



WriteTec
– INFORMATION TECHNOLOGY –



İSPARTA
UYGULAMALI BİLİMLER
ÜNİVERSİTESİ

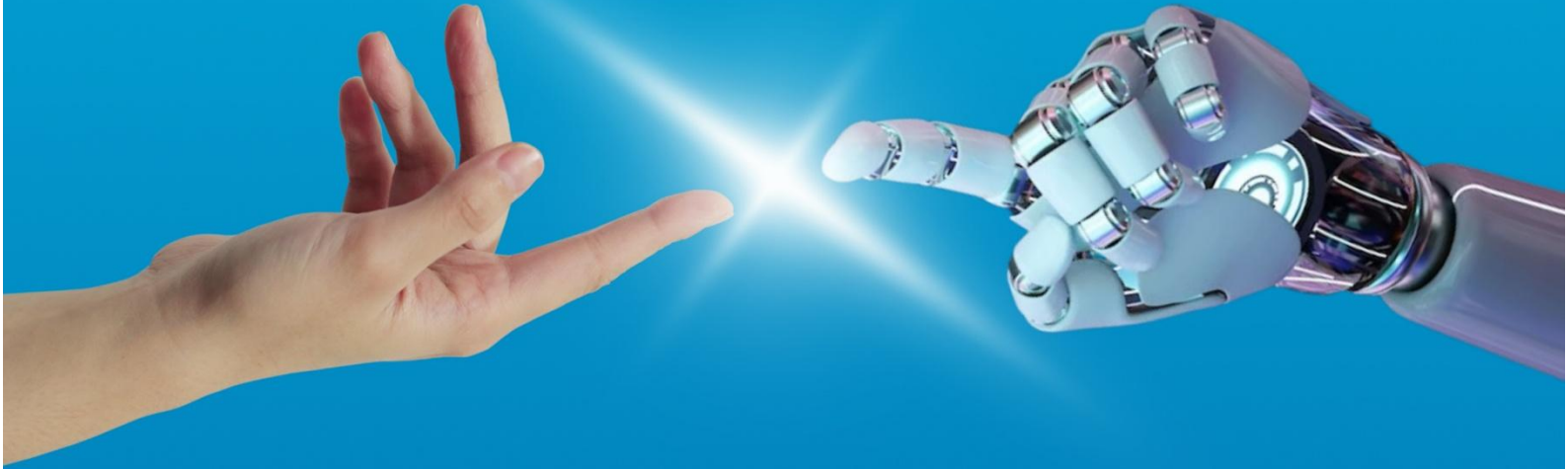
1. Uluslararası WRITETEC Yapay Zeka Çağında Sosyal Bilimler ve Sağlık Bilimleri Kongresi

Ana Tema: Sosyal Bilimler ve Sağlık Bilimlerinde Yapay Zeka Uygulamaları

25-27 Ekim 2024 Alanya/ANTALYA

BİLDİRİ ÖZETLERİ KİTAPÇIĞI

ABSTRACTS BOOK



1st International WRITETEC Congress on Social and Health Sciences in the Age of Artificial Intelligence

Main Theme: Artificial Intelligence Applications in Social and Health Sciences

October 25-27, 2024 Alanya/ANTALYA/TÜRKİYE

**1ST INTERNATIONAL WRITETEC CONGRESS OF
SOCIAL SCIENCES AND HEALTH SCIENCES IN THE
AGE OF ARTIFICIAL INTELLIGENCE**

Alanya/Antalya/TÜRKİYE

**(Main Theme: Artificial Intelligence Applications in Social
Sciences and Health Sciences)**

25-27 OCTOBER 2024



"En İyi Akademi,
Bir Kitaplıktır."

1.Uluslararası WriteTec Yapay Zeka Çağında Sosyal Bilimler ve
Sağlık Bilimleri Kongresi Bildiri Özetleri Kitapçığı/**1st
INTERNATIONAL WRITETEC CONGRESS OF SOCIAL
SCIENCES AND HEALTH SCIENCES IN THE AGE OF
ARTIFICIAL INTELLIGENCE**

Editörler: Nihat ALTUNTEPE & Harun ÇAKIR

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**1ST INTERNATIONAL WRITETEC CONGRESS OF SOCIAL SCIENCES AND HEALTH
SCIENCES IN THE AGE OF ARTIFICIAL INTELLIGENCE**

(Main Theme: Artificial Intelligence Applications in Social Sciences and Health Sciences)

DATE AND PLACE

25-27 OCTOBER 2024 Alanya/Antalya

ORGANIZATION

WRITETEC INFORMATION TECHNOLOGIES

EDITORS

Assoc. Prof. Nihat ALTUNTEPE

Lecturer Harun ÇAKIR

PARTICIPANTS COUNTRY

**TÜRKİYE, MALAYSIA, PAKISTAN, AZERBAIJAN,
PORTUGAL, IRAQ, UZBEKISTAN**

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1ST INTERNATIONAL WRITETEC CONGRESS OF SOCIAL SCIENCES AND HEALTH
SCIENCES IN THE AGE OF ARTIFICIAL INTELLIGENCE



20.12.2024

İlgili makama;

1. Uluslararası Writetec Yapay Zeka Çağında Sosyal Bilimler ve Sağlık Bilimleri Kongresi, 25-27 Ekim 2024 tarihleri arasında Alanya/Antalya’da 7 farklı ülkenin (Türkiye 72 bildiri- Diğer ülkeler 23 bildiri) akademisyen/araştırmacılarının katılımıyla gerçekleşmiştir

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Saygılarımla

Assoc. Prof. Nihat ALTUNTEPE
On behalf of Organizing Board

Please, visit the conference web address to find more information about the event: <https://congress.writetecbt.com/>

Evrak Tarih ve Sayısı: 26.08.2024-461347



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Sayı : E-36906035-020-461347
Konu : Görevlendirme

26.08.2024

DEKANLIK MAKAMINA

Fakültemiz Uluslararası Ticaret ve Lojistik Bölümü Lojistik Anabilim Dalı öğretim üyesi Doç. Dr. Adem BABACAN'ın 25-27 Ekim 2024 tarihleri arasında Antalya/Alanya'da düzenlenecek olan 1.Uluslararası WriteTec Yapay Zeka Çağında Sosyal Bilimler ve Sağlık Bilimleri Kongresinde Düzenleme Kurulu Üyesi ve Kongre Bilim ve Danışma Kurulunda akademisyen temsilci olmak üzere, 2547 Sayılı Yükseköğretim Kanununun 39. maddesi kapsamında 25-27 Ekim 2024 tarihleri arasında 3 (üç) gün süre ile yolluksuz ve yevmiyesiz olarak görevlendirilerek izinli sayılmasını,

Olurlarınıza arz ederim.

Muhlis ÖZTÜRK
Fakülte Sekreteri

OLUR

Dr. Öğr. Üyesi Raci KILAVUZ
Dekan V.

Ek:Bölüm Başkanlığı Üst Yazısı (1 Sayfa)

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Sayı : E-54826478-000-2400293969

11.09.2024

Konu : İzin Hak.

Sayın Doç.Dr. Gülşah YILDIZ DENİZ

İlgi : 11.09.2024 tarihli ve E-10846586446-2400293635 sayılı belge.

25-27 Ekim 2024 tarihleri arasında Antalya-Alanya'da, yüz yüze ve online olarak düzenlenecek olan "1. Uluslararası WriteTec Yapay Zeka Çağında Sosyal Bilimler ve Sağlık Bilimleri Kongresi'nde" Düzenleme Kurulu Üyesi, ayrıca Kongre Bilim ve Danışma Kurulu'nda akademisyen temsilci olarak görev almak için Yüksekokul Müdürlüğü'ne izin hakkında vermiş olduğunuz 11.09.2024 tarihli dilekçeniz değerlendirilmiş olup; anılan tarihler arasında izinli sayılmanız uygun görülmüştür.

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Konu : Kongre Düzenleme Kurulu Üyeliği Hk.

01.08.2024

Sn. Prof.Dr. Haktan SEVİNÇ

İlgi :31.07.2024 tarih ve E-13056862-000-145287 sayılı yazı

İlgi sayılı yazı gereği, 25/Ekim/2024 ile 27/Ekim/2024 tarihleri arasında Antalya-Alanya'da, yüz yüze ve online olarak düzenlenecek olan "1. Uluslararası WriteTec Yapay Zeka Çağında Sosyal Bilimler ve Sağlık Bilimleri Kongresi'nde" Düzenleme Kurulu Üyesi, ayrıca Kongre Bilim ve Danışma Kurulu'nda yoluksuz ve yevmiyesiz olarak görevlendirilmeniz dekanlığımızca uygun görülmüştür.

Bilgilerinize rica ederim.

Doç. Dr. Mehmet POLAT
Dekan V.

Dağıtım :
Bilgi :
Prof. Dr. Haktan Sevinç (Öğretim Üyesi)

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Sayı : E-16346911-903.07-2400278995
Konu : Doç.Dr. İlknur KARAASLAN
(Görevlendirme)

21.10.2024

DAĞITIM YERLERİNE

İlgi : Çalışma Ekonomisi ve Endüstri İlişkileri Bölümü Başkanlığının 18.10.2024 tarihli ve E-24169564-903.07-2400278548 sayılı yazısı.

İlgi yazıya istinaden, Fakültemiz Çalışma Ekonomisi ve Endüstri İlişkileri Öğretim Üyesi Doç.Dr. İlknur KARAASLAN'ın 25-27 Ekim 2024 tarihleri arasında Antalya'da düzenlenecek olan "I. Uluslararası WriteTec Yapay Zeka Çağında Sosyal Bilimler ve Sağlık Bilimleri" Kongresinde Düzenleme Kurulu Üyeliği ile Kongre Bilim ve Danışma Kurulu'nda Akademisyen Temsilci olarak katılmak üzere 24-25 Ekim 2024 tarihlerinde 2547 sayılı Kanun'un 39.maddesi uyarınca yolluksuz-yevmiyesiz olarak görevli-izinli sayılması Dekanlığımızca uygun görülmüştür.

Bilgilerinizi ve gereğini arz/rica ederim.

Prof. Dr. Nazan YELKİKALAN
Biga İktisadi ve İdari Bilimler Fakültesi Dekanı V.

DAĞITIM LİSTESİ

Gereği:
Çalışma Ekonomisi ve Endüstri İlişkileri
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Sayı : E-70240243-299-2400121890
Konu : Düzenleme Kurulu Üyesi ve
Akademisyen Temsilcisi
Görevlendirilmesi

30.09.2024

DAĞITIM YERLERİNE

İlgi : Prof. Dr. Serkan DİLEK'in 23.09.2024 tarihli dilekçesi.

İlgi'de kayıtlı dilekçenizde belirtilen 25-27 Ekim 2024 tarihleri arasında Karabük Üniversitesi Teknoloji Geliştirme Bölgesinde faaliyette bulunan WRITETEC Bilgi Teknolojileri Danışmanlık Sanayi ve Ticaret Limited Şirketi tarafından gerçekleştirilecek olan *1. Uluslararası WRITETEC Yapay Zeka Çağında Sosyal Bilimler ve Güzel Sanatlar Kongresi*'nde kongre düzenleme kurulu üyesi ve kongre *Bilim ve Danışma Kurulu*'nda akademisyen temsilci olarak görevlendirilme talebinizin uygun görüldüğüne dair Üniversitemiz Personel Daire Başkanlığının yazısı Ek'te gönderilmiştir.

Bilgilerini ve gereğini rica ederim.

Prof. Dr. Orhan KANDEMİR
Dekan

Ek: Yazı

DAĞITIM LİSTESİ

Gereği:
Sayın Prof. Dr. Serkan DİLEK

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YÖNETİM KURULU KARARI

Toplantı Tarihi: 15.10.2024
Toplantı Sayısı: 2024/ 47
Karar Sayısı : 1

Konservatuvarımız Yönetim Kurulu Konservatuvar Müdürü Hüseyin YÜKRÜK başkanlığında 15.10.2024 tarihinde toplanarak aşağıdaki karar alınmıştır.

Karar: 2024/ 47-1

Üniversitemiz Personel Daire Başkanlığının 15.10.2024 tarih ve 597468 sayılı yazısı görüşüldü.

Yapılan görüşmeler sonucunda; Karabük Üniversitesi Teknoloji Geliştirme Bölgesinde faaliyette bulunan WRITETEC Bilgi Teknolojileri Danışmanlık Sanayi ve Ticaret Limited Şirketi tarafından 25-27 Ekim 2024 tarihleri arasında Alanya'da 1. Uluslararası WRITETEC Yapay Zeka Çağında Sosyal Bilimler ve Sağlık Bilimleri Kongresi düzenlenecektir. Söz konusu kongreye katılmak üzere Konservatuvarımız Geleneksel Türk Müziği Bölümü Öğr. Gör. Doç. Dr. Songül ÇAKMAK'ın; Yurtiçinde ve Yurtdışında Görevlendirmelerde Uyulacak Esaslara İlişkin Yönetmeliğin 39. Maddesinde belirtilen (Öğretim elemanlarının kurumlarından yolluk almaksızın yurtiçinde ve dışında kongre, konferans, seminer ve benzeri bilimsel toplantılarla, bilim ve meslekleri ile ilgili diğer toplantılara katılmalarına, araştırma ve inceleme gezileri yapmalarına, araştırma ve incelemenin gerektirdiği yerde bulunmalarına bir haftaya kadar dekan, enstitü ve yüksekokul müdürleri,...) hükmü gereğince; Antalya'nın Alanya ilçesine gitmek üzere 24-28 Ekim 2024 tarihleri arasında (izinli olduğu haftadaki lisans derslerinin telafisini yapması koşuluyla) yolluksuz/yevmiyesiz görevli/izinli sayılmasına, kararın Rektörlük Makamına arzına oy birliğiyle karar verildi.

BAŞKAN
Prof. Dr. Hüseyin YÜKRÜK

ÜYE Prof. Dr. Şefik TÜFENKÇİ	ÜYE Prof. Dr. Mehmet KINIK	ÜYE Dr. Öğr. Üyesi Alkan AKINCI
ÜYE Öğr. Gör. Osman EKŞİ (Müdür Yardımcısı)		ÜYE Prof. Dr. Berna KURT KEMALOĞLU (Müdür Yardımcısı)

Evrak Tarih ve Sayısı: 15.10.2024-957968



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VAN YÜZÜNCÜ YIL ÜNİVERSİTESİ REKTÖRLÜĞÜ
Personel Daire Başkanlığı



Sayı : E-25130427-903.07-597468
Konu : Dr. Öğr. Üyesi Songül ÇAKMAK

15.10.2024

TÜRK MÜZİĞİ DEVLET KONSERVATUVARI MÜDÜRLÜĞÜNE

İlgi : Write Tec'in 14.10.2024 tarihli ve 25 sayılı yazısı.

Karabük Üniversitesi Teknoloji Geliştirme Bölgesinde faaliyette bulunan WRITETEC Bilgi Teknolojileri Danışmanlık Sanayi ve Ticaret Limited Şirketi tarafından 25-27 Ekim 2024 tarihleri arasında Alanya'da gerçekleştirilecek 1. Uluslararası WRITETEC Yapay Zeka Çağında Sosyal Bilimler ve Sağlık Bilimleri Kongresine Biriminiz Geleneksel Türk Müziği Bölümünde görev yapan Dr. Öğr. Üyesi Songül ÇAKMAK'ın Düzenleme Kurulu Üyesi ve Danışma Kurulunda görevlendirilmesi İlgi'de kayıtlı yazıyla talep edilmektedir.

Bilgilerini ve gereğini rica ederim.

Prof. Dr. Aydın GÖRMEZ
Rektör Yardımcısı

Ek: SONGÜL ÇAKMAK (1 Sayfa)

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İktisadi ve İdari Bilimler Fakültesi Dekanlığı



Sayı : E-53325470-900-773616
Konu : Yurtiçi Görevlendirme (Prof. Dr. Selim
YILDIRIM)

22.08.2024

REKTÖRLÜK MAKAMINA

Fakültemiz öğretim üyesi Prof. Dr. Selim YILDIRIM'ın 25-27 Ekim 2024 tarihleri arasında düzenlenecek olan I. Uluslararası Write Tec Yapay Zeka Çağında Sosyal Bilimler ve Sağlık Bilimleri Kongresi'ne katılmak üzere 24-28 Ekim 2024 tarihleri arasında (5 gün) yolluksuz ve yevmiyesiz olarak Antalya'da görevlendirilme talebi Dekanlığımızca uygun bulunmuştur.

Bilgilerinizi ve gereğini arz ederim.

Prof. Dr. Elif DAĞDEMİR
Dekan V.

Ek:Dilekçe ve Ekleri

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Sayı : E-77199229-903.07.02[01252]-123874
Konu : Görevlendirme

08.08.2024

DAĞITIM YERLERİNE

İlgi : 29.07.2024 tarihli ve Nihat ALTUNTEPE-903.07- sayılı yazı

Aşağıdaki tabloda adı geçen öğretim elemanın tarih, süre, yer ve belirtilen konu için 2547 sayılı Yükseköğretim Kanunun 39 uncu maddesi gereğince görevlendirilmesi uygun görülmüştür.
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Adı Soyadı	Konusu	Tarih, Süre ve Yer	Ücret Bilgisi
01252 Doç. Dr. Nihat ALTUNTEPE	Akademik Temsilci (Kongre)	25.10.2024 27.10.2024 tarihlerinde 3 Gün Antalya/Alanya	Yolluksuz Yevmiyesiz

Prof. Dr. Murat ÇELİKER
Yüksekokul Müdürü

Ek: Dilekçe (1 Sayfa)

Dağıtım:
Gereği
Doç. Dr. Nihat ALTUNTEPE

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Aşağıdaki tabloda adı geçen öğretim elemanın tarih, süre, yer ve belirtilen konu için 2547 sayılı Yükseköğretim Kanunun 39 uncu maddesi gereğince görevlendirilmesi uygun görülmüştür.
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01522 Öğretim Görevlisi Harun ÇAKIR	Akademik Temsilci (Kongre)	25.10.2024 27.10.2024 tarihlerinde 3 Gün Antalya/Alanya	Yolluksuz Yevmiyesiz

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25 EKİM 2024 – BİRİNCİ GÜN – 25 OCTOBER 2024 – FIRST DAY

09.00 - 10.00

Kongre Kayıt

10.00 - 10.30

İstiklal Marşı ve Saygı Duruşu
Açılış Konuşmaları

Doç. Dr. Nihat ALTUNTEPE

Kongre Düzenleme Kurulu Başkanı
Isparta Uygulamalı Bilimler Üniversitesi

Prof. Dr. Selim YILDIRIM

Kongre Düzenleme Kurulu Üyesi
Anadolu Üniversitesi

Ahmet BALIBEY

TBMM Kütüphane ve Arşiv Hizmetleri Başkan Yardımcısı

10.30-12.00

Açılış Oturumu

Oturum Başkanı: Prof. Dr. Selim YILDIRIM

Prof. Dr. Norita Md NORAWI

Universiti Sains Islam Malaysia

Prof. Dr. Niaz ASADULLAH

Professor of Development Economics, GLO SE Asia Lead & Project Syndicate
Columnist

Ahmet BALIBEY

TBMM Kütüphane ve Arşiv Hizmetleri Başkan Yardımcısı

12.00-14.00 Öğlen Yemeği

KONGRE PROGRAMI / CONGRESS PROGRAM

25 Ekim/October 2024

Salon : TULIPA SALONU Saat: 14:00-15:30	Oturum Başkanı: Doç. Dr. İlknur KARAASLAN	YY1
Arş. Gör. A. Nihal YURTTAŞ	Fizyoterapi ve Rehabilitasyon Öğrencilerinin Sağlık Alanında Yapay Zekâ Kullanımına Yönelik Bakış Açıları: Pilot Çalışma	
Dr. Mehtap ETER Dr. Selçuk AVDEREN	Yapay Zeka Destekli Sağlıkta Teknoloji İnovasyonlarının İyileştirici Potansiyelinin Değerlendirmesi ve Gelecek Vizyonları	
Assoc. Prof. Dr. Aspalilah Binti ALIAS	The Future of Orthodontics: AI's Role in Improving Accuracy and Treatment Outcomes	
Halimaton Sa'adiah ARIFFIN	Students' Perceptions towards Artificial Intelligence (AI) for Foundation Students in Universiti Sains Islam Malaysia	

Salon: TULIPA SALONU Saat: 15:45-17:30	
ÇALIŞTAY ANA TEMA	ÇALIŞTAY KONU BAŞLIKLARI
SOSYAL BİLİMLER ALANINDA YAPAY ZEKA UYGULAMALARI	Bankacılık ve Sigortacılık Sektöründe Yapay Zeka Uygulamaları
	Toptan Ve Perakende Sektöründe Yapay Zeka Uygulamaları
	Turizm sektöründe yapay zeka uygulamaları
	Eğitim ve yapay zeka uygulamaları
	Sosyal hizmetler ve yapay zeka uygulamaları
	Kamu politikasında yapay zeka uygulamaları
SAĞLIK BİLİMLERİ ALANINDA YAPAY ZEKA UYGULAMALARI	Radyoloji ve görüntüleme analizinde yapay zeka uygulamaları
	Pediyatri hemşireliğinde yapay zeka uygulamaları
	Diş hekimliğinde yapay zeka uygulamaları
	Öğrencilerin Yapay Zekâya İlişkin Bilgi, Tutum Ve Bakış Açılarının Analizi

KONGRE PROGRAMI / CONGRESS PROGRAM

26 EKİM 2024 – İKİNCİ GÜN – 26 OCTOBER 2024 – SECOND DAY

Salon : TULIPA SALONU Saat: 09:30-10:50	Oturum Başkanı: Prof. Dr. Selim YILDIRIM	YY2
Doç. Dr. Mesut BALIBEY	Yapay zeka çağında stratejik planların iktisadi önemi	
Öğr.Gör.Dr.Yeliz CANKURTARAN	Akademisyenlerin Bakış Açısından Stratejik Yönetim	
Dr. Muhammed Fatih AKSARAYLI	Türkiye Yükseköğretim Sisteminde Bilimsel Özerkliğin Kuvvetlenmesi Hakkında Akademisyen Görüşleri	
Arş. Gör. Sebiha DÜZ Dr. Duygu Aksu	Karmaşık Ağların İçinde Yapay Zeka ve Kamu Yönetimi: Bibliyometrik Ağ Analizi	

Salon : TULIPA SALONU Saat: 10:55-12:10	Oturum Başkanı: Prof. Dr. Haktan SEVİNÇ	YY3
Faruk Alper TÜRKMEN Dr. Öğr. Üyesi Ali ÖZCAN	Türkiye’de Dijital Bankacılığın Bireysel Müşterileri Üzerine Etkileri	
Meryem NALBANTOĞLU	Yapay Zeka Destekli Pazarlama Stratejilerinin Yeşil Ürünlerin Talep ve Arz Optimizasyonuna Katkıları: Çevrecilik Anlayışı Çerçevesinde Bir İnceleme	
Dr. Öğr. Üyesi Merve PAÇACI Dr. Öğr. Üyesi Metin KARACA	Sosyal ve Beşeri Bilimlerde Yapay Zekâya Yönelik Bibliyometrik Bir Çalışma	
Dr. Öğr. Üyesi Gökhan GÜNEY	Yapay Zekadaki Gelişmelerin Emek Piyasasına Etkisi: Türkiye’deki Aktif İstihdam Politikalarına Yönelik Bir Değerlendirme	

12.00-13.00 ÖĞLE YEMEĞİ

KONGRE PROGRAMI / CONGRESS PROGRAM

26 EKİM 2024 – İKİNCİ GÜN – 26 OCTOBER 2024 – SECOND DAY

Salon: TULIPA SALONU Saat: 13:00-14:30	Oturum Başkanı: Doç. Dr. Songül ÇAKMAK	YY4
Prof. Dr. Murat KARAÖZ Dr. Eser ÇAPIK	The Role Of Wage And Education On Commitment To Hybrid Entrepreneurship	
Arş. Gör. Sebiha DÜZ Prof. Dr. Murat OKCU	Sosyal Bilimlerde Gelecek Perspektifleri: Yapay Zekadan Kolektif Zekaya	
Prof. Dr. Selim YILDIRIM	Analysis of UNESCO's AI Ethics Recommendations: A Topic Modeling and Sentiment Analysis Approach	
Lecturer Nur Ilyana ISMARAU TAJUDDIN	Development of a Web-Based Gold Trading System	
Dr. Öğr. Üyesi Demet Eroğlu SEVİNÇ Prof. Dr. Haktan SEVİNÇ	ARGE Harcamaları Doğrudan Yabancı Sermayeyi Cezbeder Mi: Seçilmiş Ülke Gruplarından Örnekler	

Salon : TULIPA SALONU Saat: 14:45-16:15	Oturum Başkanı: Prof. Dr. Haktan SEVİNÇ	YY5
Dr. Öğr. Üyesi Mehmet Sabri ŞENOL	Tiyatro Sanatı ve Yapay Zeka	
Nur Amlıya ABD MAJID	Enhancing Livestock Feed Management: A Mobile Application For Strengthening Malaysia's Ruminant Industry	
Rui Baptista, Prof. Dr. Murat Karaöz, Joao Leitao	DIGITALIZATION OF INDUSTRIES AND ENTREPRENEURSHIP	
Doç. Dr. Songül Çakmak	İki gezgin ha(l)k aşığı: Erzurumlu Emrah ve Ercişli	

KAPANIŞ OTURUMU

16:30 - 17:30

Prof. Dr. Haktan SEVİNÇ
Prof. Dr. Selim YILDIRIM

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Salon Linki: https://meet.google.com/sqo-zwnm-qpq Saat: 15:45- 17:15	Oturum Başkanı: Doç. Dr. Ahmet YAZAR	KAMU1
Dr. Öğr. Üyesi Derya TANER	Yapay Zeka Ve Kamu Yönetimi: Kavramsal Çerçeve	
Mr. Shahrudin ISMAIL	Faculty Of Science And Technology University Sains Islam Malaysia	
Doç. Dr. Ahmet YAZAR	Yapay Zeka Yoluyla Kentin Enformel Yönüne Erişim	
Aygül BABAYEVA Aysel BABAYEVA Aynışan MAMMEDOVA	Üniversite Öğrencilerinin Yapay Zeka Araçlarının Kullanımı Üzerine Bir Araştırma	

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Salon Linki: https://meet.google.com/oyq-mvny-grh Saat: 10:00-11:30	Oturum Başkanı: Doç. Dr. Kemal YAMAN	
Baykabilov Khusnudin Mardanovich	Degree Of Learning, Toponymic Classification And Natural Geographical Aspects Of European Countries And Capital	
Assoc. Prof. Faizullaev Maqsud Abdullaevich	Main Directions Of Economic Cooperation Of Uzbekistan And Turkey	
Doç. Dr. Kemal YAMAN Yusuf ÖNCÜ	Türkiye’de Madencilik Faaliyetlerinin Çevre Sorunlarına Etkisi	
Öğr. Gör. Dr. Recep KAYA	Türk Siyasi Hayatında Partileşmede Milli Görüş Etkisi	

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Öğr. Gör. Dr. Recep KAYA	Cumhurbaşkanlığı Hükümet Sisteminde Bürokrasi Kurumunun Etkinliği	
Dr. Deniz BALCI	Akıllı Kent ve Yeni Nesil Güvenlik Tehditlerine Karşı Siber Güvenlik	
Bilal Ahmad Bhat Ronika Yousuf Tanzeela Habib Ifrah Rashid Nazia Fayaz Azad Aasifa Akhter	Political Awareness and Attitude Of Youth Towards Voting In Kashmir: A Statistical Approach	

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Dr.Öğr. Üyesi Ferhat Onur AĞAOĞLU Dr.Öğr. Üyesi Sinan TARSUSLU	Öğrencilerin Yapay Zekâ Okuryazarlık Düzeyinin Çeşitli Demografik Özellikler Açısından İncelenmesi	
Dr. Meltem Çapar Çiftçi	Ruh Sağlığı Alanında Yapay Zekanın Kullanımı	
Öğr. Gör. Zeynep OTAY	Yapay Zekâ ve Hemşireliğin Geleceği	
Dr. Maizatul Farisah Mohd Mokhtar	Exploring The Legal And Ethical Dimensions Of Artificial Intelligence In Medicine Within The Malaysian Landscape	

Salon Linki: https://meet.google.com/sqo-zwnm-qpq Saat: 14:00-15:30	Oturum Başkanı: Dr. Öğr. Üyesi Aslı KAYA	SY2
Dr. Öğr. Üyesi Sevda Pınar Mehel TUTUK	Dijital Ruh Sağlığı Hizmetleri: Psikiyatri Hemşireliğinde Yapay Zekanın Rolü	
Buse KAYA	Yenidoğan Sağlığına Yönelik Yapay Zeka Çalışmaları: 2020-2024	
Öğr. Gör. Reyhan SAKALLI	Yapay Zekânın Çocuk Sağlığı Hemşireliğindeki Yeri ve Önemi	

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Doç. Dr. Gülşah YILDIZ DENİZ	Nikel kaynaklı sıçan böbrek hasarının ursolik asit tedavisiyle normale döndürülmesi	
Ifrah Rashid, Shazia Sadiq, Tanzeela Habib, Ishrat Gull, Uzma Nazir, Mariya Farooq, Bilal Ahmad Bhat	Awareness of Health Effects of Pesticide Use Among Farmers in District Pulwama of Kashmir Valley, Jammu & Kashmir: A Sample Survey	
Doç. Dr. Gülşah YILDIZ DENİZ	Sarımsak-limon kürü testis dokusuna faydalı mıdır?	
Dr. Öğr. Üyesi Gizem KÖPRÜLÜLÜ KÜÇÜK	In Silico Interactions of Oleuropein, Terpinen-4-ol, and Quercetin with COX1 and COX2 in Wound Healing	
Uzm. Dr. Işıl GEDİK TEKİNEMRE	Aile Hekimliği ve Teknoloji	

Salon Linki: https://meet.google.com/jij-ykrn-zmm Saat: 15:45- 17:15	Oturum Başkanı: Doç. Dr. Songül ÇAKMAK	SY4
Çiğdem GÜLİZAR ÇAKMAKGÖZLÜOĞLU	Hasta Hekim İletişiminde Güven Unsurunun, Hastanın Hekime Bağlılığı Üzerinde Etkisi (Şehir Hastanesi Örneği)	
Sevgi GÜLER	Sağlık Çalışanlarının Örgütsel Adalet Algıları Üzerine Bir Çalışma: Bir Şehir Hastanesi Örneği,	
Emel ERAT	Sağlık Çalışanlarında Duygusal Emek Davranışları ile İş Doyumları Arasındaki İlişkinin İncelenmesi,	
Dr. Öğr. Üyesi Ali Rıza KUL Dr. Öğr. Üyesi Nilüfer SELÇUK Fatma CALAYIR Veysel BENEK	Bitkilerin Sağlık Sektöründe Alternatif Olarak Kullanılması: Geleneksel Bilgiden Modern Tıba	
Dr. Öğr. Üyesi Ali Rıza KUL Dr. Öğr. Üyesi Sema KAPTANOĞLU Dr. Öğr. Üyesi Nilüfer SELÇUK Fatma CALAYIR	Bitkisel Kaynakların İlaç Yapımında Kullanılması	

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Roohi Jan Juneda Jan	Mushrooms: Source Of Improving Human Health	
Dr. Öğr. Üyesi Orhan ÇÖMLEK	Sağlık Bilimlerinde Yapay Zeka Uygulamaları: İlaç Üretimi, Medikal Cihazlar, Gıda Takviyeleri ve Hastalık Teşhisinde Startupların Rolü	
Dr. Muhammad Faiz MOHD FAUAD	Geometric Morphometrics Method (GMM) Fourth Cervical Vertebra (C4) for ancestry evaluation of Malaysian population	

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Salon Linki: https://meet.google.com/kse-wuxh-rmk Saat: 14:00-15:30	Oturum Başkanı: Doç. Dr. Makbule HÜRMET ÇETİNEL	Y01
Öğr. Gör. Dr. Havva DEĞİRMENÇİ TARAKCI	Yönetim Biliminde Yapay Zeka Eğilimleri: Bir İçerik Analizi Yaklaşımı	
Dr. Öğr. Üyesi Osman AKARSU	Video Temelli Sosyal Bilim Araştırmalarında Yapay Zekâ Kullanımı	
Dr. Öğr. Üyesi, Muharrem AKSU	Öğrencilerin Yapay Zekâya İlişkin Bilgi, Tutum Ve Bakış Açılarının Analizi	

Salon Linki: https://meet.google.com/jij-ykrn-zmm Saat: 14:00-15:30	Oturum Başkanı: Dr. Öğr. Üyesi Yunus GÜLCÜ	Y02
Dr. Attila KAYA Doç. Dr. Ergün KARA Dr. Öğr. Gör. Gönül GÜL	Algılanan Örgütsel Desteğin İş Tatmini Üzerindeki Etkisinde Dağıtım Adaletinin Aracı Rolü	
Öğr. Gör. Dr. Fuat Ferit YAZAR	Örgütsel Davranışın Karanlık Yüzü: Örgütsel Dışlanma	

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Salon Linki: https://meet.google.com/jij-ykrn-zmm Saat: 13.00-14.30	Oturum Başkanı: Doç Dr, Asuman KOÇ YURTKUR	İKT1
Zahide ÖNER AKPINAR	Yapay Zekâ ve Ekonomide İstihdam: Yarar ve Zarar Analizi	
Dr. Öğr. Üyesi Abdulkadir ŞEKER Dr. Öğr. Üyesi Yusuf KAHREMAN	Yapay Zekâ Destekli Çok Kriterli Karar Verme: Ekonomik Performans Değerlendirmesinde Yeni Bir Yaklaşım	
Öğr. Gör. Ayten Nahide KORKMAZ Doç. Dr. Mustafa ÖZYEŞİL	Artificial Intelligence In Sustainable Financial Decision-Making: The Transformation of Risk Management and Investment Strategies	
Prof. Eugeniusz Kwiatkowski Assoc. Prof. Mehmet Bölükbaş	The Impact of Modern Technologies On Employment and Unemployment in Economic Theory and Economic Practice	

Salon Linki: https://meet.google.com/oyq-mvny-grh Saat: 13.00-14.30	Oturum Başkanı: Doç. Dr. Zafer ÖZTÜRK	İKT2
Nagmi Aimer Zahra Rashed	The Impact of AI on Employment and Workforce Dynamics	
Dr. Öğr. Üyesi Hüseyin PARMAKSIZ	Siber güvenlik dünyasında açık kaynak ve yapay zekânın Kritik rolü	
Doç. Dr. Didem Kutlu Öğr. Gör. Dr. Zeynep ÇİMEN	Turizm Alanında Yapay Zekâ İle İlgili Çalışmaların Bibliyometrik Analizi	
Öğr. Gör. Dr. Zeynep ÇİMEN Doç. Dr. Didem Kutlu	Çevresel Mal ve Hizmetler Sektörü (Egss) Üzerine Bir Bibliyometrik Analiz	

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Salon Linki: https://meet.google.com/sqo-zwnm-qpg Saat: 13.00-14.30	Oturum Başkanı: Prof. Dr. Serkan DİLEK	İKT3
Zahide ÖNER AKPINAR	Yapay Zekâ ve Ekonomide İstihdam: Yarar ve Zarar Analizi	
Sinan Güneş Doç.Dr. Asuman KOÇ YURTKUR	Post Keynesyen Yaklaşım ve Para Arzının İçselliğine Dair Bir Nedensellik Analizi	
Doç. Dr. Asuman KOÇ YURTKUR Samet GÜNGÖR	Ekonomik Güven ve Ekonomiye Etkileri Üzerine Bir İnceleme	
Shamistan SULEYMANLI Doç. Dr. Zafer ÖZTÜRK	Siber Güvenlik Kapsamında Ekonomik İstihbarat ve Önemi	

Salon Linki: https://meet.google.com/kse-wuxh-rmk Saat: 14:15-15.45	Oturum Başkanı: Doç. Dr. Ali KONAK	İKT4
Narmin MAHMUDOVA Öğr. Gör. Dr. Magsud MİRZAYEV	Azerbaycan'da Elektronik Ticaret: Mevcut Durum ve Fırsatlar	
Dr. Öğr. Üyesi Müge Burcu ÖZDEMİR	Dış Ticaret ve Etik: Küresel Büyüme Stratejileri ve Sürdürülebilir Uygulamalar	
Arş. Gör. Dr. Bayram Veli DOYAR	Sanayi Bölgelerinin İnovasyondaki Önemi: Türkiye İçin Firma Düzeyi Bir Analiz	
Fatma Cansu MİŞHAL Prof. Dr. Oğuz YILDIRIM	Yeşil Lojistik Alanındaki Uluslararası Bilimsel Yayınların Bibliyometrik Ağ Analizi	

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Salon Linki: https://meet.google.com/kse-wuxh-rmk Saat: 10:00-11:30	Oturum Başkanı: Prof. Dr. Mesut DOĞAN	
Mustafa İsmet BAŞBOĞA Doç. Dr. Ergün KARA	Girişimcilik Eğiliminin Yenilikçi İş Davranışı Üzerindeki Etkisinde Bilinçli Farkındalığın Aracı Rolü	
Ronika YOUSUF Bilal AHMAD	Breaking Barriers: A Comprehensive Review of Women's Empowerment in Entrepreneurship	
Elif HASDEMİR Öğr. Gör. Dr Magsud MİRZAYEV	Sosyotelizm Araştırmaları Üzerine Bibliyometrik Bir Analiz	
Dr. Öğr. Üyesi Sultan GEDİK GÖÇER	Finansal Teknolojilerin Sivil Havacılıktaki Rolü	
Dr. Öğr. Üyesi Enes KAYA Dr. Öğr. Üyesi Eray Ekin SEZGİN	Dijital Çağda Çevikliğin Yeniden Kavramsallaştırılması: Dijital Çeviklik	

Salon Linki: https://meet.google.com/jij-ykrn-zmm Saat: 10:00-11:30	Oturum Başkanı: Doç. Dr. Ergün KARA	
Öğr.Gör.Dr. Fahrettin KAYAN	Tüketici Davranışlarının Yapay Zeka ile Tahmin Edilmesi ve Şekillendirilmesi	
Dr. Öğr. Üyesi, Can Burak NALBANTOĞLU Dr. Öğr. Üyesi, Ali Korhan ÖZEN Dr. Öğr. Üyesi, Arzu SERT ÖZEN	İşletmelerde Dijital Dönüşüm Algısının Yapay Zeka Hazırlık Faaliyetleri Üzerine Etkisi	
Dr. Öğr. Üyesi Hüseyin PARMAKSIZ	Siber Güvenlik Dünyasında Açık Kaynak ve Yapay Zekânın Kritik Rolü	
Öğr.Gör.Dr. Fahrettin KAYAN	Sosyal Medya Kullanımı, Bağımlılığı ile Dış Görünüş Algısı Arasındaki İlişkilerin Araştırılması Dış Görünüşle İlgili Sosyal Medya Bilinci Ölçeği Geliştirme Çalışması	
Dr. Öğr. Üyesi Nazmiye EKİNCİ Dr. Öğr. Üyesi Eray Ekin SEZGİN	Stratejik Yönetim Perspektifinde Dijitalleşme ve Yansımaları: Bibliyometrik Bir Analiz	

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Öğr. Gör. Dr. Magsud MİRZAYEV	Ticaret Şirketlerinde Bilgi Teknolojileri Desteğinin Rolü	
Nihal Bozkuş İbrahim FIRAT	Endüstri 4.0 Farkındalık Düzeyi ve Girişimcilik Niyeti: Üniversite Öğrencilerine Yönelik Bir Araştırma	
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Öğr. Gör. Dr. Mehmet Akif BAL	Bireysel Antrenörlükte Yapay Zeka Uygulamaları	
Dr. Öğr. Üyesi Enes KAYA Dr. Öğr. Üyesi Eray Ekin SEZGİN	Yapay Zekanın Yönetim Üzerindeki Yansımaları: Bibliyometrik Analizle Derinlemesine Bir İnceleme (Reflections of Artificial Intelligence on Management: An In-Depth Examination through Bibliometric Analysis)	

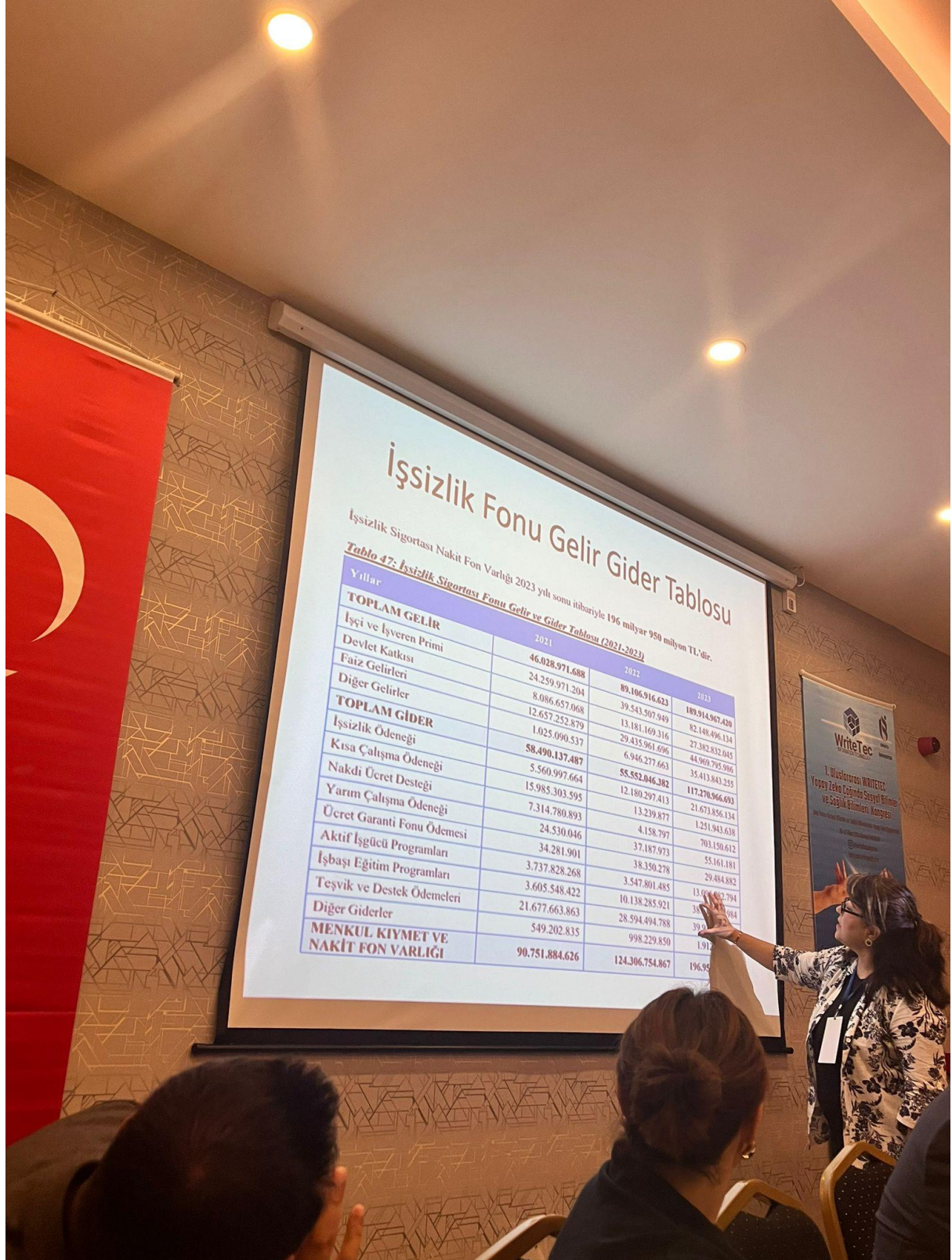
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Salon Linki: https://meet.google.com/jij-ykrn-zmm Saat: 14:15-15.45	Oturum Başkanı: Dr. Öğr. Üyesi Taha Yasin CEVHER	
Öğr. Gör. Dr. Nuray DORUKBAŞI	Sağlık Kurumlarında Dijital Liderlik: Tıbbi Sekreterler Üzerine Bir Çalışma	
Dr. Öğr. Üyesi Taha Yasin CEVHER Dr. Öğr. Üyesi Faruk KAYMAN	Yapay Zekâ Tabanlı Uygulamaların Öğrencilerin Dört Temel Dil Becerisine Etkisi ile İlgili Öğretmen Görüşleri	
Dr. Öğr. Üyesi Faruk KAYMAN Dr. Öğr. Üyesi Taha Yasin CEVHER	Türkçe Eğitiminde Yapay Zekâ Kullanımı ve Bu Alanda Kullanılabilecek Yapay Zekâ Tabanlı Uygulamaların İncelenmesi	
Dr. Maryam GHARASOU	The Future Questions of The Presence of AI in The World of Music	
Doç. Dr. İlknur KARAASLAN Fesih NARİN	Platform Tabanlı Çalışma ve Çalışanların Sprunları: armut.com. Sitesi Örneği	

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INTERNATIONAL WRITETEC CONGRESS ON SOCIAL SCIENCES AND HEALTH SCIENCES IN THE AGE OF ARTIFICIAL INTELLIGENCE

(Main Theme: Artificial Intelligence Applications in
Social Sciences And Health Sciences)

25-27 October 2024, ANTALYA

Exploring Legal and Ethical Dimensions of Artificial Intelligence in Medicine in Malaysia

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OUTLINE OF PRESENTATION

- Introduction
- Theoretical Perspectives
- Research objectives & research questions
- Methodology
- Results and discussion
- Implications and recommendations
- Conclusion



Geometric Morphometrics Method (GMM) of Fourth Cervical Vertebra (C4) for Ancestry Evaluation of Malaysian Population

Dr. Muhammad Fala Bin Mohd Fuzaid
Universiti Islam Malaysia (USIM)



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ACCESSING THE INFORMAL SIDE OF URBAN VIA ARTIFICIAL INTELLIGENCE

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ABSTRACT

The collection of statistical data for social analyses in urban areas, the continuous collection and storage of data, and the diversification of data for urban problems will increase the quality of urban research and will ensure that the solution proposals that can be put forward for urban problems through scientific studies will create more effective results. In this respect, the question of whether artificial intelligence can be utilised to overcome the difficulties experienced in the provision of data in urban areas, to access data that are difficult to compile, to process large amounts of data and to develop different perspectives constitutes the main problematic of this research. In this context, the aim and main expectation of the research is to reveal that artificial intelligence applications can be an important tool that will facilitate new openings and social analyses through data, especially in revealing the grey, invisible, socially informal aspects of the urban area.

In the context of the purpose of the research, the methods of determining the different needs and expectations of the vulnerable groups and invisible segments of the city, determining in which area prevention and intervention is required, and the methods of detecting data through artificial intelligence in order to follow the situations that are urgent and require solutions through public service have been discussed and classified. In order to obtain the data, it is necessary to know the data collection procedures of different public institutions and non-governmental organisations in the city. For this reason, the data collection procedures of the institutions were scanned. Thus, it has been determined at which level, scope, scale and for which data artificial intelligence applications will be used. A network modelling that will reach different segments of the society through urban institutions and organisations has been put forward. Experiments have been made to analyse these data differently from traditional analysis methods through artificial intelligence. As a result of these experiments, for example, the content of urban refugees' needs for urban services with public service dimensions such as housing, education, health and transportation can be revealed, and it has been revealed that many unknown and non-statistical life views such as family relations, family budget, relations with the country of origin, relations with their cognates, labour-employer relations, relations with the urban local community, religion, sect, ethnicity, culture, social inclusion can be subject to statistical data and therefore analysis.

As a result of the studies, it has been revealed that artificial intelligence applications can be used as an important tool for the collection, classification and analysis of statistical data in urban areas. At this point, it has been concluded that the research can increase urban welfare by compiling statistical data especially on informal relations in the city and identifying the weak points of the city through these data.

Keywords: Urban areas, Artificial intelligence, Informal relations

JEL Codes: P25, R51

PERSPECTIVES OF PHYSIOTHERAPY AND REHABILITATION STUDENTS ON THE USE OF ARTIFICIAL INTELLIGENCE IN THE HEALTH FIELD: A PILOT STUDY

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ABSTRACT

Objective: Artificial intelligence is a system that imitates human intelligence to perform various tasks and responsibilities and enables it to perform human-like tasks. It is thought that artificial intelligence will significantly affect many health fields in the future and have the potential to improve them. Considering the developments in artificial intelligence technology, it is thought that students, who will be the health professionals of the future, will use artificial intelligence tools in clinical environments. The aim of this study was to investigate the knowledge and awareness levels of physiotherapy and rehabilitation students regarding the use of artificial intelligence in the field of health and to examine their perspectives on artificial intelligence.

Material-Method: A total of 76 students who agreed to participate in the study from the Physiotherapy and Rehabilitation Department of Alanya Alaaddin Keykubat University were included in our study. Within the scope of the study, demographic information of the individuals and their responses to the

Artificial Intelligence Scale (AIS), Warwick-Edinburgh Mental Well-Being Scale (WEMWBS) and E-Health Literacy Scale (EHLS) were collected via Google forms.

Results: Fifty-four female and 22 male students participated in the study. The mean age of the participants was 21.29 ± 2.00 years. The mean AIS score was 77.54 ± 19.26 , WEMWBS was 51.74 ± 10.514 and the mean EHLS average was 28.78 ± 6.362 points. A significant positive correlation was found between the AIS and WEMWBS ($r=0.365$; $p=0.001$) and between the AIS and EHLS ($r=0.602$; $p=0.0001$).

Conclusion: It appears that the mental well-being of individuals with high artificial intelligence awareness is also more positive. The fact that the students of the physiotherapy and rehabilitation have knowledge and awareness about artificial intelligence enables them to use technological tools in health matters more consciously and efficiently.

THE FUTURE OF FORENSIC MEDICINE: AI AS A GAME-CHANGER IN WOUND IDENTIFICATION ACCURACY

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ABSTRACT

Background: The usage of artificial intelligence (AI) in Forensic medicine has marked transformation, particularly in human identification and wound examinations. Many AI-based approaches were developed to assist forensic practices by improving the accuracy and efficiency of postmortem examination. Traditional approaches to wound identification heavily depend on human expertise, which may subjected to bias, variability in interpretation, and difficulties associated with decomposed tissues. AI technologies, including machine learning and image analysis, present substantial improvements in recognizing wound patterns, categorizing injuries, and reconstructing trauma mechanisms.

Method: A convolutional neural network (CNN) is proposed as a sophisticated AI model that employs deep learning methodologies. This model will be trained on varied and large volumes of dataset of forensic images with consistent precision, enabling the differentiation between various types of injuries. These advanced tools can rapidly and consistently process forensic data, facilitating differentiation between bruises, abrasions, and lacerations.

Discussion: Automating wound identification through AI minimizes human error and expedites investigative processes. Nevertheless, incorporating AI into forensic wound analysis poses certain challenges, such as the need for extensive, well-annotated datasets for algorithm training and the need for legal validation to confirm that AI-generated findings are admissible in court. **Conclusion:** With the continuous advancement of AI technology, there is potential for significant improvements in the accuracy and dependability of wound identification within forensic settings, thereby aiding in more informed judicial outcomes and enhancing the overall efficacy of forensic investigations.

Keywords: Artificial intelligence, forensic medicine, machine learning, trauma analysis, wound identification.

AN ANALYSIS ON ECONOMIC CONFIDENCE AND ITS EFFECTS ON THE ECONOMY

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ABSTRACT

When it comes to the role and function of central banks, one of the first words that comes to mind is "credibility." However, the economic significance underlying this word lies in the relationship between interest rates, economic actors, and economic activity. From this perspective, credibility is one of the most frequently and easily expressed concepts by central banks. Yet, credibility is not just a word or a mantra; it is of critical importance for the resolution of many economic activities and problems. At this point, the questions of what credibility is, why it is so important, and how it is measured become a priority. For economic systems to function healthily, not only material capital but also social capital is of great importance. Social capital, which is based on values such as trust, loyalty, and honesty, is one of the cornerstones of the economy. Trust, in particular, is a factor that regulates relationships between economic actors and has significant effects on economic growth. High levels of trust support economic growth by increasing consumer spending and investment, while low levels of trust can lead to economic contraction. Based on studies in the literature regarding the measurement of trust, it can be stated that measurable trust today feeds into future gross domestic product and impacts income expectations through feedback mechanisms. This study aims to theoretically examine economic confidence and its effects on the economy, as well as to present a review of the relevant literature.

Keywords: Economic Confidence, Confidence Index, Expectations, Central Banking

JEL Codes: E5, E21, D8

ARTIFICIAL INTELLIGENCE IN SUSTAINABLE FINANCIAL DECISION- MAKING: THE TRANSFORMATION OF RISK MANAGEMENT AND INVESTMENT STRATEGIES

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ABSTRACT

This study explores the impact of artificial intelligence (AI) on sustainable financial decision-making processes, particularly focusing on its role in risk management and investment strategies. The growing capacity of AI in data processing allows for more effective responses to market uncertainties. It was found that AI algorithms provide more accurate predictions of market volatility and risk factors compared to traditional methods. Moreover, AI-based models optimize investment strategies while minimizing human error. Commonly employed in financial decision-making, methods such as Support Vector Machines (SVM) and Long Short-Term Memory (LSTM) are analyzed through comparative studies and empirical testing. The results suggest that AI offers significant advantages in financial processes, both theoretically and practically.

Keywords: Artificial Intelligence, Risk Management, Investment Strategies, Sustainable Financial Decision-Making, Support Vector Machines, Long Short-Term Memory, Volatility, Machine Learning.

JEL Codes: G0, G02, G17, Q1.

THE IMPORTANCE OF INDUSTRY ZONES IN INNOVATION: A FIRM LEVEL ANALYSIS FOR TÜRKİYE

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ABSTRACT

This study aims to reveal how industrial zones affect innovation at the firm level in Türkiye. For this purpose, a cross-sectional dataset consisting of 6,006 firms from 2015 is used. Based on the knowledge production function and the relevant literature, innovation is defined as a function of various variables, primarily R&D (research and development) expenditure as an innovation input and the industrial zone in which the firm operates. Other variables are firm size, education, belonging to a group, main market, ownership of internet connection, and use of innovation protection tool. The innovation variable is considered as product innovation, process innovation, other innovations, and any innovation and has a dummy variable structure. Therefore, the relationship between the variables is modeled as probit and estimated with the maximum likelihood method. The main findings show that firms that spend on R&D are significantly more likely to have product innovation, process innovation, and other innovations than firms that do not spend on R&D. It is also seen that spending on R&D significantly increases the probability of introducing any innovation. It is found that firms in free zones, organized industrial zones, small industrial sites, and other regions are significantly less likely to have product innovations compared to those in technology development zones. However, there is no significant difference between the regions in terms of the probability of having process innovations and other innovations. Finally, it is observed that only firms in other regions are significantly less likely to introduce any innovation compared to firms in technology development zones.

Keywords: R&D, innovation, microeconomics, industry zones, technology.

JEL kodları: C21, D20, D80

ARTIFICIAL INTELLIGENCE STUDIES ON NEWBORN HEALTH: 2020-2024

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ABSTRACT

Aim: The purpose of this study is to compile artificial intelligence studies conducted on newborn health between 2020-2024.

Method: The literature research study was conducted by scanning the literature containing artificial intelligence studies on newborn health between 2020-2024 on the Google Scholar search engine using the keywords “newborn”, “health”, and “artificial intelligence”. A total of 17,600 studies were reached. As a result of the literature search, 12 studies that were found to be related to the subject and could be accessed in full text were examined.

Findings: It was observed that 67% of the studies examined focused directly on the detection of a pathology in the newborn. 16% of the 12 studies examined were published in 2020, 8% in 2021, 60% in 2022, 8% in 2023, and 8% in 2024. Data sources of the studies; It was determined that 16% of the studies consisted of written data, 25% of audio data, 25% of tissue and blood samples, and 34% of imaging data. It was determined that a total of 15 different artificial intelligence analysis methods were used, including multimodal image analysis in 3%, deep learning in 10%, generalized linear model in 6%, predictive analysis for micro arrays in 6%, linear discriminant analysis in 14%, support vector machine in 20%, random forest in 17%, KNN (K- nearest neighbors) in 3%, multilayer perceptual neural network in 3%, five-fold cross-validation in 3%, probabilistic neural network in 3%, logistic regression in 3%, XGBoost (Extreme Gradient Boosting) in 3%, AdaBoost (Adaptive Boosting) in 3%, and Naïve Bayesian in 3%. After examining how the performance evaluations of the created artificial intelligence models were determined; It was concluded that 21% of the performance evaluations were made using accuracy, 21% sensitivity, 18% specificity, 8% precision, 14% F score and 18% AUROC (the area under the receiver operating characteristic). It was determined that the success rates of the artificial intelligence models created in the studies varied between 80% and 100%.

Conclusion: Integrating artificial intelligence, which has made a name for itself in many areas today, into neonatal health has a great potential in terms of early detection of various diseases and early intervention to protect neonatal health.

Keywords: Neonatal Health, Artificial Intelligence, Data, Model, Performance.

THE EFFECT OF DIGITAL TRANSFORMATION PERCEPTION ON ARTIFICIAL INTELLIGENCE READINESS ACTIVITIES IN BUSINESSES

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ABSTRACT

The advent of digital transformation in business, accompanied by the concomitant development of technologies associated with artificial intelligence, has precipitated a significant shift in the manner by which businesses conduct their operations. Given the significant role that digital transformation plays in the integration of artificial intelligence, it is crucial to consider the perceptions of managers with regard to this process. At this juncture, the degree of preparation of managers with regard to artificial intelligence, both in the present and in the future, is of paramount importance. The objective of this research is to examine the impact of perceptions of digital transformation on the preparation of activities related to artificial intelligence (AI) in enterprises. The research sample comprises 207 managers at various levels, including those in lower, middle, and senior positions, from the fields of finance, information technology, education, and logistics, operating in the service sector. The data were subjected to analysis using partial least squares structural equation modelling (PLS-SEM). The findings indicated that the perception of digital transformation exerts a positive and significant influence on both current and future AI preparations within enterprises. The positive relationship between digital transformation perception and current AI preparations was found to be strong ($\beta=0.584$, $t=13.839$, $p=0.000$). Similarly, the positive relationship with future AI preparations ($\beta=0.651$, $t=18.578$, $p=0.000$) is also significant. These findings demonstrate that digital transformation is a significant contributor to both current and future AI preparations in enterprises. The results of the study indicate that digital transformation plays a pivotal role in the AI integration process of enterprises and that managers' perceptions of digital transformation directly influence their preparations in this process. Consequently, it can be concluded that enterprises can more effectively prepare for artificial intelligence technologies by developing digital transformation strategies.

Keywords: Digital Transformation, Artificial Intelligence, Digital Transformation Perception, Artificial Intelligence Readiness

JEL Codes: M10, M15, O33, C39

CYBER SECURITY AGAINST SMART CITY AND NEW GENERATION SECURITY THREATS

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ABSTRACT

Cities, a phenomenon as old as the existence of humanity, are basic residential areas where people live together. Although cities have been given different meanings and shaped around different criteria throughout the historical process, they have always been a key point for humanity in social, political, economic and cultural terms. Cities have a structure that can transfer their current characteristics to other periods and be directly affected by all kinds of changes, thanks to their dynamic, conductive and dynamic characteristics. Today, cities, which are directly and deeply affected by reasons such as industrialization, globalization and the rapid development of information and communication technologies, host the majority of the population and experience many problems. Depending on the developments, in order to respond to the changing and transforming needs and expectations of the city residents and to solve the emerging urban problems, it became necessary for cities to enter into a process of change and transformation, and new urban forms emerged. One of these new city forms is smart cities. Smart cities, which mean the use of information and communication technologies in solving urban problems, in the management of the city and in meeting the needs and expectations of the city's residents, make the city competitive with other cities by making information and communication technologies-based smart applications in urban areas such as physical, administrative, security, health, education and transportation. It aims to make the city affordable and increase the quality of life of the city's residents. Information and communication technologies, which bring about a great change and transformation in almost every part of the world, in people, institutions, perceptions, habits and almost everything, have also been the cause of great changes in cities. Although cities consist of multiple areas and there are many changes that will affect these areas, the study is based on the issue of security as an urban area. The aim of the study is to examine the changes in smart cities and traditional security understanding, security threats and measures. The study, which uses the literature review method, is important in terms of covering the changes and current developments in the city, which is our basic living space, and specifically in the field of security, as in all areas of life today, and seeing the effects of today's developments on cities. As a result of the study, it is seen that one of the most important changes in the city is the issue of urban security. Accordingly, the elements that threaten the security of the city have also changed and diversified. Violation of the security of information and data, which are the main elements of smart city applications, has become one of the biggest threats. Against this threat, it is seen that ensuring the security of information and data with the concept of cyber security is a very important point in terms of ensuring city security.

Keywords: City, smart city, security, cyber security, information communication Technologies.

ARTIFICIAL INTELLIGENCE AND PUBLIC ADMINISTRATION: CONCEPTUAL FRAMEWORK

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ABSTRACT

State institutions that provide public services that citizens need are called 'public administration'. The understanding of public administration has changed over time. This change process; It is seen as the 'classical public administration approach', whose essence is centralist bureaucracy, and the 'new public management approach', whose essence is that the management approach applied in the private sector can also be applied in public administration. In addition, new management approaches in the field of public administration have recently attracted attention, especially in developed countries. The digital age approach is seen as a prominent approach in this sense. Public services provided to citizens are significantly affected by the digital age approach. In this sense, the use of artificial intelligence comes to the fore in terms of increasing quality, effectiveness and efficiency while providing public services to citizens. The focus of the study is; to carry out a comprehensive analysis of the effects of artificial intelligence on the field of public administration.

The question sought to be answered in this study conducted in the field of public administration is; "Can artificial intelligence be the answer to the searches in the field of public administration?". This question is actually an adaptation of the question of the emergence of the concept of artificial intelligence, 'How can machines serve the public like humans?' to this study. In the study, firstly, an extensive literature review was carried out based on books, research theses, articles and subject expert opinions in the relevant discipline. In this context, the importance of artificial intelligence, which is an important phenomenon of the digital age, in terms of today's public administration approach, in which public administration areas it can be effective, the consequences it will have in public services, its advantages and disadvantages in terms of public administration, and finally some country examples and artificial intelligence applications in public administration are discussed. In addition, at the end of the study, suggestions are offered to new researchers on the subject in the light of these findings. As a result of the study, although it is thought that artificial intelligence may cause problems in terms of security in the long term, it is also seen that it can provide advantages, especially in terms of service quality, efficiency and effectiveness, as technology is constantly changing in the world. In addition, considering that the developments in artificial intelligence continue rapidly, it is thought that all countries that follow the technology will want to benefit from artificial intelligence in their public administrations. Finally, there is very little research on the subject, and it is hoped that the study will contribute to the effective execution of artificial intelligence applications in the field of public administration by increasing the knowledge level of the relevant segment.

Keywords: Public Administration, Digital Age Public Administration, Artificial Intelligence, Artificial Intelligence and Public Administration

JEL Codes: I2, H89, D73, 038

BIBLIOMETRIC ANALYSIS OF STUDIES ON ARTIFICIAL INTELLIGENCE IN TOURISM

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ABSTRACT

The influence of technology on the tourism industry has resulted in notable alterations to both the provision of services and the consumer experience. The influence of technological advancements on the tourism industry is discernible through the processes of digitalisation and the integration of smart tourism applications. Technologies such as big data analysis, artificial intelligence, augmented reality and virtual reality facilitate more efficient and personalised travel experiences for tourists. Such technological advancements enhance the quality of service provision within the tourism sector, thereby fostering greater satisfaction among tourists. In light of the transformative effect of technology on tourism, it is imperative to monitor and assess the latest innovations and developments within the sector. The objective of this study is to map the academic literature on artificial intelligence in tourism, encompassing authors, citations, keywords, journals, and countries, in order to ascertain the principal contributions to the field and identify the most productive and influential scientific journals in studies on artificial intelligence. In this regard, a bibliometric analysis was conducted on 101 publications published between 2003 and 2024 in the Web of Science (WOS) database using the VosViewer tool. The analysis revealed that Stanislov Ivanov was the most cited author. The countries that have produced the most research in this field are China, the USA, India, the UK and Bulgaria. The most frequently cited institutions are Hong Kong Polytechnic University, University of Varna, University of Surrey, Ball State University, and University of Arizona. The most productive journals are Tourism Review, International Journal of Contemporary Hospitality Management, Journal of Travel & Tourism Marketing, Worldwide Hospitality and Tourism Themes, and Journal of Hospitality and Tourism Technology. In the keyword analysis, the following terms were included: artificial intelligence, tourism, Coronavirus disease 2019 (Covid-19), deep learning, hospitality, ChatGPT, technology, robots, chatbots.

Keywords: Tourism, Digitalisation, Artificial Intelligence, Bibliometric Analysis

THE IMPACT OF MINING ACTIVITIES ON ENVIRONMENTAL PROBLEMS IN TURKEY

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ABSTRACT

This study examines the environmental and social impacts of mining activities in Turkey in detail, focusing on the importance of sustainable mining practices and the development of necessary policies. Although mining is an economically important sector, it also brings with it various environmental and social impacts such as water and air pollution, soil erosion, biodiversity loss and social problems. The research recommends the effective use of environmental impact assessments, adoption of clean technologies, management of mine wastes and rehabilitation studies to reduce the environmental impacts of mining activities. It also provides an assessment of the socio-economic impacts of the mining sector, emphasizing the importance of investments in occupational health and safety, relations with local communities and social responsibility projects. This study reveals the need to develop a comprehensive strategy and policy to ensure the environmental and social sustainability of mining activities. Implementation of the recommendations will make significant contributions to the sustainable development of the mining sector.

Keywords: Mining, Environmental Impacts, Sustainable Mining, Environmental Management, Occupational Health and Safety

USE OF ARTIFICIAL INTELLIGENCE IN MENTAL HEALTH

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ABSTRACT

Today, the use of artificial intelligence applications is increasing day by day. The use of artificial intelligence is rapidly becoming widespread in the health sector, including psychiatry, with the effect of technological developments. Chatbots, virtual glasses, wearable technology, and smartphone applications are among the applications used in this field in the field of mental health. Although limited in our country, there are also studies on artificial intelligence in the field of mental health. These studies are testing AI-based technologies in different service areas of the mental health field. Artificial intelligence applications used in mental health can be used to better understand the frequency of psychiatric disorders by extracting meaning from databases in the field of health and to monitor the treatment benefit and/or compliance of individuals. Today, artificial intelligence; provides benefits in early detection and progression of diseases, discovery of new treatments and drug dosage adjustments. The future of artificial intelligence in mental health services is promising in our age. Integration of artificial intelligence into clinical practice in order to strengthen mental health practice aims to contribute to mental health professionals in this field.

Keywords: Mental health, Artificial intelligence in mental health, artificial intelligence.

THE ACADEMICIANS PERSPECTIVES ON STRENGTHENING ACADEMIC AUTONOMY IN HIGHER EDUCATION IN TURKEY

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ABSTRACT

Academic autonomy refers to the freedom of researchers to conduct research, teach, and disseminate knowledge without interference from political, administrative, or economic pressures. As a foundational value of universities, this principle fosters innovative and high-quality research, advances science and technology, and creates a competitive academic environment internationally. This study involved face-to-face interviews with eleven full professors to explore strategies for enhancing academic autonomy in Turkish higher education. The collected data were analyzed using the thematic analysis method. The findings revealed that academic autonomy encompasses several dimensions, including the ability to select research topics, establish or dissolve departments, determine student admission and quota criteria, and shape the administrative framework of the higher education system. It also includes staffing policies, promotion processes, and the management of financial resources. The results highlighted critical challenges such as the centralized structure of the Higher Education Council (YÖK), the attitudes of university rectors, limitations in quota determination, concerns over staffing and promotions, insufficient inter-institutional coordination, inadequate financial resources, and a lack of confidence among academics. These findings underscore the need for more coordinated and structural solutions between policymakers and higher education institutions to strengthen academic autonomy.

Keywords: Academic Autonomy, Higher Education, Turkish Higher Education, Qualitative Analysis, Higher Education Management

JEL Codes: I23, P48, C80

ARTIFICIAL INTELLIGENCE IN MULTI-CRITERIA DECISION MAKING: A NOVEL APPROACH TO ECONOMIC PERFORMANCE EVALUATION

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ABSTRACT

Economic performance assessment is critical for countries to develop sustainable growth strategies, detect national crises early, and identify new investment areas. To this end, decision-makers must consider multiple criteria rather than only looking at a single indicator. However, multi-criteria decision-making (MCDM) methods require complex mathematical operations, and the difficulty of the process increases as the data set grows. In this study, the economic performance of the countries established after the breakup of Yugoslavia in 2023 is weighted by the CRITIC method on criteria such as current account balance (% of GDP), exports of goods and services (current US\$), GDP per capita (current US\$), imports of goods and services (current US\$), inflation (annual %), and unemployment (% of total labor force) and ranked using the MOOSRA, COCOSO, and MAIRCA methods. The same data set was also analyzed using ChatGPT, an artificial intelligence tool; ChatGPT first determined its own criteria weights and made rankings, and then re-evaluated using the weights obtained with the CRITIC method. Pearson correlation analysis revealed that ChatGPT was 89%, 83%, and 94% similar to the results obtained with the CRITIC-MOOSRA, CRITIC-COCOSO, and CRITIC-MAIRCA methods. When the weights obtained with the CRITIC method were applied to ChatGPT, it was determined that the results did not change, i.e., they showed 100% consistency. In addition, there was a 60% similarity between the CRITIC-MOOSRA model and the CRITIC-COCOSO model and a 77% similarity between the CRITIC-MAIRCA model. There was a 94% similarity between the CRITIC-COCOSO model and the CRITIC-MAIRCA methods. These findings show that artificial intelligence can produce faster and more consistent results compared to complex MCDM methods and highlight the potential of innovative technologies in economic performance assessments. The success of ChatGPT in these analyses proves that artificial intelligence can be an important aid to decision-makers in complex multi-criteria decision processes.

Keywords: Economic Performance, Multi-Criteria Decision Making (MCDM), Artificial Intelligence, ChatGPT

JEL Codes: E30, C44, O33

A BIBLIOMETRIC STUDY ON ARTIFICIAL INTELLIGENCE IN SOCIAL AND HUMAN SCIENCES

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ABSTRACT

Artificial intelligence, which has been a part of the field of computer science for many years, has recently gained importance with its applications in the field of social sciences, especially in the discipline of business. Today, in Türkiye, it stands out as the main theme of academic research, project calls, various scientific meetings such as congresses and conferences, special issues of journals and books in many disciplines. Therefore, previous studies in this field are a reference source for researchers on the subject. Based on this idea, the positioning of artificial intelligence in international literature in social sciences is examined within the scope of the study using the bibliometric analysis method. Thus, it is aimed to evaluate existing studies and to be a guide for researchers. Within the scope of the study, the Scopus database was searched using the keywords "artificial intelligence" and "AI" using the OR conjunction. As a result of the search, 16,410 articles indexed between 1970-2023 were reached. The data set created from Scopus was analyzed in the context of co-authorship, co-citation, keyword and bibliometric matching criteria with the Vosviewer program, which is widely used in bibliometric analysis studies. In bibliometric analysis, evaluations made in terms of citation counts, link counts and total link strength provide results from different perspectives. In the analysis of co-authorship, author-citation and bibliometric matching of authors, the name Yogesh K. Dwivedi stands out in terms of the number of citations, number of links and total link strength. Therefore, it is possible to say that the name Yogesh K. Dwivedi is a reference for other researchers, a reliable source, and is at the forefront in terms of the author's collaborations and the area of influence he has. When evaluated in terms of source (journal); Artificial Intelligence in terms of number of citations and Journal of Business Research in terms of total link strength are among the most preferred journals. The study titled “Wrappers for feature subset selection” published by Kohavi (1997) is the most cited study on artificial intelligence. When evaluated in terms of countries, it is seen that the USA stands out in terms of the number of publications, the number of citations and the total connection power. Naturally, the most preferred keyword in the bibliometric analysis is “artificial intelligence”. Afterwards, “machine learning” is preferred.

Keywords: Artificial Intelligence, AI, Bibliometric Analysis

JEL Codes: M00, M10, C10 ve O32

ARTIFICIAL INTELLIGENCE APPLICATIONS IN HEALTH SCIENCES: THE ROLE OF STARTUPS IN DRUG PRODUCTION, MEDICAL DEVICES, FOOD SUPPLEMENTS AND DISEASE DIAGNOSIS

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ABSTRACT

Artificial intelligence has become one of the technologies that have created significant transformations in health sciences. From past to present, the evolution of artificial intelligence applications in healthcare can be divided into several basic periods. In the early stages, the use of artificial intelligence in health sciences was mostly limited to basic data analysis and simple decision support systems. These systems, which emerged in the 1970s and 1980s, included rule-based programmes developed to assist physicians in medical decision-making processes. Especially in clinical diagnosis and treatment planning, expert systems guided physicians based on limited data and specific rules. However, in this period, the potential of artificial intelligence could not be fully utilised due to insufficient data and limited computer technologies.

With the use of advanced algorithms such as machine learning and deep learning in the 1990s, artificial intelligence became more effective and autonomous in the field of health. This process was supported by the ability to analyse large data sets, advances in imaging technologies and digitalisation of biomedical data. For example, significant successes were achieved in cancer diagnoses using artificial intelligence in medical imaging.

In recent years, artificial intelligence is experiencing a revolutionary transformation in health sciences. Deep learning and big data analytics not only accelerate diagnostic processes but also enable personalised treatment options. The use of artificial intelligence in the analysis of genomic data and drug development processes has paved the way for individualised treatment methods. In addition, innovative applications such as robotic surgery, smart prostheses and virtual assistants have expanded the areas of use of artificial intelligence in health sciences.

Today, thanks to artificial intelligence applications, the discovery of new drug candidates by analysing large biomedical data sets, the acceleration of the diagnosis process of serious diseases such as cancer and heart diseases thanks to automatic analyses in imaging devices, and the development of personalised food supplements come to the fore. The role of startups that accelerate innovation in the health sector in these important developments cannot be denied. Thanks to startups, artificial intelligence is expected to become more widespread in areas such as personalised treatment and remote health services in the future.

Keywords: Artificial intelligence, deep learning, machine learning, innovation, medical innovation, startup, food supplement

THE ROLE OF FINANCIAL TECHNOLOGIES IN CIVIL AVIATION

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ABSTRACT

Today, while technological innovations are rapidly developing in the financial field, the process of adapting to innovations in financial technologies in the civil aviation sector is flexible and fast. The aviation sector is among the sectors that rapidly adopt technological developments and create innovations in every field. Big data analytics, artificial intelligence solutions facilitate access to financial services, applicability and create an innovative environment. Artificial intelligence technologies are used in many areas in the sector, which continues its activities with high fixed costs and intense risk factors. The use of artificial intelligence technologies in many areas in the sector makes a difference in the aviation sector and also provides various conveniences. Aviation companies benefit from technology in order to achieve efficient financial results.

In this study, the use of financial technologies in civil aviation will be examined in detail. In the study, information will be given about financial risk management, management of fuel and road costs, leasing optimization, income management, risk estimation, digital wallets, and the provision of data-driven large solutions and applications of artificial intelligence in financial fields to aviation companies. The study includes examples of how companies operating in the sector have adapted financial technologies to their systems. At the same time, this study was conducted to see in which areas and for what purposes financial technologies are used in the aviation sector and the advantages these technologies provide to the sector. Content research was conducted in the study and the role of financial technologies in civil aviation was investigated in detail.

IN SILICO INTERACTIONS OF OLEUROPEIN, TERPINEN-4-OL, AND QUERCETIN WITH COX1 AND COX2 IN WOUND HEALING

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ABSTRACT

Inflammation plays a critical role in various chronic diseases and wound healing processes, necessitating the search for effective anti-inflammatory agents. Natural compounds with antioxidant properties such as oleuropein and quercetin have attracted attention due to their potential therapeutic benefits in reducing inflammation and promoting tissue repair. In this study, the molecular interactions of these compounds, together with terpinen-4-ol, with cyclooxygenase enzymes COX-1 and COX-2, which play important roles in inflammatory responses, were investigated. In this study, it was aimed to elucidate their potential as promising candidates for the development of new anti-inflammatory therapies by investigating their binding affinities through molecular docking. Oleuropein, a natural compound obtained from olive leaves and oil, exhibits strong antioxidant and anti-inflammatory properties, making it a potential candidate for improving wound healing processes. In this study, the molecular docking of oleuropein, terpinen-4-ol, and quercetin, which are important targets in inflammation, with cyclooxygenase enzymes COX-1 and COX-2 was investigated. Amino acid sequences for COX-1 and COX-2 were obtained from UniProt and NCBI and 3D structures were modeled using SWISS-MODEL. Docking analyses with AutoDock Vina revealed that oleuropein binds strongly to COX-1 with a docking score of -7.9, which exceeds the docking score of known inhibitors. Quercetin also showed significant binding potential to COX-1 (-7.1) and COX-2 (-5.7), suggesting its efficacy as an alternative anti-inflammatory agent. Terpinen-4-ol showed moderate binding to both enzymes, suggesting less potent potency compared to oleuropein and quercetin.

Keywords: Wound healing, terpinen-4-ol, COX-1, COX-2, quercetin, oleuropein

THE EXAMINATION OF THE RELATIONSHIP BETWEEN EMOTIONAL LABOR BEHAVIORS AND JOB SATISFACTION AMONG HEALTHCARE WORKERS

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ABSTRACT

The primary aim of this study is to examine the relationship between emotional labor behaviors and job satisfaction among healthcare workers. A relational survey model was used in the research, and data were collected through a questionnaire from 274 healthcare workers employed at Prof. Dr. Cemil Taşcıoğlu City Hospital. The questionnaire consisted of questions related to the participants' personal information as well as the Emotional Labor Scale and the Job Satisfaction Scale. The data were analyzed using the SPSS 21 statistical software, applying descriptive statistics and the Pearson Correlation test during the analysis process. The findings revealed a positive correlation at the level of $r=0.177$ between emotional labor and job satisfaction. These results highlight the relationship between emotional labor and job satisfaction and demonstrate how emotional labor behaviors shape the job satisfaction of healthcare workers. The findings of this study could serve as guidance for sector managers and similar academic studies.

Keywords: Emotion, Labor, Emotional Labor, Job Satisfaction

REFLECTIONS OF ARTIFICIAL INTELLIGENCE ON MANAGEMENT: AN IN-DEPTH EXAMINATION THROUGH BIBLIOMETRIC ANALYSIS

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ABSTRACT

In the technological age of the 21st century, technological applications show themselves in many areas. Artificial intelligence, one of these applications, provides various conveniences to employees and managers in their fields. Today, it is thought that the results of studies examining articles published in refereed journals on artificial intelligence in the field of management in terms of various criteria will provide important information to researchers. For this purpose, the method used in this study is bibliometric network analysis, one of the qualitative research methods. The main reason for choosing this research method is to clearly summarize the relationship between management and artificial intelligence in order to determine the reflections of artificial intelligence on management. In this context, in order to answer the research questions in the study, a search was conducted in the Scopus database between 12.09.2024 - 13.09.2024 with the keywords “artificial intelligence” and “management”. As a result of the scan, bibliographic data (1305 studies: 969 of them are articles) obtained from the relevant database and meeting the inclusion criteria were analyzed using the Visualization of Similarities Viewer (VOSviewer) program, and the relevant publications were examined in terms of the years in which the most publications were made, countries, keyword analysis, etc. The results obtained from the research are presented in tables and comments. Accordingly, it was determined that the number of studies on the subject of artificial intelligence and management has increased considerably in recent years (especially after 2017), and in the distribution of the number of articles by years, it was determined that the most articles on the subject were made in 2024 (n: 254). In addition, it was determined that the countries where the most studies on the subject of artificial intelligence and management were made were the United States of America (n: 12), Greece (n=7), and India (n=5), respectively. In addition, it was determined that the most frequently used keyword in the analyzed articles was "quiet quitting". As a result, this research has revealed the current status of articles in the Scopus database on the subject of artificial intelligence in management, and it is thought that it will guide future studies by shedding light on the knowledge gap in the field.

Keywords: Management, artificial intelligence, bibliometric analysis, article

JEL Codes: M00, M10, M12, O3

RECONCEPTUALIZING AGILITY IN THE DIGITAL AGE: DIGITAL AGILITY

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ABSTRACT

In today's digital age, organizations face many challenges as technological advancements have entered an ever-accelerating spiral of change, resulting in profound structural changes. The emergence of digital technologies has eliminated traditional business models and forced organizations to respond agilely in order to remain sustainable and competitive. Digital agility refers to the willingness and ability to change and the ability to adapt quickly to change and is a critical factor in the success of organizations. Therefore, it is important for organizations to understand how to use digital agility to respond effectively and quickly to challenges. While there has been extensive academic research on digital agility and positioning it in the current era, there have been limited attempts to bridge the gap between personal and contextual factors of digital agility. This paper responds to recent calls in the management literature to advance this knowledge about digital agility, a topic of increasing interest to managers, and provides a discussion of future research.

Keywords: Agility, Digital Agility, Digital Age

EFFECT OF DIGITAL BANKING ON INDIVIDUAL CUSTOMERS IN TURKEY

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ABSTRACT

This study aims to examine the effects of digital banking on individual customers in Turkey. Various hypotheses have been developed in order to analyze the differences between digital banking service quality, customer satisfaction and these factors according to demographic variables. Within the scope of the research, the data were obtained from digital banking customers by survey method (n=250). Of the participants, 22 people did not accept the voluntary consent form, while 11 people declared that they did not use digital banking services, and the research was conducted on 217 people. The obtained survey data were analyzed and interpreted with the SPSS statistical program. Within the scope of the study, factors such as ease of use of digital banking services, security, confidentiality, customer satisfaction, access to banking services and cost advantages were considered. With the survey studies, the effects of digital banking services on individual customers have been evaluated and suggestions for future improvements in this area have been presented. Digital banking positively affects the customer experience by providing faster, more secure and user-friendly solutions compared to traditional banking services. In addition, the variables of digital banking services such as security, efficiency/efficiency, reliability and assurance clearly express customer satisfaction. It has been revealed that the demographic characteristics of the participants (such as gender, age, education level, monthly income level and occupation) showed significant differences in digital banking service quality and customer satisfaction. Within the scope of the research, it was concluded that digital banking services make a positive contribution to customer satisfaction in general and that customer satisfaction will increase further by increasing the effectiveness of these services. However, it reveals that some users have difficulty adopting the technology. In addition, with the spread of digital banking, threats such as security vulnerabilities and cyber attacks are also on the agenda.

Keywords: Digital Banking, Individual Customers, Security, Customer Satisfaction, Turkey

USE OF HERBAL RESOURCES IN MEDICINE PRODUCTION

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ABSTRACT

Throughout history, plant-based resources have played a crucial role in human health. Due to the bioactive compounds they contain, plants have been central in both ancient and modern pharmaceutical sciences. Herbal medicines derived from natural products have been effectively used for various diseases, from ancient civilizations to the present day. This paper explores the role of plant-based resources in medicine, their historical background, modern applications, and the challenges faced in this field. Additionally, the advantages and limitations of herbal medicines, including their effectiveness, standardization, and sustainability, are discussed. With advancements in biotechnology, molecular biology, and nanotechnology, plant-based compounds continue to offer innovative and sustainable solutions for modern drug development.

Keywords: Herbal resources, Medicine, Drug development, Ancient medicine, Herbal treatment

ALTERNATIVE USE OF PLANTS IN HEALTH SECTOR: FROM TRADITIONAL KNOWLEDGE TO MODERN MEDICINE

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ABSTRACT

Plants have been used for therapeutic purposes throughout history in both traditional and modern medicine. Traditional herbal treatments have been widely practiced in many cultures and have been supported by modern medical research over time. This article examines the use of plants as an alternative treatment method in the health sector and discusses the potential benefits, limitations, and integration of herbal medicines with modern medicine. It will also address the current uses of phytotherapy, its effects supported by scientific research, and its safety issues.

Keywords: Phytotherapy, herbal medicine, alternative medicine, traditional medicine, modern medicine, clinical studies, herbal treatments

THE IMPACT OF DEVELOPMENTS IN ARTIFICIAL INTELLIGENCE ON THE LABOR MARKET: AN ASSESSMENT OF ACTIVE EMPLOYMENT POLICIES IN TÜRKİYE

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ABSTRACT

Today, unemployment is one of the most difficult problems that many countries face. Changes in the nature and types of unemployment in parallel with changing conditions require different policies in the fight against unemployment. In recent years, one of the most striking phenomena in the field of unemployment and employment has been the positive and negative effects of artificial intelligence in working life. The ILO (International Labor Organization) makes recommendations for countries to keep pace with this rapidly developing technological revolution due to the widespread use of artificial intelligence applications. Especially in the Industry 4.0 process, the use of technologies that increase productivity, reduce error rates, reduce costs and increase sustainable production with more efficient energy use has started to accelerate the integration of artificial intelligence, computers and robots into working life. Although these contributions are positively evaluated by employers, discussions that artificial intelligence may cause unemployment raise concerns among employees and unions. For this reason, efforts should be made to integrate the tools used by governments to combat unemployment into the transformation.

Active employment policies are among the leading policies used by governments to combat unemployment. In Turkey, active employment policies have been implemented intensively especially since the 2000s, but they are sometimes subject to debates due to the structural dimension of unemployment. For this reason, it is necessary to make arrangements to harmonize the qualifications sought by the market with the qualifications of the labor force. This study is designed as a compilation study with a systematic literature review. The study aims to discuss the impact of the introduction of artificial intelligence in many sectors on employment in Turkey. As a result of the study, it is aimed to determine the place of artificial intelligence in the labor market in Turkey and to present policy recommendations by evaluating the active employment policies implemented within the scope of artificial intelligence. It is thought that the study may bring a different discussion area to the literature with this dimension.

Keywords: Unemployment, Employment, Artificial Intelligence, Active Employment Policies.

JEL Codes: E24, J21, J48.

THE MEDIATOR ROLE OF DISTRIBUTION JUSTICE IN THE EFFECT OF PERCEIVED ORGANIZATIONAL SUPPORT ON JOB SATISFACTION

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ABSTRACT

The purpose of this research is to investigate the mediating role of distributive justice in the effect of perceived organizational support on job satisfaction. Data was collected by applying a survey to 582 participants working in four and five star accommodation establishments operating in Marmaris District of Muğla Province. Within the scope of the study, validity and reliability analyzes of the scales were performed and structural equation model (SEM) analysis was performed by applying AMOS statistical software to determine the relationships between variables. In the research, firstly, studies on the relationship between perceived organizational support, job satisfaction and distributive justice variables were included, independent, dependent and mediating variable issues were discussed in detail and a comprehensive literature review was carried out. As a result of the analyses, it was revealed that perceived organizational support positively affected the job satisfaction and distributive justice variables and that distributive justice had a partial mediating effect on the effect of perceived organizational support on job satisfaction.

Keywords: Perceived organizational support, Job satisfaction, Distributive Justice

TRENDS IN ARTIFICIAL INTELLIGENCE IN MANAGEMENT SCIENCE: A CONTENT ANALYSIS APPROACH

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ABSTRACT

Artificial intelligence technologies mark the 21st century as the information and communication age. Artificial intelligence technologies are widely used in both individual and institutional areas. Data mining performed using big data, training provided through simulations, algorithms, and strategic decision-making systems developed as a result of statistical analyses are just a few of artificial intelligence's important advantages in the business world. In this context, it is predicted that artificial intelligence technologies will create transformative effects in organizations. Today, the competitiveness of companies is closely related to how effectively and correctly they use these technologies. Strong companies are organizations that are constantly learning, adopt an innovative perspective, agile and dynamic. Those who will shape the future will be companies that do not remain indifferent to artificial intelligence technology, and develop it and integrate it into their structure. Scientific research conducted in this field will also make significant contributions to both the sector and the literature. Analyses and studies conducted by researchers will allow the theoretical determination of deficiencies in the sector and guide practitioners; this will increase the effectiveness of artificial intelligence at the organizational level. The aim of this study, which was created based on the relationship between artificial intelligence and management, is to make a descriptive analysis of artificial intelligence studies in the management literature and to determine Turkey's position in this framework. For this purpose, studies published in the last five years were examined in the Web of Science database, which provides a strong source in the international arena. As a result of gradual filtering, it was determined that Turkey was only in the 1% slice at each stage. In the final stage, 37 studies published in Turkey, and covering artificial intelligence and management issues in the management subcategory were reached. These studies were analyzed in detail in terms of publication year, citation subjects, sustainability goals, keywords, and publication types. The study is important in terms of examining the relationship between Turkey, which is in the developing country category, and artificial intelligence. As a result, it was observed that Turkey is still at the beginning of the road in the field of artificial intelligence and lags behind many developed countries. This situation is an important warning for scientists who will research the relationship between artificial intelligence and management.

Keywords: Artificial intelligence, management, AI, content analysis

JEL Codes: M15, C80, O33

THE MEDIATING ROLE OF CONSCIOUS AWARENESS IN THE EFFECT OF ENTREPRENEURIAL TENDENCY ON INNOVATIVE BUSINESS BEHAVIOR

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ABSTRACT

The purpose of this study is to determine the mediating role of mindfulness in the effect of entrepreneurial tendency on innovative business behavior. For this purpose, 410 questionnaires were distributed to entrepreneurs from different sectors within the borders of Adana province and when incorrect and missing data were removed, the study was continued with 385 questionnaires. In the study, firstly, studies evaluating the relationship in terms of variables were examined and hypotheses were formed based on this. The research results determined that entrepreneurial tendency positively affects innovative business behavior and mindfulness. In the mediation analysis, it was seen that mindfulness partially mediates the relationship between entrepreneurial tendency and innovative business behavior.

Keywords: Entrepreneur, Entrepreneurship, Innovative Business Behavior, Mindful Awareness

FAMILY MEDICINE AND TECHNOLOGY

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ABSTRACT

Family medicine is a person-centered health system that constitutes the first medical contact point with the health system, ensures continuity of care by monitoring all health problems of individuals throughout their lives, and manages contact with services provided at the second level. One of the important functions of family medicine is preventive health services. Preventive health services are multifaceted as vaccination, pregnancy, puerperium, infant and child follow-ups, follow-ups and screenings for age, gender and disease groups (cancer screenings, chronic diseases, adolescent, adult, elderly health). Today, some of the people registered in the population do not use primary health services sufficiently or at all. In this case, people's benefit from preventive health services is disrupted. New technologies that have entered our lives with advancing technology, artificial intelligence technologies are used in the field of medicine as in every field. In this context, with the provision of appropriate infrastructure in family medicine, it can be made easier for patients who do not use primary health services sufficiently with smartphone applications and artificial intelligence technologies to benefit from preventive health services. The appropriate and correct use of technology without disrupting the patient-doctor relationship can reduce the workload of physicians and can also be very useful in the control of patients.

Keywords: Family medicine, Preventive medicine, Technology

THE USE OF ARTIFICIAL INTELLIGENCE IN INDIVIDUAL COACHING

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ABSTRACT

Artificial intelligence (AI) has significantly impacted the sports industry as part of global digital transformations. AI and digital technologies are increasingly utilized for performance measurement, training optimization, health monitoring, and injury risk analysis. Innovations include AI-supported personalized training programs, real-time performance tracking, and the integration of virtual and augmented reality technologies, which offer tailored solutions for athletes. Additionally, wearable technologies collect data on parameters such as body temperature, heart rate, and stress levels to enhance training processes. Real-time health and performance tracking is facilitated by devices like smart clothing, shoes, and watches, allowing for the creation of digital twins of athletes that can produce performance predictions and improvement suggestions. AI also supports sports experiences for individuals with disabilities by developing specialized sports equipment and motion recognition systems. Facial recognition technologies, video analysis, and game-planning tools are employed in team sports. However, deploying these technologies presents risks, including ethical considerations, cybersecurity threats, and potential technological dependence. In summary, while AI and technological advancements offer substantial opportunities within the sports sector, their implementation requires careful consideration to enhance athlete performance and develop training methods that are both safe and effective.

Keywords: Artificial Intelligence, Artificial Intelligence in Sports, Personal Coaching, Sports Management

JEL Codes: C63, L83, I12

THE IMPACT OF MODERN TECHNOLOGIES ON EMPLOYMENT AND UNEMPLOYMENT IN ECONOMIC THEORY AND ECONOMIC PRACTICE

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ABSTRACT

The aim of the paper is to identify changes in the labour markets resulting from the use of new technologies. The basis for the analysis are theoretical and empirical findings in economic theory and data about the development of new technologies and their employment effects. The article shows how the views of economic theory on the impact of new technologies on the labor market have developed, starting from classical economics until recent times. In particular, views were highlighted that saw the effect of displacing the labor force and the effect of creating new jobs. The analysis indicates that application of the task-based approach to study labour demand enables better identification of transition channels of modern technology on the size and structure of labour demand. In the empirical analysis of the paper, panel causality test was conducted with data for the period 2000-2023 for 11 Central and Eastern European countries. The empirical research did not confirm the alarmist predictions about the possibility of high technological unemployment as a result of technical progress. However, changes in the structure of labour demand are evident. According to the causality test results, technological development appears to be particularly associated with youth unemployment and youth employment.

Keywords: Modern technologies, Employment and Unemployment, Causality Analysis

JEL Codes: E24, O33, B23.

THEATER ART AND ARTIFICIAL INTELLIGENCE

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ABSTRACT

One of the areas where new operating models imposed by technological development are rapidly implemented is art. The field of performing arts in general, and theater art in particular, appears as an art discipline in which current technological developments are rapidly reflected. One of the technological developments that theater art has started to use is AI (Artificial Intelligence) technology. Although it is not yet fully known how it will develop and whether it will move to further levels in the field of theater, theater professionals; From creative processes to Broadway business deals, they are using artificial intelligence. As AI technology advances rapidly, how the theater industry decides to adopt or reject this technology needs further experimentation and ethical scrutiny. In this study, the use of AI (Artificial Intelligence) technology in the field of theater art will be discussed and the reflections, sustainability and positive effects of the mentioned technological innovation on the stage will be emphasized. In these days when artificial intelligence is about to become an indispensable behind-the-scenes player in the theater industry, qualitative research methods were used in this study, which aims to reveal how the role of artificial intelligence in the theater changes the theater event, what kind of innovations it brings, and what positive benefits it provides. It focused on the achievements it made in processes such as stage design, ticketing and audience interaction. It has been determined that creating theater experiences with AI (Artificial Intelligence) will make significant contributions to the field in the coming periods.

Keywords: Art, Theatre, Artificial Intelligence, Innovation, Impact

EVALUATION OF THE HEALING POTENTIAL OF ARTIFICIAL INTELLIGENCE-ENABLED HEALTH TECHNOLOGY INNOVATIONS AND FUTURE VISIONS

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ABSTRACT

Artificial Intelligence (AI)-enabled health technologies have significant potential for healthcare delivery. AI is ushering in a new era with significant developments in areas such as diagnosis, treatment, patient care and rehabilitation. Thanks to AI's ability to process large amounts of data, healthcare professionals will be able to make faster and more accurate diagnoses, while treatment processes can be tailored to the patient. In particular, in medical fields such as radiology, pathology and dermatology, the powerful analytical capabilities of AI can minimise errors in the interpretation of medical images, while enabling safer and more effective surgical interventions in areas such as robotic surgery and digital health assistants. Integrating AI into the drug development process can reduce costs for healthcare systems by enabling the discovery of new treatments. AI-enabled smart home technologies developed to improve the quality of life of people with physical and cognitive disabilities and the elderly; technologies such as voice control of home automation systems, smart lights, emergency alert systems, medication reminders, offer significant benefits to the healthcare system in terms of encouraging healthy behaviours and preventing risky health behaviours.

The future vision focuses on integrating AI into all areas of healthcare and addressing challenges such as privacy and ethical responsibilities. It is also predicted that future discussions will include how it will shape the patient-doctor relationship and redefine the human factor in healthcare. The potential of AI-enabled health technologies promises to transform global healthcare services and create a more accessible, reliable and effective healthcare system.

The aim of the study is to assess the contribution of artificial intelligence-based health technologies to healthcare services by examining their current curative potential and to present a vision of the opportunities and challenges that may arise in the process of integrating these technologies into healthcare systems in the future. This study, based on a comprehensive literature review, will contribute to the full integration of health technologies into health systems.

In conclusion, AI-enabled healthcare technologies hold the promise of providing more reliable, efficient and personalised healthcare solutions by expanding access to healthcare services to the masses in the future. This healing potential of AI is a candidate to transform the quality of human life through revolutionary changes in healthcare systems.

Keywords: Artificial intelligence, Health technologies, Innovation.

CONTRIBUTIONS OF ARTIFICIAL INTELLIGENCE SUPPORTED MARKETING STRATEGIES TO DEMAND AND SUPPLY OPTIMISATION OF GREEN PRODUCTS: A REVIEW WITHIN THE FRAMEWORK OF ENVIRONMENTALISM

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ABSTRACT

This study focuses on the fact that with the increase in environmental pollution and the rise of environmental awareness, green products and environmentally friendly practices have found more space in the academic field. Considering that the understanding of sustainable environment increases the demand for green products, how this demand is supported by artificial intelligence and the contributions of this support will be examined in this study. Artificial intelligence plays an important role in the promotion of environmentally friendly products, creating awareness and influencing consumer habits. The impact of artificial intelligence on the advertisement, promotion and marketing strategies of green products is emphasised especially at macro and micro economic levels. In the existing literature, it is stated that there are disadvantages such as insufficient recognition or misperception of green products by the society. With artificial intelligence-supported strategies, it becomes possible to overcome these deficiencies and environmentally friendly products can reach wider masses. In this context, the study focuses on how artificial intelligence technologies can optimise the demand and supply of green products, increase the visibility of products and expand consumer access. The study aims to examine the interaction of green products, environmentalism and artificial intelligence in depth.

As a result of this study, it can be determined that artificial intelligence plays a critical role in optimising the demand and supply of green products, so that environmentally friendly products can be promoted to a wider audience and more demand can be created. Thanks to the effect of artificial intelligence on the promotion of green products and consumer behaviour, it is seen that the level of environmental awareness in the society increases, products are introduced more accurately and misperceptions are reduced. In addition, it can be concluded that AI-supported marketing strategies provide competitive advantage in the market by increasing the visibility of green products and contribute to the spread of sustainable environmental understanding. These results emphasise the importance of integrating artificial intelligence technologies into environmental studies.

Keywords: Green product, artificial intelligence, sustainability

JEL Codes: M31, M37, L53

ANALYSIS OF STUDENTS' KNOWLEDGE, ATTITUDES AND PERSPECTIVES ON ARTIFICIAL INTELLIGENCE

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ABSTRACT

Objective: It is important to determine the perceptions and attitudes towards the potential effects of artificial intelligence, which is becoming more and more involved in business and social life every day, especially in business life. This determination will contribute to the judgements about whether students are ready for the effects of artificial intelligence in their business and professional lives. Therefore, this research was carried out to reveal students' knowledge, attitudes and perspectives on artificial intelligence.

Method: The research was designed according to the survey model based on quantitative method. The data of the research were obtained from 570 participant students who continue their education in Süleyman Demirel University Faculty of Economics and Administrative Sciences by online (Google Forms and WhatsApp) methods through the survey technique. Cross and descriptive statistical analyses were applied to the data obtained with the help of SPSS software.

Findings: According to the findings obtained, it was revealed that the majority of the participant students (84.2%) closely follow the developments related to artificial intelligence; the majority (85.5%) have information about artificial intelligence; the majority (76%) have an opinion that artificial intelligence changes daily life; more than half (56.8%) of them (56.8%) welcome the developments related to artificial intelligence; the majority (65.3%) see artificial intelligence as a useful application, but only 20% of them are worried about artificial intelligence doing many jobs. In addition, it was determined that approximately 45% of the students used any artificial intelligence programme and most of them used artificial intelligence to prepare homework (68.1%) and presentations (48.3%). According to the findings related to business and professional life, it was revealed that the majority of the students (86.7%) had a tendency that artificial intelligence would make it difficult to find a job in the future; the majority (74.1%) had a tendency that artificial intelligence would have a high impact on their careers; the majority (88.3%) had a tendency that artificial intelligence would provide convenience in business and professional fields and the majority (81.6%) had a tendency that education on artificial intelligence should be given in undergraduate education.

Conclusion: The findings obtained lead to the conclusion that students' attitudes towards artificial intelligence are optimistic and that they benefit from artificial intelligence in their educational processes. On the other hand, most of the participant students think that artificial intelligence will have a great impact on their future business, profession and career life and will make things easier. The fact that most of the students want to receive education on artificial intelligence reveals the necessity to include a course in this direction in undergraduate education curricula.

Keywords: Artificial Intelligence, Students, Business and Professional Life.

JEL Codes: M00, O15, O30

DIGITALIZATION AND ITS REFLECTIONS FROM A STRATEGIC MANAGEMENT PERSPECTIVE: A BIBLIOMETRIC ANALYSIS

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ABSTRACT

In today's information, technology and digital transformation age and in the competitive environment, organizations need to be able to analyze the environment carefully, think long-term, adapt to change and have a flexible structure to update themselves when necessary in order to survive. However, adopting new practices and change in organizations can be time-consuming. At this point, it is important for business managers to act strategically and adopt a strategic management approach. In today's world where digitalization is intense and the importance of strategic management is beginning to be understood, it is clear that the results of studies examining publications published in refereed journals on the subject in terms of various criteria will provide important information to organizations. For this purpose, bibliometric network analysis, one of the qualitative research methods, was used in the study. The main reason for choosing this research method in the study is to provide information on strategic management issues in the digital transformation environment. In this context, a search was conducted in the Scopus database in order to answer the research questions. As a result of the scan, bibliographic data obtained from the relevant database that meet the inclusion criteria were analyzed using the Visualization of Similarities Viewer (VOSviewer) program, and relevant publications were examined in terms of the years in which the most publications were made, countries, keyword analysis, etc. The results obtained from the research are presented in the form of tables and comments. As a result, the current status of the articles in the Scopus database regarding digital transformation and its reflections in the strategic management perspective has been revealed in this research. This situation will guide future studies.

Keywords: Strategic management, digital transformation, digitalization, bibliometric analysis, artificial intelligence

JEL Codes: M00, M10, O3, O32, O33.

INDUSTRY 4.0 AWARENESS LEVEL AND ENTREPRENEURIAL INTENTIONS: A STUDY ON UNIVERSITY STUDENTS

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ABSTRACT

With the Industry 4.0 revolution, the digitalization process has accelerated and many sectors such as production, services, health and education have had to make significant changes to keep pace with this transformation. Universities, in particular, are developing more innovative and technology-oriented teaching methods by adopting digitalization and restructuring their education systems in line with the concept of Education 4.0. In this process, raising individuals who are Industry 4.0 aware, can adapt to technological developments and can effectively use the technical infrastructure required by Education 4.0 has become one of the most critical goals of universities. Moreover, how technological transformation affects young people's entrepreneurial intentions has also become an important research topic. This study aims to examine the link between Industry 4.0 awareness and entrepreneurial intention of university youth in the age of technology, and also investigates whether this relationship differs in terms of demographic variables.

As a result of the study, it was found that there is a significant relationship between university students' Industry 4.0 conceptual awareness levels and their entrepreneurial intentions. This shows that the increase in students' Industry 4.0 awareness positively affects their entrepreneurial intentions. In the literature review, there is no previous study on this subject. For this reason, it is expected that this research will contribute to the literature as well as contributing to areas such as digitalization processes, entrepreneurship and educational policies.

This study was conducted on students studying at universities in Turkey between 2023-2024. Within the scope of the research, 1166 students were reached and data were collected by quantitative research method. Simple random sampling method was preferred as the sampling method. In the study, data were obtained from the participants using the online survey technique and these data were analyzed with SPSS 29.0 software.

Keywords: Industry 4.0, Industry 4.0 Awareness, Entrepreneurship, Entrepreneurial Intention

JEL Codes: O33, M1, M13, I23, O32, L26

DIGITAL LEADERSHIP IN HEALTH INSTITUTIONS: A STUDY ON MEDICAL SECRETARIES

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ABSTRACT

Aim: Today, healthcare institutions are among the actors of digital transformation with rapidly changing technological developments. In this transformation, the adoption and implementation of the concept of digital leadership among managers and healthcare professionals is of great importance in increasing the effectiveness, efficiency, and patient satisfaction of the service. It is also essential for medical secretaries to have duties such as information management, patient records, and organization of communication processes in healthcare institutions. This study aimed to determine the digital leadership perceptions of medical secretaries.

Materials and Methods: The study was conducted for medical secretaries working in public and private health institutions affiliated with the Ministry of Health between June and September 2024. Study data were collected from 557 medical secretaries by online survey method. The survey form consisted of statements including demographic characteristics and the "Digital Leadership Scale" developed by Ulutaş and Arslan (2018). The data obtained within the scope of the study were analyzed with frequency and percentage distributions, normality tests, confirmatory factor analyses, reliability tests, and T-tests.

Findings: It was determined that the digital leadership perception levels of the medical secretaries participating in the study were above average in total ($\bar{x} = 3.92$) and in its sub-dimensions in the direction dimension ($\bar{x} = 3.94$). In addition, digital leadership and all its sub-dimensions of the medical secretaries participating in the study differed according to gender, age, education level, and status of the institution ($p < 0.05$), but did not differ according to marital status and work experience ($p > 0.05$); Additionally, it was found that only the orientation sub-dimension differed according to the institution worked in and the information dimension differed according to the time worked in the institution ($p < 0.05$).

Conclusion and Recommendation: According to the study findings, it was observed that medical secretaries have high perceptions of digital leadership. Having high perceptions of digital leadership of medical secretaries, who have important roles in digitalization processes in healthcare institutions, will significantly increase the quality and effectiveness of healthcare services both at individual and institutional levels. Since there has been no similar research on medical secretaries in the literature before, it is thought that this study will contribute to the literature, healthcare professionals, and healthcare institution managers.

Keywords: Digital Leadership, Healthcare Institutions, Medical Secretaries.

BIOMETRIC NETWORK ANALYSIS OF INTERNATIONAL SCIENTIFIC PUBLICATIONS IN THE FIELD OF GREEN LOGISTICS

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ABSTRACT

The concept of green logistics has emerged as a result of carrying out all the basic stages of the supply chain from an environmentalist and sustainable perspective. The fact that individuals perceive the concept of green as climate and environmentally friendly has been effective in naming this concept. The fact that the world has become a more crowded planet as time goes by has increased the demand for goods and services, thus increasing the mobility of the existing supply chain. The necessity to use limited resources more efficiently over time in order to ensure their sustainability has supported this approach. The limited resources that are becoming depleted day by day have led individuals to green mobility in every field. Logistics has also been one of these areas. The concept of green logistics includes packaging, storage, transportation and distribution processes. This study was conducted to see the trends of studies on green logistics since 2000. 1082 studies on "green logistics" in the Web of Science database for the period between 2000 and 2024 were analyzed bibliometrically. Visualization of the data obtained in the bibliometric analysis was carried out through VOSviewer (Version 1.6.20) application. While analyzing the data obtained, the number and types of publications by years, citation analysis, country analysis, co-citation networks and keyword analysis were conducted. According to the results of the examination, although the studies on green logistics have been in an increasing trend since 2009, the most studies were conducted in 2019. According to this data, it is seen that the interest in the subject is increasing day by day. When the studies were examined, it was seen that the most contribution was made in article type and in English language. It has been observed that the country with the highest number of studies is the People's Republic of China, while Poland is the country with the second highest number of studies. The most commonly used keywords were green logistics, sustainability and sustainable development. The highest number of studies on the subject was conducted at Changan University. The highest number of publications was made by Syed Abdul Rehman Khan.

Keywords: Green Logistics, Bibliometrics, Sustainability.

USING ARTIFICIAL INTELLIGENCE IN VIDEO-BASED SOCIAL SCIENCE RESEARCH¹

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ABSTRACT

Social science researches are studies aimed at understanding human behavior and social dynamics. However, it is becoming increasingly difficult to access data in social sciences. Video-based research can offer a solution to this challenge. The use of videos and artificial intelligence in social science research has the potential to contribute to accessing quality data. This study aims to introduce tools for the use of artificial intelligence in video-based social science research. Using videos for qualitative research is an emerging field. In this study, examples and suggestions from the literature on the use of artificial intelligence for video-based social science research are presented. The use of videos in qualitative social science research is recommended due to the ability to see facial expressions and body language, and the reasons for repeated viewing. Artificial intelligence models can extract various meanings from videos using image and text analysis methods. In this study, the literature on the use of artificial intelligence technology in video-based research, which continues to be increasingly used in social sciences, was systematically reviewed and potential models used in different disciplines were summarized. At this point, the ability of artificial intelligence to combine different disciplines can contribute to increasing the quality and depth of social science research. These models filtered from the relevant literature that can be used as interdisciplinary transfers are as follows: Convolutional neural network model for tasks such as object recognition, face recognition and scene classification in video frames, recurrent neural network model for extracting meaning from consecutive frames in video, video caption model for automatically generating descriptions from videos, video summarization model for converting long videos into short summaries, contrastive language-image pre-training combining image and text encoders, and VideoBERT model for extracting meaning from video content, especially on specific themes, events or actions, can be used in video-based qualitative social science research. In addition, natural language processing (NLP) solutions that combine natural language processing and machine learning techniques offer significant advantages for the analysis of texts and videos and qualitative inferences. Practical examples of the study are compiled from the relevant literature.

Keywords: Social Sciences, Video Based Research, Artificial Intelligence

JEL Codes: C35, D83

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ARTIFICIAL INTELLIGENCE AND THE FUTURE OF NURSING

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ABSTRACT

Artificial intelligence is defined as computer-supported intelligent machines with minimal human intervention and is used in many fields. Divided into two branches—physical and virtual—artificial intelligence functions in the health sector through the active use of robots in surgeries, while virtually it encompasses a wide range from treatment guidance to health management. The rapidly advancing technology of artificial intelligence in healthcare makes health institutions increasingly dependent on technology, which also impacts healthcare services. This influence creates a need for nurses with a high level of knowledge and active skills in using artificial intelligence for nursing care provided in the field. Nurses should receive training on the use of artificial intelligence to ensure they remain proactive and do not fall behind in the technological transformation it brings, and these training programs should encourage increased use of artificial.

It is known that artificial intelligence has the potential to enhance the quality of nursing care in clinical practice. A study involving nurse managers indicated that the use of artificial intelligence would reduce the workload for nurses and be beneficial for them. It is essential to train qualified nurses in the use of artificial intelligence, and nurses should be encouraged to utilize it to demonstrate its contributions to nursing care. This review addresses nurses' knowledge and attitudes toward the use of artificial intelligence, its impact on nursing care, and initiatives that can be taken to incre.

Keywords: Artificial intelligence, Nursing care, Technological transformation

THE EFFECTIVENESS OF THE BUREAUCRACY INSTITUTION IN THE PRESIDENTIAL GOVERNMENT SYSTEM

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ABSTRACT

The most important institutions that are effective in the processes of making and implementing the political decisions needed in state administration are politics and bureaucracy. The political power, which has a say in the political institution, obtains the state administration in democratic regimes through elections held by the people at certain periods. The political power is in the position of taking and implementing the political decisions needed for the continuation of the functioning of the state, while the bureaucracy acts as the implementer of these decisions in accordance with the directives of the political power.

Due to factors such as knowledge and expertise power, continuity, and factors such as the fact that political power comes with a coalition or does not offer continuity, the bureaucracy enters into a struggle for efficiency in management and a conflict with political will. While the bureaucracy institution is its complement and practitioner of the assigned tasks during periods when politics is strong, it acts as a guide and planner when politics cannot be effective.

While bureaucracy came to the fore in the parliamentary system during the coalition governments, it can be said that bureaucratic efficiency decreased in the single party government. After the Military Coup of September 12, 1980 in Turkey, the bureaucracy lost its functionality and took on a more cumbersome, inefficient and custodial form. Although there were single-party periods until the ruling of the Justice and Development Party (Ak Party) in 2002, the effectiveness of the bureaucracy could not be weakened because it did not offer continuity.

As a result of the continuity of the AK Party's power, the bureaucracy, whose effectiveness was broken during the parliamentary period, became the supporter of politics and the implementer of the assigned tasks. However, the continuity of public staff assignments did not give the political will the opportunity to form its own team and work, and caused criticism by politics. In order to change the government system and make politics more effective by making changes to the government system and to abolish bureaucratic guardianship, the Presidential Government System (CHS) was adopted by Referendum on April 16, 2017 and officially implemented with the elections in 2018.

In the CHS, the political power (the president) has obtained the right to use the executive power alone and the right to change the senior cadres in the bureaucracy at any time if he wants. The CHS has reduced both bilateral (president + council of ministers) authority to one by giving executive authority to the president alone, and has increased the effectiveness of the president by linking the bureaucracy and people who will act in the political will directly with the president. Thus, the bureaucracy has lost its power in the parliamentary system by entering into the full command of politics. In this study, it is stated that the effectiveness of the bureaucracy institution in the past with the CHS model has been broken and the only effective authority in the execution has been transferred to the president, who is the political will.

Keywords: Bureaucracy, Government System, Politics, Ak Party.

JEL Codes: H8, H83

THE INFLUENCE OF NATIONAL OPINION ON PARTY FORMATION IN TURKISH POLITICAL LIFE

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ABSTRACT

The National Opinion Movement; Prof. Dr. It is an ideology that emerged as an Independent Movement in 1969 under the leadership of Necmettin Erbakan and includes the basic doctrines of “Fair Order, Real Economy, Understanding of Rights” and is embodied with the understanding of Islamism in the context of political understanding. The National Vision Movement (MGH) claims that the State of the Republic of Turkey will come to the top by providing remarkable achievements in a global sense, defending its self-sufficiency when opportunities such as the position in which it exists, labor force and economic power are evaluated, and taking historical achievements in the past as a guide.

MGH, which does not accept the situation that Turkey exists in comparison with its historical past, emerged as an Independent Movement in 1969 and entered parliament as a Necmettin Erbakan deputy in the elections held in the same year. MGH, which became a party in 1970 under the name of the National Order Party, continued its political party activities under the names of National Salvation in 1972, Rafah in 1983, Virtue in 1997 and Felicity in 2001. Parties other than Felicity were closed down by the Constitutional Court or the September 12 coup administration on the grounds that they were “anti-secularism”.

The Justice and Development Party, founded under the leadership of Recep Tayyip Erdogan as a result of the separation of “Innovators, Traditionalists” experienced at the Virtue Party congress, although the party elders say that we have no relationship with MGH, it is seen that the party's elders and their backgrounds, party managers, have many things in common with MGH when evaluated in the context of the grassroots addressed.

As a result of the split in the Virtue Party, the Felicity Party was founded by traditionalists in 2010, Numan Kurtulmus, who served as chairman, and his friends resigned from their posts and founded the People's Voice Party the same year. Apart from these parties, the Re-Welfare Party, founded by Fatih Erbakan and his friends, continues its work under the claim that they are the only representative of the National Opinion Movement and claims that the Felicity Party does not carry the principles of the MGH.

In the study, it was emphasized that the National Opinion Movement is a movement that aims to make people in Turkey live in peace and prosperity, have a say in the region and on a global scale and realize politics more in line with these goals. However, MGH's contributions to Turkish political life in the context of party formation were mentioned and it was mentioned that it is one of the most important political movements in this field.

Keywords: Necmettin Erbakan, National Vision, Prosperity, Felicity.

JEL Codes: H8, H83

THE PLACE AND IMPORTANCE OF ARTIFICIAL INTELLIGENCE IN CHILD HEALTH NURSING

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ABSTRACT

Artificial intelligence represents a field within computer science that enables computers to perform tasks by imitating human-like behavior and cognitive abilities. The goal of artificial intelligence is to build machines that can exhibit intelligent behavior. It is known that stakeholders within the healthcare system, healthcare personnel, health insurance companies and other healthcare organizations in the field are eager to explore the potential of artificial intelligence to improve various aspects of healthcare. One of the increasing areas of use of artificial intelligence today is the field of child health nursing. As in other health departments, studies on the use of artificial intelligence in child health nursing are still limited in the literature. Artificial intelligence is of great importance, especially in monitoring child development processes and hospitalized children. Because late detection of congenital or acquired diseases is often associated with developmental problems that are more difficult to treat. Early detection of such developmental delays is very important for timely intervention in risky cases and minimizing possible negative consequences. At the same time, it seems that it is necessary to calculate the dose when preparing medication for children who are hospitalized. In addition, even if the mistakes made are small, it is inevitable that some complications will occur. This will cause irreversible risks to emerge in the course of the case.

In addition to the child development process, the use of artificial intelligence applications in many areas such as patient monitoring and medication administration can provide convenience to nurses. It is thought that artificial intelligence will have positive effects on nursing practices in the processes of protecting, improving and treating child health.

EXAMINATION OF STUDENTS' ARTIFICIAL INTELLIGENCE LITERACY LEVEL IN TERMS OF VARIOUS DEMOGRAPHIC CHARACTERISTICS

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ABSTRACT

Objective: This research aims to determine the artificial intelligence literacy levels of students studying in the health management department of a university, to evaluate them in the context of demographic differences, to reveal the current situation in this field and to provide suggestions for future research.

Method: The population of this research consists of 285 students studying in the health management department of Erzincan Binali Yıldırım University (EBYÜ) Faculty of Economics and Administrative Sciences. Using simple random sampling method, it was determined that it was sufficient to collect data from 164 students at 95% confidence interval and 5% error rate, and 174 students constituted the sample of the study. The cross-sectional research was designed in descriptive-relationship seeking type. Research data were collected by questionnaire method and 'AI Literacy' scale was used in this process. The scale consists of twelve items and four dimensions. Finally, while the reliability coefficient of the scale was determined as 0.93 in the adaptation study, the reliability coefficient was determined as 0.87 in this study. In addition, consent was obtained from the EBYU human research ethics committee and written permission was obtained from the faculty administration before the data collection phase of the study.

Results: According to the frequency analyses conducted to determine the demographic findings of the participants, it was determined that 78.2% of the participants were female, 56.3% were between the ages of 19-21, and 43.1% had a 1st grade education. In addition, when the current relationship of the participants with technology and their level of use of technological devices were evaluated, it was found that 51.1% had moderate knowledge and 51.7% did not have any information about the use of artificial intelligence in health. Moreover, 44.3% of the participants were undecided about the inclusion of artificial intelligence in their daily lives and 79.3% of them stated that artificial intelligence should be included in the course curriculum. In the stage of evaluating artificial intelligence literacy levels in the context of demographic variables, normality test was performed firstly and it was determined that the data were normally distributed according to kurtosis (.548) and skewness (-.682) values. From this point of view, a significant difference was found between students' artificial intelligence literacy levels and gender ($t=56,718$; $p<0.00$), age ($F=2,377$; $p<0.01$) and grade ($F=1,521$; $p<0.02$).

Conclusion: It has been determined that students who have intermediate level of knowledge about artificial intelligence are undecided about integrating technology and artificial intelligence into daily life more, but they agree that artificial intelligence education should be included in the curriculum. In

addition, statistical analyses show that the level of artificial intelligence literacy differs according to gender, age and grade level. These results reveal that artificial intelligence literacy is closely related to demographic characteristics and that students need more education in this field.

Keywords: Artificial intelligence, Literacy, Health management, Student

ARTIFICIAL INTELLIGENCE AND PUBLIC ADMINISTRATION IN THE CONTEXT OF COMPLEX NETWORKS: A BIBLIOMETRIC NETWORK ANALYSIS

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ABSTRACT

Artificial intelligence (AI) technology leads to significant transformations across various sub-disciplines of the social sciences and throughout numerous aspects of daily life. The opportunities offered by AI, particularly within the field of public administration, are increasingly leveraged to enhance efficiency in decision-making, policy formulation, and service delivery processes, integrating data-driven analyses into these frameworks. It is crucial to understand how this dynamic of transformation is manifested in the academic literature, transcending mere technological determinism.

This study elucidates the effects of AI on existing academic research within the public administration literature by examining thematic clusters based on co-occurrence, citation networks, and scientific collaboration tendencies. In order to achieve this purpose, scientific studies focusing on AI in the field of Public Administration in the Web of Science database were subjected to bibliometric analysis utilizing the network map technique via VOSviewer software. The advanced search filters provided by the Web of Science database shaped the inclusion and exclusion criteria in the data collection process. Consequently, 503 scientific publications were identified through a search query of "(WC=(Public Administration)) AND ALL=(Artificial Intelligence)".

In this context, the results of the bibliometric network analysis, using VOSviewer software, were meticulously examined by visualizing the principal themes, keywords and citation networks within the literature. This analysis offers significant insights regarding the positioning of AI within the public administration literature and its prospective role. In this regard, complex networks theory provides a useful framework for comprehending the structure of scientific collaborations and citation relationships in academic researches on AI in the field of public administration. Examining the thematic clusters and research groups within the relevant literature allows for a comprehensive evaluation of the impact of AI on the public administration literature.

Keywords: Public Administration, Artificial Intelligence, Network Map Technique, Bibliometric Analysis, Complex Networks Theory.

JEL Codes: 83, C8, O3.

FUTURE PERSPECTIVES IN SOCIAL SCIENCES: FROM ARTIFICIAL INTELLIGENCE TO COLLECTIVE INTELLIGENCE

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ABSTRACT

The proliferation of artificial intelligence (AI)-driven algorithms has led to a profound transformation across numerous domains, including the social sciences. These algorithms are becoming increasingly influential, particularly in decision-making, governance, and research methodologies within the social sciences. By enabling the extraction and analysis of meaningful patterns from vast datasets, AI-based algorithms allow for the generation of significant insights and the production of value from previously unmanageable volumes of information. The capacity of these algorithms to execute complex operations with a speed and precision that far exceeds human capabilities represents a substantial advantage for social science researchers, facilitating the production of more efficient, insightful, and impactful research outcomes. However, it is essential to recognize that while this technology offers considerable potential, algorithms lack the historical, cultural, and ethical sensibilities that social scientists develop through experiential knowledge and intellectual reflection. Furthermore, critical risks such as algorithmic bias, opacity, and ethical dilemmas inherent in these technologies must not be overlooked. Equally important is the need to contemplate the evolving landscape of the social sciences and to consider the new competencies that social scientists must cultivate in the era of artificial intelligence.

Therefore, in this study, to fully harness the potential of artificial intelligence, the interaction between social science researchers and algorithms through the theoretical lenses of technological determinism and social constructivism is examined. This approach allows us to foreground the dynamics of human-machine collaboration and invites critical engagement with the concept of "collective intelligence," which encapsulates this synergy. The study enables to understand and explore this relationship is key to grasping both the current and future trajectories of the social sciences. Indeed, AI-driven algorithms hold the capacity to transform not only knowledge production processes but also the broader social fabric, making the examination of their influence imperative for envisioning the future of social research.

Keywords: Artificial Intelligence, Collective Intelligence, Social Sciences, Human- Machine Collaboration

JEL Codes: H83, C8

ANALYSIS OF UNESCO'S AI ETHICS RECOMMENDATIONS: A TOPIC MODELING AND SENTIMENT ANALYSIS APPROACH

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ABSTRACT

Recommendation on the ethics of artificial intelligence document presents UNESCO's recommendations for member states regarding the ethical development and governance of Artificial Intelligence (AI) systems. The recommendations cover a comprehensive range of topics, including legal and ethical frameworks, human-centric AI development, governance, international cooperation, and socio-economic impacts.

This study aims to implement text analysis, specifically topic modeling and AI-assisted sentiment analysis on this document. The research employs advanced text analysis methodologies, specifically topic modeling and AI-assisted sentiment analysis, to elucidate the document's key themes and underlying sentiments.

The study utilizes two probabilistic topic modeling techniques: Latent Dirichlet Allocation (LDA) and Pachinko Allocation Model (PAM). These methods offer several advantages in analyzing such complex policy documents, including the generation of high-level thematic summaries, facilitation of cross-document comparisons, identification of temporal shifts in policy focus, and enhancement of information retrieval systems for legal and policy databases.

The topic modeling analysis revealed eleven primary themes, encompassing areas such as legal and ethical frameworks, human-centric AI development, governance structures, international cooperation, socio-economic implications, human-AI interaction, accessibility and innovation, ethical guidelines, inclusive development, and transparency in AI technologies.

Following the topic analysis, a topic-based sentiment analysis was conducted. The results indicate a predominantly neutral tone in technical sections, with positive sentiment clusters around themes of international collaboration and ethical considerations. This sentiment distribution aligns with UNESCO's objective of promoting global cooperation while maintaining objectivity in technical guidance.

This research contributes to the growing body of literature on AI ethics and governance by providing a quantitative analysis of a significant international policy document. The findings offer insights into the priorities and approaches advocated by UNESCO in addressing the complex challenges posed by AI technologies. Furthermore, this study demonstrates the efficacy of computational text analysis methods in dissecting and interpreting extensive policy documents, potentially informing future approaches to policy analysis and development in the rapidly evolving field of AI ethics.

Keywords: Artificial Intelligence Ethics, AI Governance, Policy Analysis, Topic Modeling, Sentiment Analysis, UNESCO Recommendations

JEL Codes: O33, O38, Z18, K24

**THE EFFECT OF THE ELEMENT OF TRUST IN PATIENT-PHYSICIAN
COMMUNICATION ON THE PATIENT'S COMMITMENT TO THE PHYSICIAN
(CITY HOSPITAL EXAMPLE)**

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ABSTACT

The aim of the research is to examine the effect of the trust element in patient-physician communication on the patient's loyalty to the physician. Descriptive scanning model was used in the research. The population of the research consists of follow-up patients who applied to the ophthalmology, dermatology, ear, nose and throat, endocrine, diabetes, outpatient and outpatient clinics of Prof. Dr. Cemil Taşcıoğlu City Hospital. 201 participants were reached in the research. A survey form was used as a data collection tool. SPSS 21 package program was used to analyze the data. Descriptive statistics, Pearson Correlation test and Regression analysis were used to analyze the data. According to the research results, the sub-dimension of trust in the clinical behavior of the physician, the sub-dimension of trust in the service delivery and general physical conditions of the health institution, and the total trust scale positively affect loyalty to the physician.

Keywords: Patient-Doctor Communication, Trust, Patient Loyalty to the Doctor, City Hospital

A RESEARCH ON THE ORGANIZATIONAL JUSTICE PERCEPTIONS OF HEALTH WORKERS: AN EXAMPLE OF A CITY HOSPITAL

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ABSTRACT

The purpose of this research is to examine the organizational justice perceptions of healthcare professionals. Descriptive scanning model was used in the research. Data was collected within the scope of the survey form. The population of the research consists of healthcare professionals. The study was conducted with 294 healthcare professionals. A survey form was used to collect data in the study. The survey form consists of demographic characteristics of the participants and the Organizational Justice Scale. SPSS 21 package program was used to analyze the data. Descriptive statistics for healthcare professionals' perception of organizational justice were examined. Accordingly, it can be seen that the averages are generally below 3. This shows that the health workers participating in the research generally have low perceptions of organizational justice. In the research, it was determined that the perception of organizational justice did not differ according to demographic characteristics and work characteristics.

Keywords: Healthcare Workers, Organizational Justice, City Hospital

DIGITAL MENTAL HEALTH SERVICES: THE ROLE OF ARTIFICIAL INTELLIGENCE IN PSYCHIATRIC NURSING

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ABSTRACT

Artificial intelligence is a technology that can quickly perform the tasks required by human intelligence in the field of health, as in other fields, and provides time saving and ease of application. Artificial intelligence applications are used in many different areas today. As the world population increases, the need for health increases and the number of individuals with impaired mental health also increases. Rapid developments in the field of artificial intelligence have opened new ways to benefit from computer-aided decision support, as well as providing a data-oriented perspective in various fields of health care, including psychiatric nursing. Artificial intelligence has the potential to improve the nursing approach of psychiatric nurses in patient assessment, treatment planning and outcome monitoring. Digitalized psychiatric nursing practices increase the quality of care provided to individuals and alleviate the care burden of psychiatric nurses. While applications of AI in psychiatric nursing enable the development of digital screening and risk assessment tools, these AI-powered risk assessment models can help psychiatric nurses effectively target high-risk populations for early detection for preventive interventions, psychoeducation, and diagnostic evaluations. The aim of this review is to examine the prevalence of use of artificial intelligence in psychiatric nursing and to investigate its transformative effect in psychiatric nursing in improving patient care.

Keywords: Digital Mental Health, psychiatric nursing, artificial intelligence,

THE RESEARCH OF RELATIONSHIPS BETWEEN SOCIAL MEDIA USE, ADDICTION AND PERCEPTION OF EXTERIOR APPEARANCE A STUDY FOR DEVELOPING A SOCIAL MEDIA AWARENESS SCALE RELATED TO EXTERIOR APPEARANCE

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ABSTRACT

The term "social media addiction" is used to describe a situation in which an individual's use of social media reaches a point where it begins to disrupt their daily work. This situation may result in the individual developing social media addiction and resorting to aesthetic procedures to resemble the individual in the artificial images created. It is for this reason that the scale of social media consciousness related to appearance (SISMBS), which will allow the measurement of this situation related to social media in terms of appearance perception, is of significant importance. The objective of this study is to develop a novel scale for the assessment of individuals' social media awareness regarding appearance.

The study involved the development of a measurement tool for the assessment of individuals' perceptions of social media awareness related to appearance. An exploratory factor analysis (EFA) was conducted to ascertain the structure of the perception scale of social media consciousness about appearance. A subsequent confirmatory factor analysis (CFA) was then performed to verify the structure identified in the EFA. In the questionnaire study, Cronbach's alpha analysis was employed to assess the reliability of the statements pertaining to the evaluation of social media consciousness about appearance. Upon analysis of the general scale level, it was determined that the level of social media awareness related to appearance was 1.98 ± 0.92 , indicating a low level of awareness.

It was found that there were differences in the perceptions of social media awareness related to appearance according to the gender, income and education levels of the participants. It was established that the female participants exhibited significantly higher perceptions of social media awareness regarding appearance than the male participants. Similarly, it was found that the perceptions of social media consciousness about appearance of participants with an income level below 35,000 TL were significantly higher than those of participants with higher income levels. It was observed that the participants' perceptions of social media consciousness about appearance differed significantly according to their education levels. This study reveals that social media use can affect individuals' perception of appearance and that this perception may vary depending on factors such as gender, income and education.

Keywords: Marketing Communication, Social Media Awareness, Perception of appearance, Scale development, Digital Marketing

CONSUMER BEHAVIOUR PREDICTION AND SHAPING WITH ARTIFICIAL INTELLIGENCE

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ABSTRACT

In the contemporary era, the foundations of digital marketing and marketing communication strategies are built upon a comprehensive understanding of consumer behaviour, with the objective of providing content that aligns with these behavioural patterns. The application of artificial intelligence (AI) has the potential to enhance the efficacy of these processes, particularly in relation to the advanced technologies it offers in data processing and analysis. The behaviour of consumers on digital platforms is analysed through the use of AI (artificial intelligence) supported algorithms over large data sets, thus facilitating the development of predictions regarding consumer preferences. In the context of advertising and digital marketing, AI optimises targeting processes by predicting consumer behaviour, thereby paving the way for the implementation of personalised marketing strategies.

The predictions provided by AI (artificial intelligence) assist brands in comprehending consumer requirements more profoundly and have the potential to influence consumer preferences. In digital marketing campaigns, personalised content recommendations, advertisements and product promotions impact consumer purchasing decisions and result in behavioural alterations. For instance, targeted advertisements based on consumer history and preferences garner greater attention and enhance purchase conversion rates.

This study examined the manner in which artificial intelligence (AI) influences and predicts consumer behaviour in the context of marketing communications and digital marketing. The study revealed that the incorporation of artificial intelligence in advertising strategies is a significant factor in comprehending and directing consumer behaviour. In particular, sub-dimensions of artificial intelligence, including consumer segmentation, personalised advertising content and timing optimisation, were identified as being of particular significance. The use of AI-supported algorithms has enabled the creation of comprehensive profiles of consumer behaviour, with content tailored to align with the specific interests of each consumer. This approach has been observed to elicit a more pronounced impact on the consumer. Furthermore, the presentation of advertisements at optimal times and on suitable platforms has been observed to have a considerable impact on the guidance of purchasing decisions, with increased consumer interactions reported. These findings demonstrate the significant role that artificial intelligence plays in data-driven marketing strategies.

Keywords: Marketing Communication, Digital Marketing, Advertising, Consumer Behaviour, Artificial Intelligence

ECONOMIC INTELLIGENCE AND ITS IMPORTANCE IN THE SCOPE OF CYBER SECURITY

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ABSTRACT

One of the most important security issues today is cybersecurity. Many countries and intelligence organizations can do more damage to their opponents with cyber attacks than with military attacks. One of the types of cyber attacks is economic intelligence. Economic intelligence is the process of identifying threats and opportunities by collecting, classifying, storing, verifying, analyzing and distributing useful or strategic information to those in need. The concepts of economic espionage, industrial espionage and commercial intelligence, which are related to the concept of economic intelligence under the umbrella of the concept of economic intelligence, are important for intelligence agencies today. States also actively use economic intelligence activities for their own interests. In order to prevent economic crises that create socio-economic unrest and instability, states can develop effective policies by identifying potential threats in advance through economic intelligence. For this purpose, states try to reach the ultimate goal of economic intelligence by using economic espionage, industrial espionage and commercial intelligence. Such intelligence information is obtained by states through legal or illegal means and used in economic processes. In this study, different types of economic intelligence will be defined and, through case studies, the effects on the countries that obtain the intelligence and whose information is stolen will be tried to be revealed.

Keywords: Economic Intelligence, Industrial Espionage, Commercial Intelligence

POST KEYNESIAN APPROACH AND A CAUSATION ANALYSIS ON THE ENDOGENEITY OF MONEY SUPPLY

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ABSTRACT

There are many factors that are critical in the theoretical framework in the process of determining the money supply. Within the framework of the Post Keynesian approach, focusing on the internal monetary theory, it is stated that the existence of money in an economy is guided by the needs of the real economy. In this regard, it is accepted that market forces integrate with the central bank while creating the money supply. The essence of endogenous monetary theory is that the stock of money in a country is determined by the demand for bank credit, and the demand for bank credit depends causally on economic variables that affect the level of output. In this study, the endogeneity of money supply is discussed within the framework of the Post Keynesian approach. In this direction, an attempt has been made to explain the Post Keynesian endogenous money supply theory, which is fundamentally different from the traditional approach to determining the money supply. For this purpose, in the study, in the internalization of money for the Turkish economy, the supply of money, loan amounts and loan data given by banks to private sectors were analyzed using Johansen cointegration and Granger causality tests, and a bidirectional causality relationship was determined.

Keywords: Money Supply, Post Keynesian Economics, Causality Analysis.

JEL CODES: E51, C22, E12.

POLITICAL AWARENESS AND ATTITUDE OF YOUTH TOWARDS VOTING IN KASHMIR: A STATISTICAL APPROACH

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ABSTRACT

In the present world youth spend a lot of time on social media which has become a powerful source of information that converts automatically into knowledge. It is interesting to note we are not sure various platforms such as WhatsApp, Facebook, Instagram etc are used to achieve knowledge or not. In the present study, we select 400 youth at random using stratified random sampling procedure and with the help of self-developed validated questionnaire, we examine the political awareness and attitude of Kashmiri youth towards voting. The data collected was analysed using appropriate statistical tools like descriptive statistics, graphs, Chisquare test, Mann Whitney test etc. The study revealed that majority of respondents were aware of politics and political scenario of the study area. Statistically, there was non-significant difference in general in the awareness and attitude of youth towards voting between male and female youth in Kashmir. The study showed that 79.5% respondents cast vote as they consider it their right, 67.5% respondents reported that people cast vote as they feel it is the agent of change, 81.5% respondents reported that people cast vote as every vote counts and 32.5% people reported that people cast just for fun without thinking on it seriously. Majority of respondents male as well as female were not satisfied with the performance of candidates irrespective of any political party. Further, group discussion with elders revealed that handful of corrupt people who had no sympathy with their mother land or people of Kashmir spoiled the image of Kashmiri people for their personal benefits. The people in power were enjoying life because of their dual policy. The current study was based on sample of 400 youth, it was suggested that fututure study on this topic may be conducted on large sample.

Keywords: Politics, Awareness, Attitude, Voting, Kashmir, Youth, Statistics

BREAKING BARRIERS: A COMPREHENSIVE REVIEW OF WOMEN'S EMPOWERMENT IN ENTREPRENEURSHIP

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ABSTRACT

Women's empowerment is a multifaceted phenomenon that significantly impacts social, economic, and cultural development. In this study, we explore into the Women Empowerment Index (WEI), a crucial metric that reflects the progress of women in various domains. By examining both global and local perspectives, we identify key factors that contribute to the rise of the WEI. Our research sheds light on the challenges faced by women across different contexts, including education, employment, healthcare, and political participation. We explore successful strategies employed by governments, NGOs, and grassroots organizations to enhance women's agency and decision-making power. Additionally, the paper analyzes the role of entrepreneurship as a driving force for women's empowerment, emphasizing the need for tailored support, mentorship, and access to resources. Our findings underscore the urgency of prioritizing women's empowerment as a fundamental goal. Policymakers, businesses, and communities must collaborate to create an inclusive environment that fosters gender equality, innovation, and economic growth.

Keywords: Women Empowerment Index, Gender equality, Entrepreneurship, Inclusive environment, Gender-responsive policies

ENHANCING LIVESTOCK FEED MANAGEMENT: A MOBILE APPLICATION FOR STRENGTHENING MALAYSIA'S RUMINANT INDUSTRY

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ABSTRACT

The ruminant livestock industry in Malaysia faces significant challenges, both internationally and domestically. Internationally, political changes in major livestock-exporting countries like Australia, competition from other importing nations such as China, and reliance on meat imports from India have disrupted supply chains. Domestically, issues such as a low livestock population, rising production costs for feed and fuel, competition from imported frozen meat, limited financial resources, lack of suitable livestock areas, skilled labor shortages, and disease outbreaks hinder industry growth. A key challenge is managing livestock nutrition, which directly impacts weight gain and profitability. Farmers often struggle with forecasting feed stock requirements due to factors like limited storage space, fluctuating raw material prices, and inefficient manual data recording methods. Unlike countries such as Australia, where advanced computerized systems with RFID and barcode technology are used for real-time feed management, Malaysia's livestock sector relies on outdated manual processes. This research aims to develop a mobile application to improve feed stock management, enabling farmers to forecast feed requirements based on historical data and receive notifications for low or overstocked supplies. The application will be developed using Agile methodologies, with input from farmers through interviews to refine its specifications. Usability and acceptance testing will follow, aiming to provide farmers with an efficient tool to optimize feed stock management, reduce costs, and maintain livestock health and productivity.

Keywords: Malaysia Livestock, Ruminant industry, mobile application, feed management.

THE IMPACT OF AI ON EMPLOYMENT AND WORKFORCE DYNAMICS

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ABSTRACT

The article discusses the impact of artificial intelligence (AI) on the nature of work and future labor roles. As reliance on technology increases, there is a growing demand for new roles such as data scientists, AI ethicists, and cybersecurity experts. However, transitioning to an AI-driven economy requires effective reskilling and upskilling initiatives; thus, governments, educational institutions, and businesses must collaborate to equip workers with the necessary skills.

Moreover, the shift to remote work, accelerated by the COVID-19 pandemic, has led to significant changes in work-life balance. At the same time, the rise of the gig economy presents both advantages and challenges for independent workers, offering flexibility while also creating economic instability.

The article emphasizes the importance of addressing ethical issues related to AI, including algorithmic bias and data privacy. It highlights the role of governments in establishing regulatory frameworks to ensure fairness and accountability. While some countries adopt comprehensive regulatory approaches, others take a more fragmented route.

Ultimately, the article underscores the need to adapt to the changes brought about by AI through flexibility and support for worker well-being. By doing so, it is possible to ensure that the benefits of these transformations are shared equitably among all stakeholders.

AWARENESS OF HEALTH EFFECTS OF PESTICIDE USE AMONG FARMERS IN DISTRICT PULWAMA OF KASHMIR VALLEY, JAMMU & KASHMIR: A SAMPLE SURVEY

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ABSTRACT

Agriculture plays a very crucial role in the economy of many developing countries of the world and a large number of farmers are exposed to various pesticides. In Jammu and Kashmir region farmers for the progress of agricultural production use pesticide to control and get rid of disease vectors. It has been observed that farmers are using more and more pesticides to care for their crops without realizing that these substances are also environmental toxins and can result in substantial health and environmental threats directly or indirectly. The main objective of this study was to assess the awareness regarding health effects of pesticide use among farmers of Pulwama district of Kashmir valley. The study revealed that from a sample of 400 farmers chosen at random, majority of the farmers were conscious about the adverse health effects of using pesticide but lack in practice. The respondents were aware about poisoning symptoms of pesticide use such as, Nervous system, Gastro-intestinal system, Respiratory system, Eye and Cardiovascular system. Further, it has been reported that only 73.5% respondents were using proper protective equipments during pesticides use and the farmers under study were of the opinion that pesticide use may cause many dangerous diseases like Cancer (87.5%), Birth death (57.5%), Foetal death (62.5%), Infertility (64.5%), miscarriage (46.5%), Parkinson's disease (43.5%) and Dizziness (14.5%).

The researchers suggest that there should be frequent awareness programs on safe use of pesticides in the study area to tackle the menace of pesticide hazards.

Keywords: Farmer; Pulwama; Pesticides; Agriculture; Awareness; Health; Statistics; Kashmir.

STUDENTS' PERCEPTIONS TOWARDS ARTIFICIAL INTELLIGENCE (AI) FOR FOUNDATION STUDENTS IN UNIVERSITI SAINS ISLAM MALAYSIA

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ABSTRACT

The deployment of Artificial Intelligence has become a contemporary trend. The initial computational model of a neural network was established by McCulloch and Pitts in the 1940s. The development of Artificial Intelligence which is reflecting the evolution from theoretical to practical applications. Artificial Intelligence, which is abbreviated as AI (Artificial Intelligence) has also penetrated the world of education among educators and students. The usage of AI tools offers a range of benefits for students, enhancing their learning experience and improving academic performance such as helping students grasp concepts more effectively, provide students with access to vast resources, helping students learn new languages more effectively and enhances collaborative learning through many education platforms. However, the perceptions from students regarding the usage of AI tools will be discussed in this article. The objective of this study is to focus on foundation students which is to discuss the perceptions about the usage of Artificial Intelligence tools for education. This article will provide the outcomes derived from data gathering using an online questionnaire administered to Foundation Students also known as Tamhidi Students in Universiti Sains Islam Malaysia. They are from different programs which are from science, and social science students. This article will also discuss students' perspectives regarding the impact of AI across various foundation programs.

Keywords: *Artificial Intelligence Tools; Education; Foundation Students; Awareness; Impact; Current Trend*

TWO WANDERING FOLK/GOD MINSTREL: ERZURUMLU EMRAH AND ERCIŞLİ EMRAH

(From Oral Culture to Digital Culture in the Minstrel Tradition)

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ABSTRACT

An important part of the corpus of Turkish literature is the tradition of minstrelsy and minstrelsy in folk literature. It is known that minstrelsy literature is divided into two parts as instrumental poets and spoken (pen) poets, and at the same time, there are minstrels who use syllabic verse in a pure Turkish as well as those who try to write in aruz verse under the influence of divan and those who use both verses skilfully. In the literature, while Ercişli Emrah's folk minstrelsy is reflected more dominantly, Erzurumlu Emrah stands out more prominently with his Sufi minstrelsy due to his madrasah education and his poems written in aruz verse.

This study aims to compare Erzurumlu Emrah and Ercişli Emrah's aspects of Sufism and folk minstrelsy. How the aspects of the minstrelsy of the minstrels are reflected in their poems has been analysed by reviewing the literature. In this case study, which was carried out in accordance with the qualitative research method, face-to-face interviews were conducted with semi-structured questions asked to two minstrels in the region of Emrah from Erzurum and Emrah from Ercişli, and the findings obtained were compared with written and digital sources. By analysing the master/apprentice relationship and the effects of time, the God (Sufi) and folk identities of the two minstrels were evaluated through oral sources and digital platforms. Comparisons between the themes of worldly love and spiritual love, the functions and potential contributions of artificial intelligence technology in oral culture studies and folk literature studies are also discussed. As a result, it has been concluded that both minstrels have both folk minstrelsy and Sufi minstrelsy aspects and that these aspects are reflected in their poems in different ways.

Keywords: Erzurumlu Emrah, Ercişli Emrah, poetry analysis, comparison, master-apprentice relationship, folk literature, artificial intelligence.

TEACHERS' OPINIONS ON THE IMPACT OF ARTIFICIAL INTELLIGENCE-BASED APPLICATIONS ON STUDENTS' FOUR BASIC LANGUAGE SKILLS

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ABSTRACT

The rapid advancement of artificial intelligence (AI) technologies in today's educational environment has led to profound changes in language teaching. AI applications have the potential to reshape teaching processes by offering various forms of support to students in the four basic language skills: listening, speaking, reading, and writing. However, our understanding of the actual effects of these technologies in education, as well as how teachers assess these impacts, remains limited. This study aims to provide a comprehensive perspective by identifying teachers' views on the contributions of AI technologies to listening, speaking, reading, and writing skills, as well as the challenges they encounter. The study seeks to evaluate the role and effectiveness of these applications in education through the lens of teachers' experiences and opinions. It is believed that this study will be important in gaining a better understanding of AI's potential in language education and in developing recommendations for future educational practices. The purpose of this study is to assess the impact of AI applications on students' listening, speaking, reading, and writing skills from the perspective of teachers. Phenomenology design was used in the research. The study group consisted of 22 Turkish language teachers working in public schools. Content analysis, one of the qualitative data analysis techniques, was used to analyze the data. The results of the study show that the majority of participants believe AI-based applications are beneficial in improving students' listening, speaking, reading, and writing skills. While there are differing views among participants on the effects of AI-based applications on students' comprehension and attention spans, most participants believe that such applications can increase student motivation, shorten comprehension times, and extend attention spans. Overall, many teachers reported that these tools help improve students' speaking skills, particularly in terms of pronunciation and diction, and are also useful for enhancing reading skills. However, some participants expressed concerns that an increased habit of reading from screens could negatively affect students' book reading habits. The majority of participants also believe that AI applications can support students' writing processes and have a positive impact on their writing skills, though concerns were raised about the potential for a decline in writing skills if the technology is misused.

Keywords: Artificial intelligence, four basic language skills, teachers' opinions

THE USE OF ARTIFICIAL INTELLIGENCE IN TURKISH EDUCATION AND INVESTIGATION OF ARTIFICIAL INTELLIGENCE-BASED APPLICATIONS THAT CAN BE USED IN THIS FIELD

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ABSTRACT

The use of technology in Turkish education enhances learning processes, making them more effective, efficient, and student-centered. In particular, AI-based applications have emerged as significant innovations in language teaching. The application of these technologies in Turkish education has sparked various debates. On one hand, proponents argue that these applications make language teaching processes more efficient and personalized; on the other hand, concerns have been raised regarding the increasing technological dependency of students and the reduction of face-to-face interactions. Some experts express worries that the automatic feedback and individualized learning opportunities provided by AI-based applications could replace traditional teaching methods, while others argue that these technologies should be viewed as supportive tools that enhance the role of teachers. Furthermore, the issue of equity in education is also included in the discussions; as not all students have access to these technologies, there is a risk of deepening educational inequalities. The aim of this study is to introduce AI-based applications that can be utilized in Turkish education, examining their pedagogical contributions and their effects on learning processes. In this research, the document review method was employed, utilizing content analysis. During the research process, various documents related to AI-based applications in Turkish education were collected, and the content of these documents was meticulously analyzed. As a result of the study, several AI tools that can be used in the field of Turkish education can be listed as follows: Babbel, Edufy, Ello, Preply, TalkPal AI, Quizlet, WordBrain, and Vocabulary.com. These tools provide users with content tailored to their individual needs, enabling them to enhance their vocabulary, practice speaking, and support their learning processes in an engaging manner. Additionally, through gamification elements and real-time feedback, these applications facilitate the effective development of students' language skills.

Keywords: Turkish education, the use of artificial intelligence, artificial intelligence tools.

DIGITAL MENTAL HEALTH SERVICES: THE ROLE OF ARTIFICIAL INTELLIGENCE IN PSYCHIATRIC NURSING

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ABSTRACT

Artificial intelligence is a technology that can quickly perform the tasks required by human intelligence in the field of health, as in other fields, and provides time saving and ease of application. Artificial intelligence applications are used in many different areas today. As the world population increases, the need for health increases and the number of individuals with impaired mental health also increases. Rapid developments in the field of artificial intelligence have opened new ways to benefit from computer-aided decision support, as well as providing a data-oriented perspective in various fields of health care, including psychiatric nursing. Artificial intelligence has the potential to improve the nursing approach of psychiatric nurses in patient assessment, treatment planning and outcome monitoring. Digitalized psychiatric nursing practices increase the quality of care provided to individuals and alleviate the care burden of psychiatric nurses. While applications of AI in psychiatric nursing enable the development of digital screening and risk assessment tools, these AI-powered risk assessment models can help psychiatric nurses effectively target high-risk populations for early detection for preventive interventions, psychoeducation, and diagnostic evaluations. The aim of this review is to examine the prevalence of use of artificial intelligence in psychiatric nursing and to investigate its transformative effect in psychiatric nursing in improving patient care.

Keywords: Digital Mental Health, psychiatric nursing, artificial intelligence,

THE FUTURE OF ORTHODONTICS: AI'S ROLE IN IMPROVING ACCURACY AND TREATMENT OUTCOMES

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ABSTRACAT

Artificial Intelligence (AI) has many contributions to dental research. One of the most important contributions in orthodontics is helping in various aspects of diagnosis, treatment planning, and clinical decision-making. Machine learning (ML) and deep learning technologies have demonstrated high accuracy in tasks such as cephalometric analysis, skeletal classification, and prediction of the treatment outcome. These AI tools improve orthodontic procedures by reducing human error and diagnostic time. Additionally, AI-powered systems can monitor treatment progress, alerting clinicians to deviations from expected outcomes. It also helps in decision-making in malocclusion diagnosis. Traditionally, malocclusion diagnosis is time-consuming and requires manual cephalometric tracing to identify skeletal classes. The utilization of advanced deep learning through the VGG19 convolutional neural network architecture offers a landmark-independent approach to classify malocclusion into Class I, Class II, and Class III with greater accuracy. This method transforms lateral cephalogram images into shape representations, improving diagnostic clarity and reducing errors. As AI continues to develop, it holds the potential to transform orthodontic practice by providing more personalized and accurate patient care. However, challenges related to data privacy, model interpretability, and ethical considerations remain critical to its extensive implementation in dental research.

Keywords: Artificial Intelligence (AI), Malocclusion Classification, Orthodontic Diagnostics, Convolutional Neural Networks (CNN), Automated Treatment Planning.

EXPLORING THE LEGAL AND ETHICAL DIMENSIONS OF ARTIFICIAL INTELLIGENCE IN MEDICINE WITHIN THE MALAYSIAN LANDSCAPE

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ABSTRACT

Over recent years, there has been a significant increase in the use of Artificial Intelligence (AI) in medicine. Technological systems can use sophisticated algorithms which have been incorporated into AI to diagnose conditions much quicker than conventional methods facilitating personalised treatment and alleviating the burden on overworked medical professionals. The fast development of AI technology means medicine must evolve to have the greatest positive impact in the medicine. Patients, doctors, healthcare providers, and members of the healthcare community express a craving for a better healthcare system that is more efficient, cheaper, faster, and able to minimise the risk of clinical error. Although AI and medicine are two different areas, both are connected to one another especially with significant developments that use of AI. For example, technological systems can use sophisticated algorithms which have been incorporated into AI to diagnose conditions and make decisions much quicker than conventional methods. One example of this is the IBM Watson system that use AI for diagnose cancer and make decisions on treatment. However, the rapid adoption of AI raises significant legal and ethical challenges, such as issues surrounding data privacy, informed consent, and liability. This paper explores these legal and ethical dimensions of AI in medicine within the Malaysian landscape, identifying gaps in the current regulatory framework and proposing reforms to address these challenges. Through a descriptive, analytical, and comparative methodology, this paper offers insights into how Malaysia can align its regulatory and ethical frameworks with AI advancements in medicine. Key recommendations focus on legal reforms, ethical guidelines, and ensuring transparency and accountability in AI-driven medical systems.

Keywords: Artificial Intelligence (AI) in Medicine, Healthcare Development, Legal and Ethical Consideration, Challenges in Medical Technology, Regulatory Framework, Malaysia

GEOMETRIC MORPHOMETRICS METHOD (GMM) FOURTH CERVICAL VERTEBRA (C4) FOR ANCESTRY EVALUATION OF MALAYSIAN POPULATION

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ABSTRACT

Artificial intelligence (AI) plays an important role in various fields. In the forensic anthropology field, it deals with bones. AI and technology have transformed the way human bone remains are identified. The traditional measurement of morphometric and geometric morphometric analysis of the bone is still relevant in forensic anthropology. The study used the Geometric Morphometric Method (GMM), which assesses bone structures based on qualitative and quantitative analyses. This study aimed to examine differences in morphology of the fourth cervical vertebra (C4) across different ancestries using GMM. This is a cross-sectional study design that is composed of 381 similar-sex individuals: 130 Malay, 128 Chinese, and 123 Indian subjects. A total of eleven 2-dimensional landmarks were put on the radiographs by using TPSDig2 software. Procrustes ANOVA revealed significant differences in C4 shapes between different ancestries ($p < 0.001$). Canonical Variate Analysis (CVA) demonstrated the significant differences in Mahalanobis and Procrustes distances ($p < 0.001$) among different ancestries, with the highest differences observed between Chinese and Indian. Discriminant Function Analysis (DFA) obtained an overall classification accuracy of 83.9%, with classification percentages of 83.5%

for Malays, 82.7% for Chinese, and 85.5% for Indians. In conclusion, the GMM technique revealed significant differences in C4 vertebra morphology among different ancestries that could serve as a rapid diagnostic tool for variation analysis.

Keywords: Forensic anthropology, Geometric Morphometrics, Fourth Cervical (C4), Ancestry, Identification

DEVELOPMENT OF A WEB-BASED GOLD TRADING SYSTEM

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ABSTRACT

The gold trading service system is a web-based application designed to streamline the trading experience for both new and experienced traders. By leveraging various data sources, including historical gold prices, market news, and technical indicators, the system predicts market trends to assist traders in making informed decisions. It provides a range of tools for effective risk management and trade execution, such as take-profit and stop-loss orders, along with real-time price charts. Initial back-testing with historical data has shown promising results, indicating the system's potential to deliver profitable returns over time. Although still in its early stages of development, this technology holds the potential to revolutionize the gold trading industry by reducing risks and enhancing decision-making efficiency. The system aims to improve the trading process by making it faster, easier, and more systematic, particularly for beginners. The platform is being developed using CSS, PHP, HTML, and MySQL, and functions similarly to existing websites, ensuring a user-friendly experience.

Keywords: Gold Trading; Traders; Risk management; Trade execution; Proposed System; Development.

DEGREE OF LEARNING, TOPONIMIC CLASSIFICATION AND NATURAL GEOGRAPHICAL ASPECTS OF EUROPEAN COUNTRIES AND CAPITAL

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ABSTRACT

This article describes the state of geographical and toponomic aspects of the world countries' names and its development trends. Physical and geographical peculiarities of names of the Europe region are cointers. The names cointers of the Europe of this territory are mainly names related to geographical location features of the place? Names associated with the relief, hydronums, phytonyms and zoonyms.

Keywords: geography, toponomic research, the etymology, transcription, transliteration, scientific classification, lexical-semantic, the ancient times, geographical names associated with the location, names associated with the relief, hydronyms, phytonyms, zoonyms.

MAIN DIRECTIONS OF ECONOMIC COOPERATION OF UZBEKISTAN AND TÜRKİYE

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ABSTRACT

Conducting unified foreign economic activity of the Republic of Uzbekistan, ensuring the interests of the whole country in the foreign market, increasing the efficiency of economic, technical and trade cooperation with foreign countries, improving the management of this field, necessary conditions for the participants of foreign economic activity to work effectively in the international arena creation is one of the main tasks. Ensuring unified foreign economic activity, implementation of state management of foreign economic activity on the territory of the republic, monitoring the fulfillment of obligations arising from the international agreements of the Republic of Uzbekistan in the interests of Uzbekistan by ministries, agencies, foreign economic organizations, enterprises of all forms of ownership strengthened by legal documents. The article describes the main directions of economic relations with Turkey after the Republic of Uzbekistan gained independence, the legal basis of interstate relations, the structure of foreign trade and the priority directions of future relations.

Keywords: Independence, economic relations, export, import, foreign trade turnover.

CLICKS TO CONNECT! A SYSTEMATIC REVIEW OF DIGITAL WELL-BEING AND COMMUNICATION

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ABSTRACT

Digital well-being refers to the impact of digital technology on individuals' physical, mental, and emotional health, while communication, particularly through digital platforms, significantly influences these well-being outcomes. Researchers, therefore, wish to explore the relationship between digital well-being and communication from Scopus and ScienceDirect databases, using the Systematic Literature Review (SLR) method. The objectives of this study are to identify key themes, research findings, and the methodologies used by researchers in examining digital well-being and communication. Using the SLR approach, a comprehensive and structured search was conducted across both databases, adhering to PRISMA guidelines to ensure a rigorous selection and screening process. Articles were reviewed to identify recurring themes such as social media usage, digital health interventions, online communication behaviors, and the role of digital literacy in promoting digital well-being. The study contributes to academic literature by synthesizing existing themes and identifying research gaps. The findings may serve as a foundation for future studies, helping researchers focus on underexplored areas like digital literacy, the long-term psychological effects of digital communication, or the effectiveness of various communication interventions on well-being. Furthermore, this study may offer valuable information to researchers, policymakers, and health professionals who aim to improve digital well-being through effective communication in the digital age.

Keywords: Digital Well-being; Communication; Social Media; Life Balanced; Systematic Literature Review

THE EXAMINATION OF THE RELATIONSHIP BETWEEN EMOTIONAL LABOR BEHAVIORS AND JOB SATISFACTION AMONG HEALTHCARE WORKERS

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ABSTRACT

The primary aim of this study is to examine the relationship between emotional labor behaviors and job satisfaction among healthcare workers. A relational survey model was used in the research, and data were collected through a questionnaire from 274 healthcare workers employed at Prof. Dr. Cemil Taşcıoğlu City Hospital. The questionnaire consisted of questions related to the participants' personal information as well as the Emotional Labor Scale and the Job Satisfaction Scale. The data were analyzed using the SPSS 21 statistical software, applying descriptive statistics and the Pearson Correlation test during the analysis process. The findings revealed a positive correlation at the level of $r=0.177$ between emotional labor and job satisfaction. These results highlight the relationship between emotional labor and job satisfaction and demonstrate how emotional labor behaviors shape the job satisfaction of healthcare workers. The findings of this study could serve as guidance for sector managers and similar academic studies.

Keywords: Emotion, Labor, Emotional Labor, Job Satisfaction

A BIBLIOMETRIC ANALYSIS ON PHUBBING RESEARCH

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ABSTRACT

With the widespread adoption of smartphones, the concept of phubbing emerged in Australia in 2007. This term refers to individuals' excessive attention to their phones during face-to-face interactions. Phubbing was introduced to a broader audience through an advertising campaign featured in the Macquarie Dictionary. This concept has also inspired research examining its negative effects on social interactions and its impact on changes in societal relationships (Garrido et al., 2021:2). Phubbing is defined as a condition where multiple addictions converge due to the structural features of smartphones. The fact that smartphones function as computers and provide internet access suggests that sociotelism has a multidimensional structure. These dimensions include (i) smartphone addiction, (ii) internet addiction, (iii) social media addiction, (iv) gaming addiction, and (v) application addiction (Karadağ, 2016: 224).

It is known to have a significant impact particularly on the younger population. In other words, it negatively affects individuals' social interactions, leading to a loss of depth in face-to-face communication. When combined with the intensive use of social media and mobile technologies, this phenomenon, which is widespread among young people, weakens social bonds and increases feelings of loneliness. Notably, there is an increase in addictive behaviors, such as dependence on smartphones, social media, or online games.

The aim of this study is to present a comprehensive bibliometric analysis of research conducted on phubbing. Within this scope, a total of 28 studies, including 24 master's theses, 2 medical specialization theses, and 2 doctoral dissertations published between 2019 and 2024 in the Council of Higher Education (YÖK) dataset, were examined using content analysis methodology. This analysis is expected to contribute to a deeper understanding of the academic literature on phubbing.

Keywords: Sociotelism, Bibliometric analysis

JEL Codes: A10, Z39

MUSHROOMS: SOURCE OF IMPROVING HUMAN HEALTH

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ABSTRACT

In this study, we discuss mushroom farming, attitude of people towards mushroom consumption and its health benefits. Mushrooms have been consumed since earliest history. Greeks believed that mushrooms provided strength for warriors in battle and the Romans perceived them as the “Food of the Gods”. China is the largest producer of mushrooms and for centuries, the Chinese culture has treasured mushrooms as a health food, an “elixir of life.” Nowadays, mushrooms are popular valuable foods because they are low in calories, carbohydrates, fat, and sodium. Besides, mushrooms provide important nutrients, including selenium, potassium, riboflavin, niacin, vitamin D, proteins, and fiber. All together with a long history as food source, mushrooms are important for their healing capacities and properties in traditional medicine. The most cultivated mushroom worldwide is *Agaricus bisporus*, followed by *Lentinus edodes*, *Pleurotus* spp., and *Flammulina velutipes*. More than 100 medicinal functions are produced by mushrooms and the key medicinal uses are antioxidant, anticancer, antidiabetic, antiallergic, immunomodulating, cardiovascular protector, anticholesterolemic, antiviral, antibacterial, antiparasitic, antifungal, detoxification, and hepatoprotective effects; they also protect against tumor development and inflammatory processes. A balanced diet is the supporting treatment for the prevention of illness and especially against oxidative stress. In this context, mushrooms have a long history of use in the oriental medicine to prevent and fight numerous diseases. Nowadays, mushroom extracts are commercialized as dietary supplements for their properties, mainly for the enhanceent of immune function and antitumor activity. Future studies into the mechanisms of action of mushroom extracts will help us to further delineate the interesting roles and properties of various mushroom phytochemicals in the prevention and treatment of some degenerative diseases. We need to develop enrichment of mushrooms by fortification as the nutritious foods (mushrooms) are rich in protein, micronutrients, fiber, and health-giving properties. Mushrooms are ranked to be richer than most food sources except meat in term of protein content. Despite having high nutritional attributes mushrooms are low cholesterol content. Considering their protein, micronutrients content, and health-giving properties, mushrooms can highly contribute to handle the protein malnutrition and micronutrients deficiency in developing and underdeveloped countries as a novel food fortification approach.

Keywords: Food, Fortification, Mushrooms, Nutrients

ENHANCED PARALLEL DEEP LEARNING FOR MALWARE DETECTION (EPDL-MD): ADVANCES AND CHALLENGES

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ABSTRACT

The rise of challenges by malware attacks against different organizations worldwide is increasing, leading to the loss of finances and productivity. The evolvement of the malware made it harder for the existing solutions to detect it. Hence, this paper presents the challenges and gaps identified in malware detection mechanisms by analyzing previous related studies and conducting experiments specifically using a parallel convolutional neural network (CNN). The layered architecture of a CNN is determined by its hyperparameters, enhancing the CNN's accuracy and learning rate; it has always been a problematic issue. As a result, based on the analysis and experiment conducted, this paper proposes enhancement in the CNN feature selection for a better accuracy rate. The experiment's outcome demonstrates that the enhancement has effectively increased malware recognition and accuracy while requiring less learning time, thereby proving the efficiency and reliability of the proposed method.

Keywords: malware detection; malware attacks; feature extraction, deep learning; convolutional neural network (CNN)

INFORMATION TECHNOLOGY SUPPORT IN TRADING FIRMS

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ABSTRACT

The integration of information Technology (IT) in modern trading systems has revolutionized the financial markets, enhancing efficiency and transforming risk management practices. This study examines the multifaceted role of IT support in trading systems, covering elements such as trading platforms, software solutions, network infrastructure and connectivity. Commencing with an examination of trading systems and platforms, this study delves into the evolution and significance of these technological frameworks in facilitating market transactions. It provides a detailed analysis of the impact of trading platforms and software on trading efficiency, emphasizing their critical role in automating processes, streamlining execution, and enabling the deployment of algorithmic trading strategies. Furthermore, the study investigates the significance and implications of IT support for risk management in trading. It explores how technological advancements facilitate real-time monitoring, sophisticated analytics, and robust risk mitigation strategies, thereby enhancing market stability and protecting investors. In addition the study explores network and connectivity solution critical for seamless operation in global financial markets

JEL Codes : A10, Z39

Keywords: trading systems, trading platforms, risk management

E-COMMERCE IN AZERBAIJAN: CURRENT STATUS AND OPPORTUNITIES

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ABSTRACT

The development of e-commerce, particularly during a period of accelerated digitalization, has transformed the shopping behaviors of both individual consumers and businesses. In this context, the aim of this study is to examine the current state of e-commerce in Azerbaijan, identify the challenges faced by the sector, and analyze future opportunities. In other words, it aims to contribute to the literature by highlighting the growth potential of e-commerce in Azerbaijan and the obstacles it faces. The increase in internet usage and the acceleration of digitalization processes have significantly encouraged the adoption of e-commerce.

This situation has facilitated the shift of both consumers and businesses towards online platforms, supporting the development of e-commerce. However, during this rapid transformation, certain challenges have emerged, and these obstacles may have a limiting effect on the growth of the sector. E-commerce in Azerbaijan is developing within a dynamic growth process. However, existing challenges prevent the sector from realizing its full potential. To overcome these challenges, infrastructure improvements, strengthened security measures, and the development of digital payment systems are necessary. E-commerce plays a significant role in Azerbaijan's economic development, and the opportunities in this field are expected to strengthen the country's position in the global trade arena. The growth of e-commerce enhances economic diversification and expands employment opportunities by granting local businesses access to international markets. Moreover, the conveniences provided by digital platforms are reshaping consumer behavior, laying a strategic foundation for the sustainable growth of e-commerce.

Azerbaijan's development in the field of e-commerce is expected to both enhance the dynamism of the local economy and strengthen the country's international trade relations. In this study, the current status and opportunities were examined using the SWOT analysis technique. This approach has systematically revealed the strengths, weaknesses, opportunities, and threats related to e-commerce in Azerbaijan. It is believed that employing different analytical techniques in future studies will allow for a more comprehensive evaluation of the e-commerce sector. For example, methods such as PEST analysis, Porter's Five Forces model, or user experience analysis are expected to contribute to the literature by providing a deeper understanding of the dynamics within the sector.

Keywords: e-commerce, SWOT analysis, digitalization

JEL Codes: A10, Z39

A STUDY ON UNIVERSITY STUDENTS USE OF ARTIFICIAL INTELLIGENCE TOOLS

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ABSTRACT

The aim of this study is to examine the usage patterns of artificial intelligence tools, their impact on the educational processes, and the challenges encountered by university students studying at a public university. The increasing digitalization of learning and teaching processes in higher education institutions has elevated the significance of artificial intelligence technologies in the field of education. In this context, an in-depth analysis was conducted on how students use artificial intelligence tools, the purposes for which they employ these tools, and the effects of such usage on their academic performance. University students actively use artificial intelligence tools to support their learning processes, facilitate access to information, and enhance their academic performance. However, ethical issues arising from the use of AI technologies, concerns about academic integrity, and challenges related to user skills are key focus areas of the research.

In this study, quantitative data collection methods were adopted to examine university students' use of artificial intelligence tools. A survey was conducted to gather quantitative data, focusing on how frequently students use AI tools, which tools they prefer, and the benefits these tools provide. The collected data was analyzed and evaluated accordingly. This process provides a crucial foundation for understanding students' attitudes toward artificial intelligence tools and their usage habits. The findings of the research reveal students' overall attitudes towards AI tools, the frequency of their usage, and their impacts. The study is expected to contribute to the existing literature and serve as a reference for future research in this field.

JEL Codes: A10, Z39

Keywords: Artificial Intelligence, university students.

THE FUTURE OF FORENSIC MEDICINE: AI AS A GAME-CHANGER IN WOUND IDENTIFICATION ACCURACY

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ABSTRACT

The usage of artificial intelligence (AI) in Forensic medicine has marked transformation, particularly in human identification and wound examinations. Many AI-based approaches were developed to assist forensic practices by improving the accuracy and efficiency of postmortem examination. Traditional approaches to wound identification heavily depend on human expertise, which may be subjected to bias, variability in interpretation, and difficulties associated with decomposed tissues. AI technologies, including machine learning and image analysis, present substantial improvements in recognizing wound patterns, categorizing injuries, and reconstructing trauma mechanisms.

Method: A convolutional neural network (CNN) is proposed as a sophisticated AI model that employs deep learning methodologies. This model will be trained on varied and large volumes of dataset of forensic images with consistent precision, enabling the differentiation between various types of injuries. These advanced tools can rapidly and consistently process forensic data, facilitating differentiation between bruises, abrasions, and lacerations.

Discussion: Automating wound identification through AI minimizes human error and expedites investigative processes. Nevertheless, incorporating AI into forensic wound analysis poses certain challenges, such as the need for extensive, well-annotated datasets for algorithm training and the need for legal validation to confirm that AI-generated findings are admissible in court.

Conclusion: With the continuous advancement of AI technology, there is potential for significant improvements in the accuracy and dependability of wound identification within forensic settings, thereby aiding in more informed judicial outcomes and enhancing the overall efficacy of forensic investigations.

Keywords: Artificial intelligence, forensic medicine, machine learning, trauma analysis, wound identification.

EXAMINING THE “ARMUT.COM” PLATFORM IN THE CONTEXT OF THE GIG ECONOMY

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ABSTRACT

In today's rapidly advancing digital landscape, it is possible to observe digital service providers in every area of life. Numerous national and international online service providers are available to meet nearly every conceivable daily need. Digital platforms are redefining the employer-employee relationship in the workforce, leading to a decreased reliance on traditional employers for those offering their labor. One such online service provider, "Armut.com," operates in various service domains. This digital platform aims to bridge the supply and demand of labor across multiple fields, including cleaning, transportation, renovation, private tutoring, and healthcare services.

The gig economy working method has recently become a topic of discussion in both academic literature and economic practice regarding its advantages and disadvantages for national economies. While the elimination of costs associated with social rights such as insurance contributions, severance pay, maternity leave, and annual leave positively impacts online platforms, the loss of these rights can lead to significant hardships for workers. This study will examine the online service provision platform 'Armut.com' within the context of the gig economy. It has been observed that workers on this platform experience not only losses of social rights but also financial losses due to the requirement to pay the platform in order to submit job proposals, as well as the non-refund of fees for rejected or canceled proposals. In this context, the issues faced by workers on this platform will be evaluated in detail from legal, economic, and social rights perspectives.

Keywords: Gig Economy, “Armut.com”, Working Life, Online Services.

THE CRITICAL ROLE OF OPEN SOURCE AND ARTIFICIAL INTELLIGENCE IN CYBERSECURITY

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ABSTRACT

AI has come a long way since its inception in the 1950s, developing uses in a multitude of fields: natural language processing, computer vision, autonomous systems, electric vehicles, and IoT. The integration of AI with cybersecurity increases the effectiveness of security operations. Security Operations Centers (SOCs) play a critical role in protecting businesses, and AI enhances the functionality of Security Information and Event Management (SIEM) systems by increasing their data processing capacity. In addition, the capacity of intrusion detection and prevention systems (IDS/IPS) is being increased to identify AI-enabled anomaly detection and zero-day attacks. The widespread use of open-source technologies in cybersecurity allows for increased cost-effective solutions and flexibility and customization in security solutions. SIEM systems centralize log management to detect attacks and enable early warning mechanisms. Endpoint detection and response (EDR) solutions analyze suspicious device behavior to detect malware and attacks. Threat intelligence systems provide up-to-date threat information that supports proactive protection measures. Vulnerability management technologies automate patch management processes, while network traffic analysis tools detect unusual network behaviors. AI-powered tools continuously gather information about new threats, increasing the speed and accuracy of vulnerability scans and facilitating penetration testing and vulnerability analysis. Security Orchestration, Automation, and Response (SOAR) technologies automate security operations, speeding incident response times and reducing human errors. Industry standards guide security teams in threat modeling and risk assessment, contributing to the development of open-source security technologies. Combining open-source SOC tools with AI technology enables businesses to better protect against cyber threats while maintaining cost-effectiveness, flexibility, and continuous innovation.

Keywords: Social Sciences, Artificial Intelligence, Cyber Security, SOC, SIEM, SOAR, EDR

JEL Codes: C35, D83

INTERNATIONAL TRADE AND ETHICS: GLOBAL GROWTH STRATEGIES AND SUSTAINABLE PRACTICES

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ABSTRACT

This study examines ethics and sustainability approaches in international trade, focusing on the Bangladesh apparel sector and its implications for global growth strategies and environmental impact. As a leading exporter in the textile industry, Bangladesh's garment sector accounts for 80% of the country's exports, generating approximately USD 19 billion annually. However, this growth, driven by low labor costs, raises significant ethical concerns regarding working conditions and environmental sustainability.

The research addresses the concept of ethics in international trade within the framework of sustainable supply chains, carbon footprint reduction, circular economy principles, and fair trade practices. Particular emphasis is placed on eco-labeling, carbon border adjustments, and green logistics as vital tools for mitigating environmental impacts in trade processes. Furthermore, implementing circular economy principles, such as resource efficiency and recycling, is highlighted as a key strategy for waste management and sustainable use of natural resources.

Social sustainability is also a core focus, emphasizing the importance of supporting fair trade in developing countries, promoting labor rights compliance, and fostering gender equality. Social compliance audits and fair wage policies are identified as critical components of ethical trade practices. The impact of technology and innovation on sustainable trade is discussed through examples like blockchain technology for supply chain traceability and digitization to enhance efficiency while reducing the environmental footprint of trade operations.

In conclusion, ethical and sustainable practices in international trade are not only essential for achieving environmental and social benefits but also play a pivotal role in ensuring long-term economic growth. This study provides a guiding framework for policymakers and businesses to develop sustainable and ethical trade strategies.

Keywords: International trade, ethics, sustainability, circular economy, fair trade.

A BIOMETRIC ANALYSIS ON THE ENVIRONMENTAL GOODS AND SERVICES SECTOR (EGSS)

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ABSTRACT

Climate change is considered one of the most important and urgent issues of our time. To address this global issue that profoundly affects both the natural environment and human life, efforts are being made to reduce emissions across all sectors, from industry to energy, transportation to agriculture. In this context, economic activities aimed at protecting the environment are of great importance. The aim of this study is to analyze articles published on EGSS from 1993 to 2024 using bibliometric methods in line with the European Union (EU)'s net zero emissions target. In this way, it is intended to provide a holistic perspective to researchers interested in the subject. Additionally, it is desired to raise awareness about the need for more research in this field by emphasizing the necessity of conducting studies. Co-authorship analysis, country analysis, author keyword formation analysis, analysis of co-cited authors and co-cited journals, and bibliographic connection analysis of authors and journals were conducted on 279 articles obtained from the Web of Science (WoS) database. The data were analyzed using VOSviewer 1.6.20 software. Researchers' interest in the subject has increased in recent years, peaking in 2022 with 30 articles. As a result of the analysis, the authors with the most co-authorship (collaboration) are Sufyan Ullah Khan and Minjuan Zhao. China, the USA, the UK, and Spain are the countries where the most publications on the subject have been made. The country with the most connections to other countries is England. The three most commonly used keywords are Environmental economy, sustainable development, and environmental goods and services. The most common citation was made to the Organisation for Economic Co-Operation and Development (OECD). The most influential journals in the field of research are the Journal of Cleaner Production and Ecological Economics. The journals with the highest connections are Ecological Economics, Journal of Environmental Management, and Journal of Cleaner Production. The Monthly Labor Review is the journal that has contributed the most to the literature on EGSS. Sufyan Ullah Khan and Minjuan Zhao are the authors with the most bibliometric connections; the journal with the most bibliometric connections is Ecological Economics.

Keywords: Environmental Goods and Services, Environmental Products, Bibliometric Analysis.

JEL Codes: Q50, Q51, Q56.

THE ECONOMIC IMPORTANCE OF STRATEGIC PLANS IN THE AGE OF ARTIFICIAL INTELLIGENCE

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ABSTRACT

Human beings, who have been looking for different solutions in every period in line with developing technology and opportunities, have been introduced to the possibilities of artificial intelligence in recent years and have worked to improve these processes. In recent years, the most prominent artificial intelligence applications in public administrations, in order to increase economic efficiency, are tax tracking systems or applications that create solutions in activities that reduce public bureaucracy, while in private enterprises, studies focused on reducing labor costs based on efficiency can be considered as the most popular approaches. When considered in this context, it will be inevitable to use artificial intelligence studies in strategic management applications for planning processes. Private and public enterprises benefit from the advantages of artificial intelligence in strategic planning processes, which are of great importance in shaping their future. Indicators in the monitoring and evaluation stages of planning processes are associated with artificial intelligence applications and appropriate monitoring programs are developed.

Keywords: Strategic Planning, Artificial Intelligence, Economic Efficiency.

THE DARK SIDE OF ORGANIZATIONAL BEHAVIOR: ORGANIZATIONAL OSRTACISM

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ABSTRACT

Determining human behavior in organizations, explaining it with basic variables, and revealing the underlying causes of these behaviors provide significant advantages to managers. In this study, a literature research was conducted on the behaviors expressed as the dark side of organizational behavior. The dark side of organizational behavior is a concept used to describe negative and destructive behaviors in organizations. Although the term dark side is perceived as a negative meaning, it has also been used to draw attention to the less studied aspect in organizational behavior studies. The dark side in organizations includes all kinds of malicious practices that harm the organization and its employees, reduce the comfort of employees within the organization, and have a negative impact on their organizational commitment.

One of the dark side behaviors that is examined from a broad perspective as destructive and negative behaviors in organizations is organizational ostracism. Ostracism in organizations includes negative behaviors such as ignoring, ignoring or trivializing a person or group by other employees in the work environment.

Organizational ostracism refers to the situation where employees are consciously or unconsciously isolated from the social environment at work, kept away from group work, or ignored. This negative behavior has negative effects on employees' psychological well-being and organizational commitment, while increasing performance loss, burnout and intention to leave the job in the long run. Research attributes the causes of organizational ostracism to both individual and institutional factors. In this study, the sources of the phenomenon of exclusion and its effects on the organization are discussed. The managerial practices to be followed in order to minimize the destructive effects of organizational exclusion on employees are suggested in the conclusion section. In this study, literature research from qualitative research methods is included.

Keywords: Organizational Ostracism, Dark Side.

JEL Codes: M1

STRATEGIC MANAGEMENT FROM THE PERSPECTIVE OF ACADEMICS

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ABSTRACT

In this study, we analyzed academicians views on strategic management of the management services. Thus, it is aimed to reveal the views of the research aims to provide a more effective presentation with academicians. The study group of the research was formed by purposeful. It was determined with the convenience sampling technique in the sampling method structure. Eight academicians working at Amasya University in the 2024-2025 academic year academicians constitute the study group. This research is qualitative research approach, using a case study design. Data collection method the researcher used semi-structured interview technique. Obtained the data obtained were analyzed with a descriptive analysis approach. Accordingly, the academics participating in the study ranked the concept of strategy/strategic management as planning, method and the way to be followed. In addition, the participants expressed their thoughts about the competencies of the executive academics in strategic management processes as not sufficient and partially sufficient. In addition, the researcher obtained results regarding the benefits of strategic management as productivity, success, organizational commitment, job satisfaction and awareness, decreases workforce turnover and other. Participants listed the problems they encountered in the process of strategic management implementation as insufficient information and reactions of employees. In line with the findings, the researcher made suggestions such as organizing trainings and seminars on strategic management, ensuring that everyone adopts it, identifying problems and finding solutions for them.

Keywords: Management, strategy, strategic management, academicians

JEL Codes: Z00, Z10, H11

THE EFFECT OF DIGITAL TRANSFORMATION PERCEPTION ON ARTIFICIAL INTELLIGENCE READINESS ACTIVITIES IN BUSINESSES

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ABSTRACT

The advent of digital transformation in business, accompanied by the concomitant development of technologies associated with artificial intelligence, has precipitated a significant shift in the manner by which businesses conduct their operations. Given the significant role that digital transformation plays in the integration of artificial intelligence, it is crucial to consider the perceptions of managers with regard to this process. At this juncture, the degree of preparation of managers with regard to artificial intelligence, both in the present and in the future, is of paramount importance. The objective of this research is to examine the impact of perceptions of digital transformation on the preparation of activities related to artificial intelligence (AI) in enterprises. The research sample comprises 207 managers at various levels, including those in lower, middle, and senior positions, from the fields of finance, information technology, education, and logistics, operating in the service sector. The data were subjected to analysis using partial least squares structural equation modelling (PLS-SEM). The findings indicated that the perception of digital transformation exerts a positive and significant influence on both current and future AI preparations within enterprises. The findings reveal that perception of digital transformation is positively associated with both present ($\beta=0.584$, $t=13.839$, $p=0.000$) and future ($\beta=0.651$, $t=18.578$, $p=0.000$) AI readiness.. These findings demonstrate that digital transformation is a significant contributor to both current and future AI preparations in enterprises. The results of the study indicate that digital transformation plays a pivotal role in the AI integration process of enterprises and that managers' perceptions of digital transformation directly influence their preparations in this process. Consequently, it can be concluded that enterprises can more effectively prepare for artificial intelligence technologies by developing digital transformation strategies.

Keywords: Digital Transformation, Artificial Intelligence, Digital Transformation Perception, Artificial Intelligence Readiness

JEL Codes: M10, M15, O33, C39

ARTIFICIAL INTELLIGENCE APPLICATIONS IN HEALTH SCIENCES: THE ROLE OF STARTUPS IN DRUG PRODUCTION, MEDICAL DEVICES, FOOD SUPPLEMENTS AND DISEASE DIAGNOSIS

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ABSTRACT

Artificial intelligence has become one of the technologies that have created significant transformations in health sciences. From past to present, the evolution of artificial intelligence applications in healthcare can be divided into several basic periods. In the early stages, the use of artificial intelligence in health sciences was mostly limited to basic data analysis and simple decision support systems. These systems, which emerged in the 1970s and 1980s, included rule-based programmes developed to assist physicians in medical decision-making processes. Especially in clinical diagnosis and treatment planning, expert systems guided physicians based on limited data and specific rules. However, in this period, the potential of artificial intelligence could not be fully utilised due to insufficient data and limited computer technologies.

With the use of advanced algorithms such as machine learning and deep learning in the 1990s, artificial intelligence became more effective and autonomous in the field of health. This process was supported by the ability to analyse large data sets, advances in imaging technologies and digitalisation of biomedical data. For example, significant successes were achieved in cancer diagnoses using artificial intelligence in medical imaging.

In recent years, artificial intelligence is experiencing a revolutionary transformation in health sciences. Deep learning and big data analytics not only accelerate diagnostic processes but also enable personalised treatment options. The use of artificial intelligence in the analysis of genomic data and drug development processes has paved the way for individualised treatment methods. In addition, innovative applications such as robotic surgery, smart prostheses and virtual assistants have expanded the areas of use of artificial intelligence in health sciences.

Today, thanks to artificial intelligence applications, the discovery of new drug candidates by analysing large biomedical data sets, the acceleration of the diagnosis process of serious diseases such as cancer and heart diseases thanks to automatic analyses in imaging devices, and the development of personalised food supplements come to the fore. The role of startups that accelerate innovation in the health sector in these important developments cannot be denied. Thanks to startups, artificial intelligence is expected to become more widespread in areas such as personalised treatment and remote health services in the future.

Keywords: Artificial intelligence, deep learning, machine learning, innovation, medical innovation, startup, food supplement

THE ROLE OF WAGE AND EDUCATION ON COMMITMENT TO HYBRID ENTREPRENEURSHIP

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ABSTRACT

Digital transformation has initiated a second major shift in production structures since 1950s, causing lasting reductions in shares of employment and wages, in particular within the last three decades. It encouraged the growth of unconventional combinations in occupational patterns. Distant works and multiple job engagements have become a new normal. However, theoretical and empirical academic studies as well as governmental economic policy initiatives involving occupations place and evaluate the individuals within the two distinct categories of either entrepreneur or employee. Nevertheless, using this occupational dichotomy has become inadequate to explain and model employment and entrepreneurship activities as growing share of individuals reside within the both categories across economies.

Recent cross-country empirical findings indicate that significant number of individuals within economies operate in hybrid mode. Hybrid entrepreneurship (HE) is a dual occupational choice model which comprises the individuals who hold a wage employment while simultaneously running a business. In particular, a group of studies acknowledged that hybrid mode is a temporary situation and large amount of individual uses that as a safe stepwise passage from employment to entrepreneurship. On the other hand, it has been observed that HE can also be a persistence strategy for others, rather than a temporary arrangement for path to full-time entrepreneurship.

It has been deemed that HEs are driven by financial gain in the form of either i) supplementing wage income or ii) achieving maximum financial profit. Hybrid entrepreneurs with the second aspiration is more likely to quit wage employment and make their full pledge to entrepreneurship as venture gets larger with high financial growth. On the other hand, hybrid entrepreneurs in the first group may persist in hybrid mode, perhaps since they cannot attain enough financial success and growth in business which would make them compensate, at least, their likely loss of wage income when they quit.

In this paper, we contribute to HE literature in that it can be a permanent place or a steady form of entrepreneurship for some significant number of individuals rather than a temporary incubation stage, for those who make transition to into full-time entrepreneurship. In this vein, we examine the factors that make hybrid entrepreneurs transit into full-time entrepreneurship, instead of persisting in hybrid mode as well as the factors that make them engage into HE in the first place. In particular, we investigate the hypotheses on the role of supplementing income, education and high wages on commitment to HE. We use large 2023 data of Labor Force Statistics Micro Dataset which is provided by Turkish Statistical Institute.

We have found that lower wages attract engagement into hybrid mode up until around minimum wage. Thus, individuals having salary at or below minimum wage engage into HE. Then engagement level drops after minimum wage. This finding supports the supplementary income hypothesis of HE. The finding also supports the hypothesis within the literature that higher paying job deters hybrid entrepreneur's entry into full-time entrepreneurship. We also found that educated individuals engage

less with HE as they usually are better paid. However, we further found the positive confounding impact of higher wages on selection into HE among educated individuals. Thus educated individuals prefer HE as their wages gets higher. Suggesting, persistence or engagement in hybrid mode become more likely among highly educated individuals as an alternative to leaving a high-paying and prestigious job behind and moving to a risky and uncertain realm of full-time entrepreneurship.

Keywords: Occupational choice, Hybrid entrepreneurship, Employment and wages.

JEL Codes: J24, E24, L26

DOES R&D EXPENDITURE ATTRACT FOREIGN DIRECT INVESTMENT: EXAMPLES FROM SELECTED COUNTRY GROUPS

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ABSTRACT

Foreign capital investments can be among the main factors that play a role in the economic growth of countries. In particular, increasing competitiveness in production and foreign trade attracts more foreign direct capital flows that attach importance to cost advantages among countries. This situation accelerates R&D expenditures that will enable the research of new production processes that will create cost advantages and the development of systems that will meet existing production with less cost. This study investigates the effects of R&D expenditures of selected countries representing lower, middle and upper developed country groups on the actual foreign direct capital investments. The findings of the analysis covering the 1996-2021 period reveal the existence of a positive relationship between R&D expenditures and foreign direct investments in all country groups. In addition, it is evident that the relationship is stronger in the middle and upper developed country groups. As a result, it can be expressed that R&D expenditures have a significant impact on the share of countries in increasing foreign capital flows.

Keywords: R&D Expenditures, Foreign Capital, Foreign Direct Investment.

JEL Codes: F21, F32, O32, P33.

DIGITALIZATION OF INDUSTRIES AND ENTREPRENEURSHIP

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ABSTRACT

Despite continuous job losses experienced along with the historic path of technological advances, employment levels always came back with a robust growth, invalidating the concern of “technological unemployment”. However, empirical evidence from the last three decades indicate that new technological advances in digital technologies have created “jobless growth”, suggesting that productivity rises without adding any on to employment and wages.

Recently developing digital software and hardware technologies such as Machine Learning, Artificial Intelligence (AI), sensors and transistors have the potential to cause the substitution of cognitive abilities of humans, leading to significant reductions in labor demand even in occupations involving non-routine cognitive tasks. Digitalization have exposed cognitive tasks to substitution, leading to polarization of jobs. It has generated decline in middle-skilled jobs and an increase in low- and high-skilled professions. This hollowing-out phenomenon has been observed in various studies.

Entrepreneurs play a crucial role in transforming economies by recognizing and exploiting business opportunities. Occupational choice models suggest that individuals with higher abilities are more likely to become entrepreneurs. Evidence indicates that entrepreneurial activity has declined in recent years, particularly among college graduates and low-skilled individuals. Recent models on entrepreneurship indicate that digitalization increases entry costs and skill requirements, deterring entrepreneurial activity. On the other hand, industries with higher digitalization exposure attract more entrepreneurial activity. Digitalization leads to cost reductions and new product lines, stimulating industry growth and entrepreneurial entry. For instance, it has been found that almost half of the occupations within the US are under high risk of losing their job due to digitalization within up coming decades. This paper examines the impact of digitalization exposure of industries on entrepreneurial entry decision using data from Portugal. Moreover, we looked for the evidence of polarization in employment and entrepreneurial entrants, aligning with the hollowing-out hypothesis. We use 2013 employees from the Quadros de Pessoal (QP) dataset of Portugal.

We find evidence of polarization in employment, with a higher share of employees in high digitalization exposure categories. Regression results indicate that digitalization has a significant impact on entrepreneurship. Higher digitalization exposure reduces the likelihood of individuals becoming entrepreneurs. Education and wages positively influence entrepreneurial entry. Industries with higher

digitalization exposure attract more entrepreneurial activity. Overall, findings suggest that digitalization is a pervasive phenomenon affecting the entire economy.

Keywords: Digitalization, Employment, Entrepreneurship

JEL Codes: O33, E24, L26

COMPARISON OF UNEMPLOYMENT INSURANCE PRACTICES IN EUROPEAN UNION COUNTRIES AND TURKEY

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ABSTRACT

Unemployment insurance, which plays a major role in the fight against unemployment in Turkey and is one of the passive labor market policies, differs from the practices in European Union (EU) countries about its benefits, eligibility conditions, payment amount, payment period, etc. In this context, the most criticized issues are that only 1/3 of the applications made for the allowance are eligible and that the duration is a maximum of 10 months.

On the other hand, unemployment insurance payments in Turkey are covered by the Unemployment Insurance Fund established in 1999, and fund management mostly involves transferring the accumulated money to programs aimed at supporting the employer, such as on-the-job training programs, incentive and support payments, instead of unemployment insurance payments, which are difficult to access due to the conditions, has been subject to criticism.

In this article, in the light of practices in EU countries, improvements that can be made to qualify for unemployment insurance in Turkey and to use the fund more effectively and in favor of workers are discussed.

Keywords: EU, Unemployment, Unemployment Insurance



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