri bir yaklaşım önermektedir. 1992 Rio Konferansı'na göre, Sürdürülebilir Kalkınma (SK) "gelecek nesillerin kendi ihtiyaçlarını karşılayabilme kabiliyetinden ödün vermeden, bugünün ihtiyaçlarını karşılamaktır". Avrupa Birliği için, SK, elbette "Çevre Koruma"dır, ama aynı zamanda "Ekonomik Büyüme ve Sosyal Sorumluluk" olmaktadır. Bu 3 vizyonun (görmenin) kesişiminde sürdürülebilirliğe ulaşılmaktadır. Gittikçe çok sayıda işletme, onları (3 vizyonu) birleştirmek gerektiğini anlamaktadır. BM gibi uluslararası kurumlarda ve hatta birçok devlet hükümetinde bile "SK'nin sorumlu bir bakanlığı (veya departmanı) vardır. Ancak işletmelerde bu bölüm henüz yoktur. Fakat, her şirketin tipik "bölümleri" vardır (Üretim, Finans ve Muhasebe, İnsan Kaynakları, Pazarlama, Ar-Ge, vb ...). "Sürdürülebilir Kalkınma" departmanı ile özel fonksiyonları yaratma ihtiyacı gittikçe daha da hissedilmektedir.
- ▶ Bu çalışmanın amacı, işletmeler ve kuruluşlar içinde böyle bir bölüm kurmanın önemini ve etkisini analiz etmektir.
- ▶ **Yöntemler:** İçerik analizi tekniği ile keşif araştırması benimsenmiştir.
- ▶ **Bulgular & Sonuçlar:** Her bir işletme yada kuruluş, kategorisi ne olursa olsun, ulusal ve uluslararası işlerin gelişmesinde, büyümede ve küresel gelişimde kilit bir rol oynamaktadır. Sürdürülebilirlik, kuruluşlar için bir sorumluluktan ziyade çoğunlukla kabul edilen bir yükümlülük olarak ortaya çıkmaktadır. Bu nedenle, "SK" bölümünü işletmelere entegre etmek, inovasyonu teşvik etmeye, daha iyi risk yönetimine, operasyonel verimliliği arttırmaya ve değer zincirindeki tüm aktörleri somut ve kalıcı bir şekilde dahil etmeye yardımcı olacaktır: Şirketler, yatırımcılar, çalışanlar, müşteriler, tedarikçiler, devletler, topluluklar vb.
- ▶ **Anahtar Kelimeler:** Sürdürülebilir Kalkınma, "SK" Bölümünün Kurulması, İşletmeler, Gelecek Nesiller.

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▶ ADDICTION FREQUENCIES OF HIPPOCAMPAL THETA RHYTHM FROM THE ACTIVITY OF THE NEUROCHEMICAL SYSTEMS OF THE BRAIN

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Education and Sport, Baku 1147, Azerbaijan Republic

▶ Abstract

- ▶ *Chronic experiments with rabbits have shown that electrical destruction of dorsal amygdalofugal pathways leads to complete and persisted blockade of hippocampal theta rhythm in contrast to ventral one. In intact animals, electro- and chemostimulation of amygdala nuclei, hypothalamus, reticular formation and medial septum nucleus lead to the formation of well pronounced theta rhythm in hippocampus, but after destruction of the amygdalofugal pathway any theta-rhythm in this structure is not observed. Restoration of hippocampal EEG took place under intrahippocampal application of carbocholine and strychnine. It is proposed that one of the necessary conditions for the regulation of excitability of hippocampal neurons is the integrity of dorsal amygdalofugal pathways by means of which regulatory influence of amygdale on the hippocampal neurosecretory cells is realized.*
- ▶ *To investigate the role of extrahippocampal brain structures in the genesis of the hippocampal theta rhythm carried electro- and chemostimulation of the limbic structures of the brain before and after the destruction of the dorsal and ventral amygdal-fugal pathways. Our research has previously been shown that the destruction of dorsal amigdalofugal pathway (DAP), in contrast to the ventral (VAP), resulting in complete and irreversible blockade of hippocampus theta rhythm. To clarify the reasons for the profound changes we have conducted electricity and hemostimulation the limbic structures of the brain (the amygdale, hypothalamus, reticular formation, the medial nucleus of the septum, the hippocampus) before and after the destruction of the DAP.*
- ▶ *The results of these experiments showed that the baseline hippocampal and septal EEG demonstrated irregular activity dominated by oscillations in the range 4-6 Hz. Application of test substances into various structures of the limbic system before lesioning of the stria terminalis led to ambiguous results.*

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- ▶ *Thus, while serotonin increased the EEG in the region 5-6 Hz, noradrenaline displaced the peak of the frequency characteristic to the region 4-5 Hz. Carbachol (like strychnine) resulted in generation of high-amplitude, regular theta waves of frequency 6-7.5 Hz, which with time could transform into epidischarges.*
- ▶ *Thus, the analysis of our data allows us to conclude that the actions of various neurochemicals in the EEG activity of the hippocampus have a number of common and distinct properties. The former include: 1) the occurrence of synchronized theta wave activity; 2) the absence in different areas of the hippocampus differentiation of bioelectric reactions; 3) violation of the regularity of the theta-wave activity and the emergence of epidischarges by increasing the dose injected into the structure of the brain monoamines investigated. For properties that distinguish the action applied neurochemical agents include: 1) the emergence of dominant frequency 6-7.5 number/s cholinergic 5-6 count/s - with serotonergic and 4-5 count/s noradrenergic stimulation of the nucleus the amygdale, hypothalamus, midbrain reticular formation, the medial nucleus of the septum and hippocampus; 2) a change in the amplitude of oscillation synchronized potential compared to background EEG activity, which reached its peak on the background of holinomimetiks, average - with the introduction of 5-HT and was below the background level after administration of NA. The results suggest that the regulation of hippocampal theta rhythm, as well as the functional activity of the hypothalamic-pituitary system, is polimediatory character and is not determined strictly by a single brain monoaminergic mechanism, ensuring the reliability of the pituitary-adrenal response to these pressures, because the answer this is very important to maintain homeostasis. This, obviously, are huge compensatory abilities of the central nervous system. A complete and irreversible blockade hippocampal EEG induced destruction DAP clearly indicates that under the given conditions of the hypothalamic-pituitary system is at low level-violation formation rate of secretion of ACTH and corticosteroids. All above indicates that a prerequisite for the regulation of excitability of hippocampal neurons is the integrity of the amygdale-hypothalamic connections through which the regulatory effect on the activity of the amygdale hypothalamic neurosecretory cells.*
- ▶ **Key words:** *hippocampal theta rhythm, amygdalofugal pathway, destruction*

INTERNATIONAL CONFERENCE ON EVOLVING TRENDS IN INTERDISCIPLINARY RESEARCH & PRACTICES

- ▶ The Effect of Teaching Unit in The Development of Knowledge and Skills by Using Looped Piles, Variable of Materials and Design Between Traditional Education and E-Learning

▶ Dr. Nahla Ahmed Hamdy El-Deeb

▶ Assistant Professor

▶ Fashion Design Department, Faculty of Arts and Design, Pharos University in Alexandria

- ▶ **Abstract**

- ▶ *There have been wide changes in the field of education, and the labor market began through the needs of new skills and qualifications that impose new orientations and competencies that meet the needs of the new economy, so educational processes have been subjected to other re-consideration to meet the requirements and technologies developed, such as direct education and e-learning, which depends on the Internet.*
- ▶ *Therefore, the current research seeks to apply a teaching unit containing many knowledge and skills lessons through the course of 3D forming - the preparatory group - faculty of arts and design - Pharos University Using the blended learning (traditional-electronic) to provide students with the values of knowledge and the most important ancient civilizations Which has been famous for using looped piles in manual weaving And the most important contemporary technical and technical trends and skills needed by the student to become an artist in line with everything that is new in the world of technology*
- ▶ **Keywords:** teaching unit, development of knowledge and skills, looped piles

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GLOBALISATION PHENOMENON AND CONSUMPTION SOCIETY KÜRESELLEŞME OLGUSU VE TÜKETİM TOPLUMU

Prof. Dr. Mustafa TALAS

Niğde Ömer Halisdemir Üniversitesi Eğitim Fakültesi

Abstract:

Globalisation is name of transformation of the world with evolulationaly changes. This period which affects societies, cultures and people sophisticatedly. Globalisation era is focused on consumption economy. For that reason consumption is a key role of gloablization theories. I have focused on consumption economy from the standpoint of globalisation issue because of the fact that importance of this problem.

This study has been prepared three titles. These of first is golabalization, second one is consumption as sociologically, third is globalization and consumption phenomenon. It has been used teoretical analyse method in this study and took on books and various artical as a material.

Key Words: Globalisation, consumption, globalisation and consumption economy

Özet:

Dünyanın devrimsel değişmelerle dönüşümünün adı küreselleşmedir. Bu süreç, her şeyi etkileyen ve toplumsal yapıları, kültürleri ve insanları çok yönlü olarak etkileyen önemli bir süreçtir.

Küreselleşme tüketim ekonomisine odaklanmış bir dönemdir. Bundan dolayı kürselleşme teorileri açısından tüketim anahtar role sahiptir. Tüektim meselesinin önemi gerçeğinden dolayı ben de küreselleşme açısından tüketim ekonomisi konusuna odak noktasına yerleştirdim.

Bu çalışma üç başlık olarak hazırlanmıştır. Bunlardan ilki küreselleşme, ikincisi tüketim ve üçüncüsü ise tüketim ekonomisi ve küreselleşme adını taşımaktadır. Çalışmada teorik analiz metodu kullanılmış ve materyal olarak da kitaplar ve çeşitli makaleler kullanılmıştır.

Anahtar Sözcükler: Küreselleşme, tüketim, toplum ve tüketim toplumu

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- ▶ *Dear Participants of the ICETIRP Conference,*
- ▶ *I would like to express my heartfelt thanks to each of you who participated in ICETIRP Conference in New York, USA, 19-23 August.*
- ▶ *Thank you for giving your time and resources to attend and to contribute. Hopefully you enjoyed both the scientific part and the social programme and that you used the opportunity to extend your existing networks. I am sure that the cooperation with most of you will continue in the near future.*

*Best wishes,
Mustafa Latif Emek
Board Member*